

**MINUTES OF THE SPECIAL MEETING/STUDY SESSION
OF THE MONROVIA LIBRARY BOARD
THURSDAY, DECEMBER 8, 2016 AT 7:00 P.M.**

CONVENE: Board President Dr. Alrita Morgan convened the Special Meeting/Study Session of the Monrovia Library Board on Thursday, December 8, 2016 at 7:00 p.m. in the Monrovia Public Library Storytime Room, 321 South Myrtle Avenue, Monrovia, CA. Staff in attendance; Public Services Director Tina Cherry, Library Manager Carey Vance and Senior Administrative Assistant Tina Wells.

PLEDGE OF ALLEGIANCE: Boardmember Wall led the Flag Salute.

ROLL CALL: In attendance; Boardmembers Harvis, Wall, Walters, Vice President Carlson and President Morgan.

PUBLIC INPUT: None

PRESENTATION: Tina Cherry, Public Services Director provided an overview of the experience to this point in the development of the Strategic Plan. Discussed conclusions that staff has come to, and feedback on next steps.

Action items completed:

- Two Key Stakeholder meetings and two Community meetings have been held. A total of 69 attendees and 40 unduplicated attendees
- 14 individual interviews
- Developed a thank you letter to send to all participants
- 292 surveys were collected
- A draft Mission/Vision was received from the consultant
- A retreat was hosted by staff

The City's Mission Statement is:

We exist to serve the people of Monrovia in creating a premier quality of life.

Staff truly believes that we are creating a premier quality of life ~ create community, care about people, offer places for people to gather, provide a place for opportunity, the Library is a gateway to learning, offer endless possibilities, enrich literacy, create relationships, enrich lives, aspire. ..

The draft Vision Statement from the consultant was 11 pages long and forgettable.

Staff wanted to have "Monrovia Public Library: in our Vision. Endless possibilities were the continual theme.

Draft Vision Statement ~ ***Monrovia Public Library aspires to offer the community endless possibilities through enriched experiences***

Staff Developed 5 Strategic Directions:

- Enhanced technology
 - a) Collection development
 - b) IT infrastructure

- c) Access to Devices
- d) Charging Stations
- Enhanced partnerships
 - a) Inclusion
 - b) Target specific populations
 - c) Target non-users
 - d) Social services/mental health services
 - e) Develop/sustain trust in the community
- Enhanced image
 - a) Relevance
 - b) Community trust
 - c) Marketing/promotions
 - d) Inclusion
 - e) Progressive
 - f) Passionate
 - g) On-going physical maintenance
 - h) Presence in the community
- Enhanced access
 - a) Hours of operation
 - b) Mobility of the library
 - c) Inclusion
 - d) Safety
 - e) Friends bookstore
 - f) Southern Monrovia
- Enhanced experiences
 - a) Programs
 - b) Services
 - c) Physical space
 - d) café/coffee shop
 - e) Communicate and celebrate progress – internal staff/volunteers
- Action items and next steps

A conference call is scheduled for next Tuesday (12/13)

- Staff will ask that more analysis of the data is done, including cross tabulation and industry trends.

Boardmember Wall suggested that the Library's survey piggyback off of the Community Centers survey using their database to reach the public.

- Finalize the Vision and Strategic direction
- Develop SMART goals to support the Strategic plan

Understanding of how the interview summary will be incorporated into the strategic plan

- Finalize vision and strategic directions
- Develop smart goals to support the strategic direction

Janet Wall suggested piggyback off the CS survey for the Parks Needs Assessment. Have staff look at and analyze the raw data.

Public Services Director Tina Cherry – wants to be sure that the data being gathered is meaningful and contributes to a more complete document.

What we have now is a user sampling; the Library Board would like to see is a random sampling of users/non users.

Vice President Carlson – Would we use the same survey?

Council Liaison Shevlin – Suggested a change in the Monrovia Today to enhance the image of the Library, and create a stronger presence.

Vision statement - Endless opportunities

Mission Statement ~ add lifelong inclusive literacy learning. (5 strategic directions)

- Enhanced technology
- Enhanced partnerships
- Enhanced image
- Enhanced access
- Enhanced experiences

Boardmember Wall

- Can the stakeholders/partners be grouped together? Include partnerships with vendors, suppliers, community, identifying target populations, veteran's services.
- Suggested that each of the members be an advocate for a goal in this process; i.e., inclusion, populations, target non-users, social services.