

City Of Lake Geneva Library Board Strategic Planning Committee Minutes
Thursday, December 4, 2025 - 3:00 PM
Lake Geneva Public Library

Members: Lori Hartz (Chair), Dennis Lyon, Larry Kundert, Jill Rodriguez, Nick Vorpapel, Lynelle Gramm, Chris Brookes

Call to Order

Chair Hartz called the meeting to order at 3:00 p.m.

Roll Call

Lyon, Hartz, Pennington, Brookes, Kundert, Rodriguez, Gramm, Vorpapel: present.
Also present: Kornak, Ward-Packard

Welcome and meeting overview (Hartz)

Committee members introduced themselves and shared their history with libraries in general, and history and relationship with the Lake Geneva Public Library specifically.

Perspectives of strategic planning for the library (Kornak)

Library director Kornak noted that the library, staff, and board had made significant progress with each of the past two strategic plans. The current strategic plan "expires" in 2026, and the committee's challenge and opportunity in developing a 2027-2030 plan includes creating a living document that is also manageable for staff to use, analyze, and add data to, as well as being both general and flexible enough to encompass existing activities and future goals. It could be helpful for staff to have priorities placed on areas the board/public wish to see the library focus on in the near future.

Our purpose today:

- Review handout material
- Discuss the process for how this committee will review the status of the 2024-2026 plan; status of the current 2026 plan
 - Incorporate the impact and planning surrounding the Hwy 50 construction and the impact on the library; do changes or reductions need to be made to the current plan?
 - Discuss planning process for 2027-2030 plan
- Planning strategies; consultants, surveys, connections with other county

1. Handouts of 2024-26 strategic plan were provided along with WiLS documentation of plan activation and tracking processes.

Discussion ensued on how to proceed with addressing the current plan and its final year of implementation, analyzing results from the current plan, and beginning development of a new long-range plan

Key considerations included addressing capacity (staffing and facility limitations), financial factors (constraints and potential opportunities), determining areas of focus (including the role of data) including marketing, visibility, and crafting a compelling use case for the library.

Discussion of growth dynamics included comments on limitations on library growth compared to ongoing City growth, identifying what the library can uniquely provide to meet resident needs and interests, and considering demographic trends in area growth/development

Suggestions included conducting an annual survey (compile and review results), and explore opportunities to grow and leverage partnerships (orgs, government, other libraries) for residents and patrons.

Committee members questions the usefulness of traditional metrics like circulation and foot traffic in measuring the library's success moving forward. Consider user-centered metrics (e.g., customer satisfaction, staff engagement). Reference to other libraries using goal statements/mantras such as "satisfy and delight"

Staff considerations for strategic planning include how to effectively support and sustain a high-performing staff (recruitment and retention as potential areas of focus as well as internal staff initiatives about culture, engagement, morale).

Marketing/advocacy remains a potential strategic planning topic, particularly the importance of word-of-mouth marketing and community advocacy.

Planning next steps:

- Committee members agreed that a visioning session for library board trustees would be a valuable first or early step in the 2027+ planning process to establish shared vision and goals.

Discuss future meeting schedule and wrap-up.

Next meeting Monday, January 12, 2026, 3:00 pm - 4:30 pm. Location to be determined.

Adjournment

Kundert/Rodriguez motion to adjourn at 4:16 pm passed unanimously.