Minutes of June 4, 2018 Meeting
Meeting Room 128, Stryker Center

Attending were: WRL Board of Trustees Chair Natalie Miller-Moore; WRL Board of Trustees members: Barry Marten, Jean Stettler, and Nicole Trifone; Friends of WRL Foundation President Sam Sadler; Friends of WRL Foundation Board members Louis Weeks and Michael Westfall; Library Director Betsy Fowler; library staff members Sarah App, Carrie Binsfeld, Janet Crowther, Eletha Davis, and Melissa Simpson.

Call to Order: Ms. Miller-Moore called the meeting to order at 3:34 p.m.

Public Comment: None

Recap of Last Meeting: Ms. Miller-Moore gave a brief recap of items discussed at the April 23, 2018 Strategic Planning Committee Meeting.

Ms. Fowler stated the strategic plan is needed to apply for state-aid funding. Ms. Crowther added that a strategic plan assists in the efficient operation of a regional library system.

Ms. Miller-Moore initiated a discussion of the various roles the members of the Strategic Plan Steering Committee have throughout the process.

Staffing Alignment: Ms. Fowler stated although there are no national standards for public library staffing there are Virginia State Standards for public library staffing and national data for comparisons. WRL enjoys an excellent level of staffing based on comparative analysis and staffing is ranked as an AAA Level based on Virginia Standards. The library has also done an excellent job of maintaining a high standard of customer service by keeping professional positions instead of downgrading them to para-professional positions. During the recession in 2009, the library did lose 10.24 FTEs; and no new positions have been funded since that loss. However, WRL continues to work closely with JCC HR to add hours to existing positions and reclassify others to meet the library’s needs. Ms. Fowler discussed an issue in the past regarding Mathew Whaley attending a weekly story time. As part of our partnership with the WJCC schools, we need to ensure that we are offering the same opportunities to all schools in the division. The program in question was changed because the library is not able to accommodate a special story-time for each elementary school in the area, so the issue was how staff resources are allocated versus insufficient staffing. As part of the CIP project cost submitted to James City County for the new library the annual operational cost estimates including staffing were submitted. Ms. Crowther stated the strategic priorities within the current strategic plan are still viable for the library and are broad enough that they allow staff to develop within a changing environment. They are helpful when speaking with jurisdictions regarding funding.

Previous Strategic Plan Review: Ms. Miller-Moore asked the members to review the presented strategic plan update, dated January 2016 - June 2018. Ms. Fowler discussed the statistics for public computer use at the library. PC use is down overall and wifi use is up from FY17. Ms. Fowler discussed the current programming and services available through the library and other organizations for non-English speaking community members.

Consultant Use: The committee discussed the need for a consultant and what aspects of the planning can be best provided by a consultant. Ms. Miller-Moore discussed the proposed options provided by BERK Consulting. The committee discussed the public surveying
preferred for the strategic planning process. Helpful information could include; information on non-library users, general demographic information about the community, information on possible uses by the community, and information from teens. The committee agreed that information on the desired location for a third library should not be included in the strategic planning surveying process. The committee agreed BERK Consulting would be the best consultant due to their expertise in library strategic planning and their familiarity with WRL. Ms. Miller-Moore will contact BERK Consulting to acquire a formal proposal.

**Other Business:** The committee will meet again in late July; Ms. Miller-Moore will organize a poll to determine a specific date and time. Ms. Fowler stated staff will gather information on national, regional, and local library and community trends and demographic data.

Ms. Fowler announced the library will be adding all the information from the architect on the “About Us” page on the WRL website.

Mr. Westfall requested an Outlook meeting invite when a date and time have been decided.

**Adjournment:** The Strategic Plan Steering Committee adjourned at 5:01 p.m.

Respectfully submitted,

Sarah App

Approved by ________________________________________
Natalie Miller-Moore, Chair