

**OFFICIAL PROCEEDINGS
CITY COUNCIL
CITY OF ESCANABA, MICHIGAN
Study Session Meeting
Monday, March 24, 2014**

Pursuit to a special meeting notice posted March 13, 2014, the meeting was called to order by the Honorable Mayor Marc D. Tall at 8:02 a.m. in the Council Chambers of City Hall located at 410 Ludington Street.

Present: Mayor Marc D. Tall, Council Members, Patricia A. Baribeau, Ronald J. Beauchamp, and Ralph B. Blasier.

Absent: Council Member Leo J. Evans

Also Present: City Manager James V. O'Toole, City Clerk Richards, Librarian Carolyn Stacey, and media.

ADJUSTMENTS TO THE AGENDA – None

CONFLICT OF INTEREST DECLARATION – None

NEW BUSINESS

Discussion – Escanaba Public Library Strategic Plan 2014 - 2019.

The Escanaba Public Library Strategic Plan (See Attached) was reviewed and discussed. The plan defined the library's mission, goals and priorities for the next five years.

- There were no contributions and a continued decrease in penal funds from the County;
- The Strategic Plan better defined the Library;
- Specific issues addressed Community Awareness and Connection, Quality of Library collections, Maximize Staff Potential, Access to the Library, Opportunity, and Sustainability;
- After formal approval from the Library Board of Trustees, will come back to Council for adoption;
- Discussed service levels to residents and County.

After discussion, the motions were made:

Blasier moved, Beauchamp seconded, to request from the Delta County Commissioners worksheets and other calculations of penal fines paid to the Escanaba City Library.

Upon a call of the roll, the vote was as follows:

Ayes: Blasier, Beauchamp, Baribeau, Tall
Nays: None

MOTION CARRIED.

Baribeau moved, Beauchamp seconded, to request from the Delta County Commissioners a \$50,000 allocation to the City of Escanaba for Library Services on behalf of the Townships they serve.

Upon a call of the roll, the vote was as follows:

Ayes: Baribeau, Beauchamp, Tall
Nays: Blasier

MOTION CARRIED.

GENERAL PUBLIC COMMENT – None

ANNOUNCEMENTS – None

Hearing no further public comment, the Council adjourned at 8:47 a.m.

Respectfully submitted,

Robert S. Richards, CMC
City Clerk

Approved: _____
Marc D. Tall, Mayor

**ESCANABA PUBLIC LIBRARY
STRATEGIC PLAN 2014 – 2019**

Introduction

The Escanaba Public Library and the Library Board of Trustees are pleased to present the Library Strategic Plan, 2014-2019. The plan features a refreshed mission, new vision and carefully considered strategic directions, informed by public feedback, which will guide the library's priorities and projects in the years ahead.

Public libraries in the digital age are challenged to find the right blend of traditional resources and emerging technologies that are most suited to their community's needs. The expansion of digital services in a rapidly evolving environment requires that libraries assess and adjust priorities continuously. Planning has never been more essential.

The process for creating the library's strategic plan was implemented in stages. First, the library conducted a public survey to gather input on library services. The survey was made available online through a link on the library's home page and was open for four months. Invitations to participate in the survey were posted on Facebook and emailed to each library cardholder with an email address on file. Print copies were made available in the library.

Next, the library held a series of facilitated public forums to gather input on library services. Meetings were open to everyone in Delta County and were held at three locations throughout the County. During these meetings, attendees were asked to discuss the library's strengths, weaknesses, opportunities and threats, as well as to comment on what services they would like the library to provide over the next five years.

Finally, a planning team was formed consisting of three library staff members, a member of the Library Board of Trustees, a representative from the Friends of the Library, a City Council Liaison and two citizen volunteers. Data from the survey was compiled with information gathered at the public forums and provided to the library planning team in advance. The planning team worked with a consultant from the Six Rivers Employment Alliance in two full-day sessions to create a strategic plan. The plan was revised in additional sessions with library staff and the library board.

The plan is subject to annual review by the Library Board of Trustees. Goals and directions will be adjusted as warranted to ensure that the plan remains relevant through changing circumstances.

Special thanks to the members of the planning team, as well as the Library Board of Trustees, Consultants Susan Roll and Denise Hansen and the Escanaba City Council. Thanks to members of the public who took time to complete a survey or talk with staff at the public forums.

Library Strategic Planning Team
Patricia Baribeau, Escanaba City Council Liaison
Elizabeth Keller, Escanaba Public Library Board of Trustees

City Council Minutes
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Darryl Shann, Citizen Representative & Friends of the Library
Freda St. John, Citizen Representative
Carolyn Stacey, Library Director
Monique Ciofu, Adult Services Librarian
Patricia Fittante, Children's Librarian

Library Board of Trustees
Philip Lynch, Chair
Priscilla Green
Janice Hallett
Elizabeth Keller

**ESCANABA PUBLIC LIBRARY
STRATEGIC PLAN 2014 – 2019
SUMMARY**

MISSION

The Escanaba Public Library connects people through information, opportunities and ideas to inspire lifelong enrichment and enjoyment.

STRATEGIC ISSUE: COMMUNITY AWARENESS & CONNECTION

Goal: Increase public awareness of library programs and services and promote the library as a civic focal point

1. Develop comprehensive marketing plan
2. Increase use and effectiveness of social media marketing tools
3. Contract the design of an updated library logo
4. Revise and re-design library informational brochures
5. Plan and implement an annual open house in conjunction with Friends of the Library
6. Strengthen alliances with school, governmental agencies and community organizations
7. Increase the library's presence at community events and outreach locations

Goal: Increase opportunities for citizen involvement and strengthen connections with local government jurisdictions

1. Formalize volunteer recruitment, training and retention program
2. Support the City of Escanaba's strategic initiatives
3. Make annual presentations to governing boards within library service area
4. Investigate establishment of a township advisory board

STRATEGIC ISSUE: QUALITY

Goal: Develop quality collections that meet evolving community needs

1. Increase funding for new books and materials to peer library standard
2. Adopt annual calendar for collection evaluation and maintenance
3. Identify and phase out underutilized or outdated print and media formats
4. Increase the quantity of library materials in new and emerging formats
5. Prioritize and process local history document scanning and digitization

Goal: Maximize Staff Potential

1. Create and support an environment where staff is encouraged to continually learn and grow
2. Develop and implement an annual performance appraisal process and regular coaching sessions
3. Design staff technology competencies and corresponding training plan
4. Increase the number of staff members who are cross-trained
5. Pursue technological solutions that limit the need for staff to carry out routine tasks

6. Develop plan for continual assessment and improvement in customer service practices and strategies
7. Create new opportunities for strengthening work relationships and staff morale

STRATEGIC ISSUE: ACCESS

Goal: Adapt spaces to be more inviting, accessible and responsive to use

1. Assess and improve space utilization in staff work areas
2. Facilitate library inclusion in the City of Escanaba's Capital Improvement Plan and the Escanaba Building Authority budget.
3. Develop and implement a routine maintenance calendar in conjunction with City staff
4. Reconfigure mobile reference shelves to accommodate other public uses, including more comfortable seating
5. Refinish original Carnegie tables in reading area
6. Identify alternative space to designate for teen services
7. Fund the creation of a Facility Master Plan for long-term building needs and improvements

Goal: Explore avenues for taking library services to people

1. Coordinate volunteer effort to deliver books to nursing homes and assisted living facilities
2. Investigate mechanisms for delivery and pick up of materials to outlying locations in service area
3. Evaluate feasibility of "Books by Mail" prototype through Upper Peninsula Region of Library Cooperation

Goal: Improve public access to library services by increasing open hours to meet community demand.

1. Evaluate survey and forum responses to develop schedule of additional hours
2. Develop a staffing plan to support proposed additional hours

STRATEGIC ISSUE: OPPORTUNITY

Goal: Support current and emerging technologies to increase access to information, improve efficiency and enhance patron use of the library.

1. Evaluate current technology services and identify areas for improvement using national benchmarks
2. Adopt the strategies and activities outlined in the library's Technology Plan for 2014-2019 in conjunction with regional libraries
3. Create opportunities for intergenerational connections through technology
4. Increase availability and reach of computer instructional classes
5. Adopt "Book a Librarian" model for scheduling individual assistance with technology and technological devices
6. Evaluate model programs for circulating e-reader devices
7. Investigate services that can be provided to/with mobile devices

Goal: Offer a unique and engaging calendar of cultural and educational opportunities for adults

1. Create and maintain programming plan that includes an annual events calendar
2. Collaborate with a variety of community partners to enhance programs and displays
3. Seek grant opportunities that support cultural programs for adults
4. Provide web-based program opportunities, such as author talks, lectures, concerts and other cultural events through interactive videoconferencing
5. Initiate rotating art displays

STRATEGIC ISSUE: SUSTAINABILITY

Goal: Explore and develop sustainable funding strategies

1. Evaluate alternative structure and governance models for public libraries
2. Explore supplemental means of securing revenue (grants, fundraising, etc...)
3. Work with the Friends of the Library to establish a Library Foundation
4. Re-negotiate contracts for library services in cooperation with township boards.

Goal: Strengthen Organizational Capacity of Library and Support Organizations

1. Implement board development training for the Library Board of Trustees
2. Ensure the library is included in the City of Escanaba's Master Plan revision for 2014
3. Provide orientation to advocacy skills for Board of Trustees and Friends
4. Improve connections between library and other City departments
5. Collect and distribute data that demonstrates measurable impact of online library services and remote use of electronic resources
6. Review and adjust goals and strategies contained in Strategic Plan annually with the Library Board of Trustees