

**CITY OF BOULDER
BOULDER, COLORADO
BOARDS AND COMMISSIONS MEETING
MINUTES**

Name of Board/ Commission: Library Commission	
Date of Meeting: March 13, 2017 at the Main Boulder Public Library, 1001 Arapahoe Ave.	
Contact information preparing summary: Maureen Malone, 303-441-3106	
Commission members present: Joni Teter, Alicia Gibb, Juana Gomez, Joel Koenig, Tim O'Shea	
Library staff present: David Farnan, Director of Library & Arts Jennifer Phares, Deputy Library Director Maureen Malone, Administrative Specialist II	
Members of the public present: None	
Type of Meeting: Master Plan Study Session	
Agenda Item 1: Call to order and approval of agenda The meeting was called to order at 6:02 p.m. Commission approved the revised letter to City Council on renovating the Main Library restrooms. Staff will send on.	[6:02 p.m., 0:00:00 Audio min.]
Agenda Item 2: General Update on Project Teter emailed staff ahead of the meeting with a question on the budget, and staff handed out a sheet at the meeting listing the costs for the proposed community engagement activities and marketing suggestions (see handouts).	[6:03 p.m., 0:00:43 Audio min.]
<p>a. Community engagement schedule of activities</p> <ul style="list-style-type: none"> • Phares explained that the open house style check in could be the “Together” event that Ascend is proposing; it will likely be held in the fall and be used to present findings from the other information gathering that has been done and see if the community agrees with the direction staff is heading. • Teter asked about doing a happy hour with the Chamber’s Bolder Young Professionals group. Farnan explained that staff cannot get on the group’s calendar until after the data gathering phase is complete; in order to hit the March 2018 deadline for completing the Master Plan, staff needs to have the majority of the data gathering phase complete by July. O’Shea suggested doing some outreach now to let the group know what staff is working on and engage them around data gathering by asking them to broadcast to their network; then staff can think about doing some sort of event with them later in the summer. • Teter asked whether the focus groups will target particular groups and demographics. Farnan explained that one group will be comprised of commission and foundation board members, while the other four will be self-selected by those interested in participating. Staff has been advised that the broader diversity of the crowd, the better the focus group, so instead of going out into the Spanish-speaking community to do a separate focus group, staff will have a translator available if needed for any Spanish-speaking participants. • Teter asked whether staff plans to reach the Hispanic community primarily through the survey. Farnan responded that JVA feels they have inroads to get good representation from this group through the survey. Phares added that staff can add focus groups to target specific groups as needed after reviewing the survey results. Farnan commented that staff is asking Boulder Housing Partners and the Latino Chamber to promote the survey as well. Koenig suggested pushing the survey out through BoulderReads. • Koenig questioned the budget of \$17k for five focus groups. Phares explained that for this cost, JVA will provide staffing and translators, take notes and do analysis. • Gibb asked whether the same questions from the survey will be asked in the focus groups. Farnan explained that the participants will be asked new questions, derived from ambiguities and areas for clarification that arise from the survey results. <p>b. Community survey</p> <p>c. Staff survey</p>	

Agenda Item 3: Commission Review and Input

[6:23 p.m., 0:20:25 Audio min.]

a. Marketing Plan

- Farnan explained that Attachment D in the [packet](#) is an outline of the marketing plan Ascend developed to generate interest around the Master Plan activities to get high level, diverse participation from the community. Phares explained that all of the information, aside from the tagline and some of the marketing headlines, is the result of staff's workshop with Ascend and is not part of the public campaign.
- Gibb commented that the marketing headlines weren't very library-specific, and could be referring to any business in Boulder. Phares replied that the headlines were less about what the library does and more about what you can do with the library.
- O'Shea stated that the general rule to follow for brand campaigns is to use fewer words and no commas.
- Teter expressed confusion about the objective for the puzzle. Farnan explained that the puzzle would primarily be a scavenger hunt to generate buzz around the Master Plan check in event in September.
- O'Shea suggested using something like Storyvine, which is an app that allows people to respond to questions and produces edited content instantaneously, as a more interesting, compelling and actionable way to get people to engage with the process.
- Teter commented that the puzzle notion seems like an interesting idea to generate buzz about the library and draw people in for an event, but not a particularly useful method for gathering information.
- Phares explained that Ascend would write content for the library's social media pages to promote the Master Plan; clicking on the link then takes the person to the Master Plan landing page, where they are asked to complete an activity and provide their email address to stay involved in the process.
- Farnan explained that the promotional video Ascend is proposing would be used to generate interest for the Master Plan process via social media; the video would be edited to create a version that can be used for future use outside of the Master Plan.
- Teter expressed a concern about the library posting ads on Facebook and stated that it's unfortunate that the city's policy does not allow people to comment and interact on the library's Facebook page. Teter suggested that instead of using an ad, staff and commission could ask volunteers, patrons and supporters to promote the Master Plan within their own networks and affinity groups. Farnan commented that content on social media does not necessarily lead to action, but putting the content out there does make participants feel included.
- Farnan wondered whether asking people to participate by creating a short video, through Storyvine or otherwise, is asking too much. O'Shea commented that the demographics of library users are very broad, and each audience requires a different approach to activate them; it would be useful to find the people that can access the audience that you do or do not have access to, and have them be an advocate for the campaign. Gibb commented that staff can determine who they need to target with other aspects of the campaign based on the groups they anticipate will take the survey.
- Farnan asked for feedback on the Facebook approach. O'Shea suggested that click bait could be used to draw people in with the action of talking about the future of our library together; Facebook could be a way to activate an audience that cares about the role of the library, even if they don't necessarily go to Boulder Public Library. Gibb suggested posting something on the library's Facebook page as opposed to using an ad.
- As opposed to a cardboard flyer, O'Shea suggested using a mailer with a sticker as a way to create brand awareness, because stickers end up all over town. Gibb stated that the best way to get her to do something is to make it super easy, so in her opinion, a mailer is a good announcement, but not a good way to get data back.

b. Needs assessment information [7:47 p.m. 1:43:12]

- Phares asked for commission's input on how to distill the notes into something useful for the final Master Plan. Gibb commented that Phares did a good job creating a holistic view of Boulder and its different populations.
- Teter commented that there wasn't anything on sustainability, resilience or environment. Phares replied that there wasn't a lot on these topics that could be directly connected to the library's mission.
- Teter suggested distilling the information to identify the top three or four community goals/needs from each of the broader topics, and asking the public to indicate how the library can fit into the different categories. Phares agreed that the public can be used to help connect the dots by asking for their thoughts on staff's ideas for how the library can address different issues. Teter remarked that this would be a great idea for a focus group or community meeting.
- O'Shea commented that there is a great opportunity that comes with being located in the Civic Area to cultivate a greater civic awareness and involvement without presuming an agenda.
- Farnan expressed concern about staff's capacity to distill the information down to the focus for the city.

Gibb suggested asking the marketing group to develop something. Farnan explained that staff has been working with a group called Warm Cookies of the Revolution, who may be able to help distill down the information and develop some exercises. Phares suggested having a broad goal of taking the information from the community needs assessment to create a program that would answer the questions over the course of a few years; this program would serve to inform how to address bigger problems in the community, and staff could unpack one area as an example to include in the Master Plan.

- Teter commented that the intent of the Master Plan as described in the introduction is very city-centric and does not speak to what commission has discussed; she suggested that staff consider the audience when writing this section.
- Teter stated that she would like to revisit the mission statement, and Phares agreed that the current statement limits where the library is heading. Farnan commented that the appropriate time would be in the fall when more pieces of the plan are ready to go.

c. Benchmark Analysis [7:44 p.m. 1:41:10]

- Teter commented that the document is not really a benchmark comparison study and that she does not see much value in sharing it with anyone because it's not really relevant at this point in the Master Plan process.
- Commission agreed that the data sets at the end of the document were very useful, and Phares explained that staff plans to reframe the data sets for the actual Master Plan.

Agenda Item 4: Discuss plan for community thought leaders meeting, Tuesday, March 21, 2017

[7:37 p.m., 1:34:10 Audio min.]

Commission agreed that the outline for the community thought leaders meeting looks good, and discussed a few tactics for running the meeting.

Agenda Item 5: Adjournment

[8:06 p.m., 2:03:25 Audio min.]

There being no further business to come before the commission at this time, the meeting was adjourned at 8:06 p.m.

Commissioner Gibb approved these minutes on April 18, 2017; and Maureen Malone attested to it.

An audio recording of the full meeting for which these minutes are a summary, is available on the Library Commission web page at <http://boulderlibrary.org/about/commission.html>