

Newbury Public Library
Newbury, NH
Library Board of Trustees Meeting Minutes

Date: February 9, 2019

Type of Meeting: Visioning Session

Present: Patricia Sherman, Ken Tentarelli, Regina Cockerill, Lea McBain, Laura Pezone,
Lynne Tuohy

Members of the Public: Mike Moss, Helen Wright

Time: The meeting began at 1:07 pm

The purpose of this meeting was to do strategic planning and frame directions for the library for the next 3-5 years. No business decisions were made at this meeting.

Observations:

One need identified was for increased publicity to 1) acquaint more members of the community with library activities, 2) build enthusiasm for the library in the community, and 3) increase attendance at library programs.

Publicity opportunities have been limited by lack of local media with wide coverage, not by lack of funds (Friends provide funds for advertising). Ads in Kearsarge Shopper have been most effective.

Children's programs are well attended. Would like greater attendance at programs for adults.

All libraries have difficulty attracting teens possibly due to the large number of conflicting activities. The "Magic: The Gathering" card game initiated by intern Kaden may give a foothold into attracting teens.

Programs done jointly with other town organizations tend to be very successful.

Need better understanding of relationship between programs offered by the library and those offered by the recreation commission.

Urban libraries are promoting themselves as places of learning and knowledge rather than solely places that provide books. This emerging trend is slowly gaining traction among suburban and rural libraries.

Suggested ideas:

Promote publicity in conjunction with other area libraries. Coordinate via existing West of the Merrimack library cooperative. Apply to local banks (Bar Harbor, Sugar River, Mascoma) for support through financial grant or using their marketing expertise.

Appoint a dedicated publicity person from the Board of Trustees or the Friends.

Create a handout of upcoming events for distribution at the Town Meeting.

Share email lists with other town organizations

Establish a social hour at the library where coffee is served, and people can meet other members of the community in an informal setting. Possible have a topic for casual discussion.

Use posters to promote events as done by the Center Meeting House. Possibly putting posters/announcements at the transfer station.

Add a teen advisor to the Board of Trustees or create a teen advisory board.

Create joint activities with Veterans' group. Possibly establish a military book club.

Establish a genealogy interest group. Possibly kick-start the activity with a presentation by a local enthusiast.

Continue to expand programs offered jointly with other town organizations.

Offer outdoor movies. This activity is successful in other libraries. Newbury library attempts in the past have been hampered by lack of an adequate sound system. The Friends may be able to fund the purchase of a suitable sound system.

Interactive craft activities are successful. Expand the range of these 'maker' activities to attract other interest groups possibly using local craftsmen as meeting hosts. This would build on Newbury as the host town for the New Hampshire Craftsmen's Fair.

The Writers' group is attracting wide interest. Explore the possibility of other similar participatory activities.

Establish an activity whereby people can record their own personal stories. This could be done in conjunction with the town wide effort to write a History of Newbury. It might also be used as the basis for a library podcast.

Conduct a Newbury Tea Party in conjunction with the Historical Society. This also might be keyed to the town wide effort to write a History of Newbury.

Create a forum for home schoolers to interact with each other.

Meeting concluded at 3:43 pm

Respectfully submitted Kenneth Tentarelli