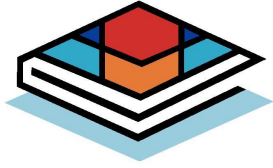


LAKE GENEVA PUBLIC LIBRARY

MINUTES

Lake Geneva Public Library Library Strategic Planning Meeting
Smith Meeting Room, Lake Geneva Public Library, 918 W Main Street, Lake Geneva WI 53147
Tuesday, August 9, 2022 4:00 pm

1. Library Board President Lyon called the meeting to order at 4:00 p.m.
2. Present: Lyon, Gramm, Brookes, Pennington, Kundert, Kersten, Rodriguez, Hale, Phelan, Lafrenz. Also present: Library Director Kornak
3. Library report: recap of library activities during and post-COVID and renovation phases
 - a. Pandemic and renovation phases complete - library kept as much access available to patrons and residents throughout the past two years as possible. Staff implemented new services like curbside pickup and moved materials several times to various locations, and increased off site outreach (YMCA, schools, coffee shops, local businesses, Farmer's Market). Renovation project construction is now about 98% complete. Kornak expressed satisfaction with Selzer Ornst, the general contractor. Lafrenz asked about local subcontractors; Kornak noted Gilbertson's Studio and Dovetail Construction in particular as stained glass divider creators and suppliers. Lyon noted that subcontractors were outside of the library's control and the GC used who was available within the project parameters. Discussion ensued about upcoming Hwy 50 roadwork in 2025-27 as potentially affecting the library and its operations. Kornak noted that some usage patterns have altered slightly since the renovation completion: circulation is down slightly, foot traffic is way up, library card registration is double to triple the level of pre-renovation, and the duration of visits and meeting room usage is very high as well. Program attendance, especially for youth programs, is very high post-renovation. People tend to be coming to the library for longer periods of time to read and work instead of just running in and out to pick up materials. The challenge for the library is that funding is much more circulation-focused than building and staff-usage focused.
 - b. Budget update (Kundert/Kornak) - 2023 operating budget is being drafted for the City of Lake Geneva's budget process; the City's recent wage study will significantly affect the library's budget request and staff.
 - c. Library system activities (Kornak) - Kornak noted that Lakeshores Library System and Arrowhead are planning on merging, Lakeshores Board Trustee Rodriguez noted that efficiencies gained from a system merger will hopefully benefit member libraries. Within our system, Delavan and Burlington libraries are/may be anticipating major renovations and expansions in the near future.



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4. Committee goals (Lyon)
 - a. Lyon requested that committee members review the previous strategic plan (2019-21) for future discussions about revising and updating it. Kornak will send the state library standards to the committee in the coming week(s) with estimates of the library's service level post-renovation.
5. Update of strategic plan
 - a. Discussion noted that the committee and Library Board and staff should be deliberate and intentional in gathering data and information from the public - structure forums to facilitate ideas and comments from patrons and residents.
 - b. Options on the table for future discussions included considering a potential branch location with services (programming space, browsing collection) that is easily accessible and has ample parking, a bookmobile, or considering other outreach options. Location of any additional sites, permanent or mobile, needs to be reviewed and evaluated. Discussion about possibly underserved areas of the City of Lake Geneva and surrounding area ensued.
 - c. Next steps: committee reviews strategic plan documents, Kornak will send out library standards document, next meeting will be scheduled.
6. Report from support organization partners (Friends, Foundation) - (Board liaisons and representatives)
 - a. Hale reported that the Friends of the Lake Geneva Public Library used the strategic plan to develop many new supporting services and fundraising opportunities that connect with community partners. The book sale carts, thanks to Larry Kundert, is a huge financial success. Nina Ruskey partnered with the high school and art foundation to raise \$1500 in custom art birdhouses made for silent auction, and Nina partnered with the youth and adult librarians (Wendy Finley and Ellen Ward-Packard) on avian-themed programming. The Friends are partnering with the Jaycees to provide free books for local children.
 - b. Lafrenz reported that the Lake Geneva Public Library Foundation plans to meet more often to stay in tune with library needs.
7. Kundert/Kersten motion to adjourn at 5:08 p.m. passed unanimously.