

**KALKASKA COUNTY LIBRARY BOARD OF TRUSTEES
STRATEGIC PLANNING COMMITTEE
REGULAR MEETING MINUTES- Draft
20 MARCH 2018, 9:00AM**

- 1) CALL TO ORDER: 9:03 by Sandy Hurd**
- 2) ATTENDANCE/INTRODUCTIONS: Jenny Patterson, Debbie Payne, Diana Needham, Sandy Hurd, Dawn Moses, Ken Peress, Lorraine Wolcott, Mike Moran, John Roberts, Diane Wildfong, Deb Bull, M.R. Gillooly, Gayenelle Gentilia**
- 3) ADOPTION OF AGENDA:**
- 4) ACCEPTANCE AND APPROVAL OF PREVIOUS MINUTES:**
- 5) CALL FOR PUBLIC COMMENT:**
- 6) COMPLIMENTS:**
 - a)
- 7) UNFINISHED BUSINESS:**
 - a) Cook update re. Rockland Construction (Cook not present)
 - b) Hurd & Roberts update re. Brand Tonic – John reported that Jennifer from Grand Tonic met last Thursday. She provided a summary of a meeting she had with six patrons who used the library in different ways. All were positive in their comments. All expressed need for more space. (See attached.) Discussion regarding the mood board and the fact that the new library is not intended to be funded by taxpayers. This is important to relay to the public.
 - c) Nation Builder Software – Mike said he hoped the board didn't have a mistaken impression of what this is – It does not come preloaded with information; data will need to be entered. Search tags will be defined. Ken pointed out that the software could be used for a future millage increase. John said the software is designed for large campaigns. Deb said the program gathers voter files from across the country. Lorraine said they are so large they may not work for a small county. These are questions that will be addressed.
- 8) NEW BUSINESS:**
 - a) Hurd update re. Friends' Welcome Wagon – Sandy attended a Friends meeting and will continue to do so. The group is willing to distribute brochures regarding Brand Tonic efforts to businesses (real estate agencies, hotels, etc.) in the area serviced by the library. She complimented the group for their service to the library.
 - b) Roberts update re. MailChimp newsletter – John asked if everyone was receiving a monthly newsletter. Diana is not, so John will add her.
- 9) OTHER BUSINESS:**
 - a) None

10) ACTION ITEMS:

- a) None
- b)
- c)

11) ITEMS FOR FUTURE AGENDA:

- a) Update from Mike Moran regarding the Nation Builder software
- b)
- c)

12) CALL FOR PUBLIC COMMENT: Gayenelle inquired about publicity during the Trout Festival or the downtown street sale on August 11. Members responded it may be too early for formal publicity.

Gayenelle informed the group about the Kalkaska Conservation District annual tree sale. The deadline to order is April 1. The annual hazardous waste collection is on July 21, with a tire recycling collection on July 28.

13) NEXT MEETING DATE: April 24, 9:00 a.m.

14) ADJOURNMENT AT: 9:38 by Sandy Hurd

Respectfully Submitted,