

East Haddam Public Library System
Planning Meeting
January 25, 2016
7pm at Rathbun branch

In attendance: Michael Gilroy, Lucille Gardner, Maureen Gillis, Joanne Roczniak, Dawn Barlow, Andrea Pascal, Eileen Schwartz

Discussed a goal for the coming year with a working title: To Enhance the actual and perceived value of the library system throughout the town.

Objective 1: Complete what was left unfinished from last year

Objective 2: Communications/Publicity

- We agreed to the need for another survey – this time to target those in our community who do not utilize the library
- Work on social media
- Calculate and communicate the value of the library
- Communicate with other libraries

Objective 3: Fundraising/Grants

- Grants - look into grants from businesses like Walmart, Consumer Union. Also look into capital grants.
- Special Revenue Fund goals – legacy brochure – connect with financial planners, lawyers
- Partner with Friends fundraising

Objective 4: Programming and leveraging town departments

- Park and Rec, Youth and Family Services, Senior Center – find ways to partner with these town departments
- Chestelm and Franklin Academy – also organizations to partner with

Objective 5: Training

- Board members
- Director
- Staff