

Thomas Memorial Library Board of Trustees

Minutes of meeting: Thursday, June 14, 2007 @ 7:00 P.M.

In Attendance:

Evan Roth, *Chair*

Ed Nadeau, *Secretary*

Nancy Marshall, Penny Olsen, Nancy O'Sullivan, and Deborah Tillman Stone, *Trustees*

Jay Scherma, *Library Director*

Absent: Pat Bredenberg (away)

Approval of Meeting Minutes: Minutes of the May 24th were reviewed, and accepted as is.

Library Director's Report (May 2007):

- We discussed including interlibrary loan data into the circulation graph in this report. Though this is important information, it was determined that it would be confusing to do so. It was agreed to that we should periodically update the ILL graph.

Motion: To up date the interlibrary loan data and graph quarterly.

Result: Unanimously approved.

Old Business:

- (deferred, see "Parked")

New Business:

- **"Vision" brainstorming session :**

Tentatively, the Board sees a "two track" set of priorities.

First and foremost, we need to support the ongoing Comprehensive Planning Process, which may take 2-3 years to play out, including the likely formation of a committee, and the possible hiring of a professional to make recommendations. Our support of that process, however, will not be a "full time" job for the Board. Plus, while that process plays out, it would really be inefficient to make big decisions about the library.

Second, we want to keep winning the "hearts and minds" of Cape residents. While this might generally be considered "marketing," it is really more than that.

With respect to the second priority, several ideas were floated. As we weighed the pros and cons of each, discussion centered on trying to balance

- (a) what will be the most helpful; and
- (b) trying not to overwhelm the library staff.

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Several ideas were floated about increasing the profile of library appreciation of “customers.” Maybe we should do more to recognize book and tape donations, for example.

Another idea was an expanded book donor program by which library patrons could give money to a general book-buying fund, which would result in a name plate in the book.

Another comment was that some senior citizens literally don’t want fines waived – that kind of attitude shows strong “hearts and minds” support.

Other ideas were in the form of better “branding” for the library. For example, even though the library did a great job hosting the recent TABOR debate, that ultimately may not be the kind of event that yields the most benefits for the library. On the other hand, the Town views the Library as an “honest broker” in those kind of intellectual debates, which shows the Library’s strong standing in the community.

Similarly, while the Healthy Aging was a huge success, maybe the attendees didn’t fully appreciate it as a library-sponsored event.

There is no doubt that Rachel’s programs generate tremendous patron loyalty and appreciation. Also, as Jay points out, we continue to have very strong participation among the younger and older residents of Cape Elizabeth. Like many libraries, however, it’s more difficult to get Middle School and High School students involved.

Discussion items 3 (time commitment) and 4 (improvement to customer’s overall library experience) remain to be more fully addressed at the next meeting. Upon completion, we will revisit discussion in order to produce a clear goal statement and identify our objectives.

Parked items:

- TML Policy Review committee (Circulation Policy)
- Recycling receptacle at library (July meeting)
- Facilities committee report

Meetings:

- Our next meeting is Thursday, July 19, @ 7:00 P.M.

Adjournment: 8:42 P.M.