Present: Sharon Malenfant, Linda Jones, Donna Whipple, Tom Abugelis, Denise Boewe, Lloyd Hadden, Jay Rancourt, Amy Carter, Juno Lamb, Margaret Rieser

Sharon presented a review of the planning process. The purpose of the plan is to construct a framework for the library board to work on over next 3-5 years. The staff will implement.


Suggestions for Mission Statement: educational, cultural, recreational, information resources, providing an opportunity for learning (research and study), local history & genealogy preservation and research. Welcoming, comfortable place not just for leisure reading and browsing. “Local” should include a global aspect (younger people perceive “local” as global. Should staff be mentioned – “Staff IS the library.” As we plan we will develop new objectives.

Goals>strategies>actions

SWOT Process

Strengths:
- location at the center of the village
- the facility (physical plant and land)
- competent friendly staff
- public support
- appeals to all ages (welcoming to all)
- quality of collections (up to date and diverse)
- access to NH Union Catalog
- technology (automation, public access computers, LCD projector, wireless)
- quality and quantity of kids programs, and adult programs
- quality of local resources – lots of creativity and competence in Tamworth
- connection and collaboration between library and other town entities and groups and individuals
- public image is excellent
- no fees & no fines generates good will
- Friends of CML symbiotic with the library
- online access to the library
- local history repository
- breadth of collection (balanced and diverse)
- community meeting center (which builds a circle of support)
- good DVD collection
- Friends annex
- quality of the library website
- Strength of grantwriting
- low staff turnover
Weaknesses:

- reaching out to non-users
- working with Chocorua Library?
- Whittier & S. Tamworth feeling disenfranchised from the rest of the town of Tamworth
  (Note for Jay: sort patrons by town on InfoCentre to check usage stats)
- taxpayer support is fickle – can make the library budget vulnerable
- finding other revenue sources
- potential staff turnover (long learning curve to train new staff)
- potential entrenchment of long term staff (keeping abreast of new developments)
- building maintenance costs
- relations with town office/selectmen
- old historic building to maintain (complying with LCHIP)
- relationship with school library (Brett)
- outdoor seating and comfort
- being landlocked (on our footprint + 15’ to the back)

Opportunities:

- outreach
- collaboration
- establishing an endowment fund for operating expenses
- developing planned giving
- finding philanthropic revenue
- more publicity
- better public relations for town meeting
- increase public knowledge about library
- Friends group could seek more involvement/communication with its supporters,
- Increase readership of library newsletters (note for Jay: how many people read the library newsletter and how? Online, email, handout in library or at Tam PO (Place newsletter in all POs - in South Tam, Choc, Tam, West Oss; email)
- develop areas outside library in front & in back for meeting, sitting and wireless use

Threats:

- tough economic times
- losing staff (low pay levels)
- local geography of five isolated townships in Tamworth
- public funding vulnerable to political situation
- keeping pace with technology
- rising maintenance costs
- library’s relevancy for younger people
- loss of volunteers
- recruiting volunteers
- recruiting board members,
At the second meeting on February 25th, 6 – 7:30 p.m., there will be a review of broad goals. The finished plan (for 3-5 years) will be sent to the board of trustees in April for review and adoption/rejection. Staff will implement.

Sub-committee is formed to develop a community survey: Sharon, Jay, Chris, Margaret, Donna

This survey should target both users and non-users - online, handouts at the circ desk, phone and verbal.

Homework: Identify your top three of each SWOT: strengths, weaknesses, opportunities and threats, and get them to Jay for collation. jay@tamworthlibrary.org

Respectfully submitted,

Jay