

**WINNETKA-NORTHFIELD PUBLIC LIBRARY DISTRICT  
MINUTES OF A STUDY SESSION  
OF THE BOARD OF TRUSTEES**

March 1, 2021

**I. Call to Order**

The meeting was held virtually via Zoom due to the COVID-19 pandemic. President Ruiz-Funes called the meeting to order at 7:01 p.m. A quorum was present.

**II. Roll Call**

Present: President Jean-Paul Ruiz-Funes, and Trustees Sarah Munoz, Brian Johnson, Deborah Vandergrift, Travis Gosselin, Raheela Anwar, and Katherine Casale MacNally; and Library Director Monica Dombrowski.

Absent:

Present were library employees; Nicola White (Administrative Assistant) and Mark Swenson (Information Technology Manager).

**III. Public Comments**

No public comments.

**IV. Discussion of Strategic Planning Proposal from FastForward Libraries**

**i. Presentation by Amanda Standerfer**

**ii. Q&A**

**iii. Discussion of Trustee Expectations**

The trustees expressed the following expectations:

*Trustee Anwar*

- 1) We have a lot of data available; how do we frame it and augment it where needed to help inform our direction?
- 2) How do we define a user and what they use; how do we convert casual users into champions and what metrics should we be looking at surrounding usage?
- 3) What does it mean to be engaged? What does engagement look like in other communities? What are we doing well and what do we need to be doing differently?

*Trustee Casale MacNally*

- 1) We have two villages and two flavors; how do we orient goals for our unique situation that aren't generic in nature, such as "we like books"?
- 2) How do we involve library staff early in the process since they are the key to successfully implementing the plan?
- 3) How do we secure input from tweens and teens and keep them coming to the library when they are older?

*Trustee Gosselin*

- 1) How do we sell our programming and services to adults with or without children, so they know that the library offers something for them too?
- 2) What can we do post-COVID to bring people back into the physical building and reactivate the library as the third space?
- 3) How do we better market our programs and offerings outside of our newsletter and email?
- 4) How do we improve the library's ability to quickly react to the needs of the community?

*Trustee Munoz*

- 1) Should we take steps toward environmental sustainability in our facilities?
- 2) How do we put more power in student's hands? How do we leverage partnerships with our schools to get more library cards into kids' hands? How can we offer a wider variety of diversity programs to students to help supplement what they're not being taught as part of their curricula?
- 3) How do we increase opportunities for parents to get their needs met while coming to the library with their children?

*Trustee Vandergrift*

- 1) How do we clearly articulate the vision and mission for the library?
- 2) What does post-COVID engagement and service look like?

*Trustee Johnson*

- 1) How do we get a good statistical community underpinning overlaid on power user data to see what they are doing so we can provide more of that?
- 2) How does this tie into our mission?

- 3) What would a library with no books look like for staff? If we had no physical items, what would the work be and what would staff need to be successful?

*President Ruiz-Funes*

- 1) How do we create a foundation of analytic fact-based values? For example, what is our actual current library card penetration rate and what should it be? Where should we be with circulation? Where are other north shore libraries in comparison to us? How do we put more emphasis on patrons and create more value for heavy and medium library users?
- 2) How do we frame things in terms of SMAC objectives (Specific, Measurable, Actionable, Consistent)?
- 3) How do we develop both a plan a (all our former visitors return the library post-COVID) and plan b (diminished number of former visitors return to the library)? How does that change allocated resources?
- 4) How do we use the strategic planning process to scrutinize resources and ensure they are aligned to what we determine is important?
- 5) How can our work be infused with outside perspectives from organizations such as ALA, ILA, other libraries, and even other types of industries?

**iv. Next Steps**

Director Dombrowski will meet with Amanda to discuss whether Amanda wishes to proceed with the process. If so, they will determine some data points for Amanda to use in a revised proposal, due to the Board on March 8, 2021.

**V. Public Comments**


No public comments.

**VI. Adjournment**

There being no further business to come before the Board, a MOTION to adjourn was made by Trustee Casale MacNally and seconded by Trustee Vandergrift. The MOTION passed on a voice vote and President Ruiz-Funes adjourned the meeting at 8:34 p.m.

Respectfully submitted,

Nicola White  
Recording Secretary

  
JP Ruiz-Funes (Mar 16, 2021 09:43 CDT)

\_\_\_\_\_ Jean-Paul Ruiz-Funes, President

*Katherine Casale MacNally*  
Katherine Casale MacNally (Mar 16, 2021 08:15 CDT)

\_\_\_\_\_ Katherine Casale MacNally, Secretary