



585.359.7092
hplinfo@libraryweb.org

Henrietta Public Library
455 Calkins Road
Rochester, NY 14623

Board of Trustees Meeting Agenda Wednesday, February 8, 2017 6:15 p.m.

Approval of Minutes - January 11, 2017

Correspondence

Director's Report

Finances

1. Expense Control Report
2. Revenue Report
3. Payment Library Bills
4. Trustee Accounts
5. Trustee Endowment
6. Friends Account

Committee Reports

Unfinished Business

1. Foundation Update
2. Building Planning Update

New Business

1. Appoint New Member to Fill Board Vacancy
Action: Pass a resolution appointing Linda Szczesniak to finish Tim Chapman's board term (February 2017-December 2019).
2. Communications Plan for Library Referendum
Presentation and Discussion.
3. Adding Public Comment to Order of Business
Discussion and Possible Action: Discuss adding a public comment section to order of business and procedures for handling public comment at meeting. Consider revising Bylaws.
4. Minerva Campbell Literary Contest
Action: Appoint contest committee.
5. Review Conference Policy
Action: Review policy with no changes.
6. Review Donations and Investment Policy
Action: Review policy with no changes.
7. 2016 Annual Report
Discussion: Can communications plan for new building should stand in place of this year's annual report?
8. *SAVE AROUND BOOKS*

Future Agenda Items

1. Review Personnel Manual



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Future Activities
Next Meeting - March 8, 2017
Adjourn



Brand Platform

Brand Essence People helping people learn

Brand Personality Creative, knowledgeable, enthusiastic, playful, compassionate

Brand Promise Only the Henrietta Public Library gives seekers the tools they need to transform ideas into possibilities

Target Audiences Primary: Seekers; Secondary: Families, funders, people in need

Mission

Henrietta Public Library: where our community connects, discovers, and learns

Vision

Henrietta will be known for its library, the heart of a diverse community.

Strategic Intent

We will create strong community support for a new library through exceptional services and resources.

Strategic Priority Areas

Sharing Stories

Target audience:
Heavy readers

Early Literacy

Target audience:
Children from prenatal-
grade 2 and their
families/caregivers

Technology

Access
Target audience:
Community members

Developing Our Brand

Target audience:
Seekers, families,
funders, people in need

How-to

Target audience:
People who want to
learn how to do things

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Present: Laura Osterhout, David McNitt, Brigid Ryan, Tina Thompson, Sharon McCullough, Janet Zinck, Doug Roesch, Adrienne Furness, and Lynn Neill.

Guest: Linda Szczesniak, Craig R. Moffitt, Mr. Gregory Brumfield, Elijah Otto, and Samuel Otto

The meeting was called to order at 6:15 pm by President Tina Thompson.

The minutes of January 11, 2017 approved as submitted.

Correspondence

A thank you was received from NYLA for the board's contribution to the 2016 NYLA's Funds.

Timothy Chapman's resignation letter from the library board.

An email from Frederick Douglass Community Library commending Laura Lintz, Children's Librarian, on her impressive work ethic and positive attitude during her service as part of the MCLS Events Outreach team.

An email of thanks to Virginia Cooper, Librarian, for her presentation "Quilting with the Web" at the Henrietta Quilt Club meeting.

Director's Report

Congratulations on behalf of the board to Cathy Lathrop on becoming our very first library assistant.

The statistics were reviewed.

Surplus Items

Motion: David McNitt

To request that the Town Board approve the following as surplus:

Inventory #831 Typewriter Stand 1978

Inventory #839 Table-Oak 1978

Inventory #2608 Typing Table 1989

Inventory #3864 Laptop 2004

Inventory #3890 Disc Repair System-Eco Senior 2007

Inventory #8036 Children's Magazine Display 2-Side 2008

Inventory #10123 CD/DVD Repair Machine 2014

Seconded: Brigid Ryan

Motion carried



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Personnel Items

Motion: Doug Roesch

To approve the personnel items as listed in the Director's Report.

Seconded: David McNitt

Motion carried

Finances

The Revenue/Expense Control Report for January was reviewed. At the March meeting we will go over line by line explaining this report for all the new board members.

The Revenue Report for the Town was reviewed.

Payment of Library Bills

Motion: Brigid Ryan

To approve Abstract #2 Claims 9-24 for a total of \$30,912.89.

Seconded: Laura Osterhout

Motion carried

The Friends 2016 Book Shoppe Annual Sales and 2016 Financial Report and Volunteer Hours report were reviewed. The Friends statement for 1/4/17 total balance of \$9,162.64. Adrienne will bring a thank you to the next meeting that will be given to the Friends for all their hard work.

The two CDs that were maturing on January 27, 2016 have been rolled into an account until the president signs the required paperwork. They will be then put into separate accounts. Doug has put his name on the accounts and Tim Chapman's name has been removed.

PayPal checking account balance for 1/1/17 - 1/31/17 is \$194.34.

The partnership checking account net funds for 1/1/17 - 1/31/17 is \$6,959.79.

Safety Deposit Box

Motion: Laura Osterhout

To pay \$40.00 from unrestricted funds partnership checking account the renewal of the board's safe deposit box at Five Star Bank through March 1, 2018.

Seconded: David McNitt

Motion carried



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Committee Reports
None

Unfinished Business

Foundation Update

Brigid Ryan reported that the Friends of the Henrietta Library will be having a meeting on March 22 where they will vote to endorse their bylaws to become the Friends and Foundation of the Henrietta Library or whichever name they choose.

Building Planning Update

Supervisor Jack Moore, Adrienne Furness, and Friend of the Henrietta Library Eva Slynko went to the Senior Center to talk to them about building a new library.

New Business

Appoint New Member to Fill Board Vacancy

Motion: David McNitt

To appoint Linda Szczesniak to the Henrietta Public Library Board filling the vacancy from Tim Chapman's resignation completing the term February 8, 2017 - December 31, 2019.

Second: Doug Roesch

Motion carried

Communications Plan for Library Referendum

This is the first piece of raising money and awareness for building a new library.

Adding Public Comment to Order of Business

Discussion occurred on this item and was decided that David McNitt, Sharon McCullough, and Tina Thompson will put something together and will run it by Janet Zinck.

Review Conference Policy

The Conference Policy was reviewed with no changes made.

Donations and Investment Policy

The Donations and Investment Policy was reviewed with no changes made.



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2016 Annual Report

The board decided that the Communications Plan for Henrietta Public Library will be used as the 2016 Annual Report.

Save Around Books

Motion: Doug Roesch

To pay the \$375.00 bill to Enjoy the City for the 22 books that have been sold so far. There will still be three more books left to sell and should sell with no problem.

Seconded: Laura Osterhout

Motion carried

The meeting was adjourned by consensus at 7:30 pm by President Tina Thompson.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Brigid Ryan".

Brigid Ryan
Secretary

Communications Plan for Henrietta Public Library Referendum

January 12, 2017

Prepared by Mike Kennerknecht

Contact: makennerknecht@gmail.com or 585-754-2444

Situation Analysis:

- The Henrietta Public Library (HPL) is seeking to build a new library
 - Town of Henrietta will need to bond for construction
 - The Town is seeking a location on the Town Hall campus, with an initial preference for the current site of the Senior Center
 - This would require the Senior Center building to be physically moved to a new location on the Town Hall campus
 - Voters will be required to vote in a referendum (potentially in May 2017) to bond (depending on the amount) or approve the proposal
 - The bond amount, location and plans for the library, as well as the date for the vote, are t.b.d. (hopefully to be resolved in February 2017)
- HPL will need a communications plan that includes a public information (“info only”) campaign, as well as a “vote yes” campaign
 - The info only campaign activities can be conducted with library and other public resources, such as library employees or budget
 - The vote yes campaign will need to be a separate entity, but can include library and town employees
 - Only the vote yes campaign can raise money and advocate directly for passage of the referendum

Overall Goals:

- Inform Henrietta residents about the HPL proposal
- Achieve public support and voter approval for the library proposal in 2017 (vote yes campaign only)

Target Audiences:

- Henrietta residents
- Library supporters and users
- Community leaders (e.g., elected officials, businesses, civic organizations)
- Likely voters in Henrietta (vote yes campaign only)

Objectives:

- Establish high awareness of the vote and polling places for the library proposal amongst target audiences
- Educate news media and target audiences about the facts of the library proposal
- Increase favorability for the library proposal (vote yes campaign only)
- Reduce influence and impact of any organized opposition (vote yes campaign only)
- Persuade a majority of voters to vote for the library proposal (vote yes campaign only)

Strategies:

- Position the library proposal as being beneficial to all Henrietta residents, businesses and organizations
- Utilize clear and consistent messages to effectively communicate information
- Enhance HPL's existing online presence (website and social media) with informative content
- Leverage moments in time and all media opportunities to maximize exposure of the library proposal and the vote
- Mitigate misconceptions and misinformation with facts and counterarguments
- Provide opportunities online and in-person for public information and feedback
- Develop a strong online presence for a vote yes campaign through websites, social media and email that will educate and engage target audiences (vote yes campaign only)
- Engage voters, recruit volunteers, and mobilize supporters with a strong online presence through the website, social media and email (vote yes campaign only)

Info Only Approach:

- Increase frequency of HPL Marketing Team/Committee meetings to:
 - Create a tactical calendar to guide activities and define responsibilities for the team
 - Review communications activities completed to-date and results
 - Discuss communications activities in progress, status updates, next steps
 - Brainstorm additional communications activities/opportunities
- HPL will develop PR materials to ensure consistent communication and efficient achievement of the library proposal PR objectives, including:
 - Press kit, including updated fact sheets and other materials as needed
 - Media lists to reach each distinct target audience
 - News releases and media alerts
 - Presentation for public infor
- HPL to contact EveryLibrary.org about a training session for library staff

Vote Yes Approach:

- The vote yes committee with be responsible for all campaign communications, activities, volunteer recruitment/management, and fundraising and should include the following positions:
 - *Campaign Manager* to oversee all aspects of the campaign
 - Spokesperson(s) to be the designated public face for the campaign and go-to person for media interviews
 - *Communications Director* to be responsible for the public relations, website, social media, ads, and other marketing/communications of the campaign
 - *Treasurer* to manage financial account(s) and lead fundraising efforts
 - *Field Director* to lead the get out the vote (GOTV) effort, which can include canvassing, phone banks, robocalls, and other voter contact efforts
 - *Volunteer Coordinator* to recruit and manage volunteers for the vote yes campaign
 - *Lawn Sign Captains* to assist with the identification and distribution of lawn signs to locations in different parts of town (e.g. north, east, south and west)
 - *Legal Advisors* to provide provide guidance and answer questions about elections and campaign finance
- Establish vote yes campaign committee (e.g. the new friends/foundations organization) with regular meetings (weekly or bi-weekly) to:
 - Create a campaign plan and calendar to guide activities and define responsibilities for the team
 - Review campaign activities completed to-date and results
 - Discuss campaign activities in progress, status updates, next steps
 - Brainstorm additional campaign activities/opportunities

Communications Tactics:

- **NOTE:** Any materials created or advertisements paid for using HPL resources or funds will be for informational purposes only, while any materials and ads paid for and created by the vote yes campaign are not restricted on their content and calls-to-action.
- **Media Relations**
 - Pitches: Identify unique story angles to achieve in-depth feature stories
 - Op-Ed Bylines: Draft and place guest essays and letters to the editor from supporters
 - Moments in Time: Leverage key events to achieve ongoing media coverage (e.g. National Library Week or green construction for Earth Day in April)
 - Media Events: Plan and coordinate interviews, press conferences, photo-ops, etc.
 - Media Training: Identify and prepare designated spokespeople (e.g. library board members or staff) for interviews with news media and public speaking engagements (e.g. press conferences or public hearings)
- **Special Events:**
 - Cross-promote library events via media relations, newsletter, social media and website
 - Identify opportunities for library participation in community or private/corporate events (e.g. Wegmans, Rotary, local day care centers, etc.)
 - Organize multiple (e.g. daytime vs. evening, weekday vs. weekend) public information sessions to inform residents about the proposal, answer their questions, and get feedback from them about it
- **Digital Communications**
 - HPL Website
 - Draft copy and add new "Vote" info page(s) on the existing library website to serve as a central hub for the public to get news and facts on the library proposal (e.g. hpl.org/vote)
 - Page(s) will include proposal facts, information about the vote, FAQ, and events, in addition to downloadable materials (e.g. PowerPoint presentation, PDF fact sheets, images of renderings, etc.)
 - Vote Yes Website (vote yes campaign only)
 - Create a website/microsite to serve as a central hub for the vote yes campaign
 - The website to include key calls to action, such as donating money and signing up to volunteer for the campaign, and joining an email list
 - The vote yes website can also contain persuasive information and materials about the proposal

- HPL Social Media
 - Continue using existing Facebook, Instagram and Twitter accounts to engage your audience, respond to posted comments/questions, and share news about the library proposal
 - Upload multimedia and documents as necessary to YouTube, Vimeo, SlideShare, Scribd and other websites to allow sharing and embedding of content online
 - Create a social media calendar to generate and plan content throughout the campaign leading up to the vote
 - Utilize a third party tool such as HootSuite or Buffer to schedule and optimize post times
- Vote Yes Social Media
 - Set up new Facebook page for vote yes campaign (which could also be used for new foundation organization)
- HPL Email Newsletters
 - Continue library email newsletters and update existing email list with new members
- Vote Yes Email Marketing
 - Create email account to be used for email communications and for online accounts (e.g. Google AdWords, MailChimp, etc.)
 - Send regular (e.g. weekly) emails to supporters with campaign updates, invitations to events, calls for volunteers and fundraising, etc.
 - Incorporate simple signup forms for newsletter online and on social media and website
- Advertising
 - SEM (search engine marketing)
 - Setup Google AdWords account(s) and run ad campaigns with a minimal budget (it is usually easy to find promo codes that will give you matching funds for your first ads)
 - Print Ads
 - Consider print ads (and sticky notes!) in the *Henrietta Post* and *Genesee Valley Pennysaver*
 - Consider zip-targeted print inserts (in the *Democrat & Chronicle* and use the overruns (since more will be required than there are subscribers in Henrietta) for lit-drops
 - Facebook
 - Pay for “likes” campaigns and boost posts to increase the reach and build an audience for the pages

- **Vote Yes Campaign Collateral**
 - Use a vendor (local or www.capitolpromotions.com is recommended) to design and print lawn signs (volume and stock dependant on campaign budget and number of potential locations)
 - Palm cards (also known as key cards), bumper stickers, buttons, and other materials are a consideration, but not a priority
- **Voter Contact (vote yes campaign only)**
 - Utilize lists, such as the county voter lists, to help identify likely voters for mailing, canvassing and call lists
 - Consider direct mail pieces to voters, budget permitting
 - Robocalls to targeted voters vendors with script(s) read by recognizable member of community (a recommended vendor is www.politicalrobocalls.com)
- **Other Communications**
 - Incorporate relevant library proposal info into and other external communications (e.g. town newsletters, library brochures, flyers, posters and other printed materials, etc.)

Implementation Phases:

- Phase 1: Planning & Organization
 - January-February (assuming a vote in May)
 - Organize vote yes committee and make adjustments to HPL marketing committee members, agenda and meeting frequency
 - Prepare websites, social media, fact sheet, presentation and other materials
 - Plan announcement and first public info session
- Phase 2: Public Education
 - February-April (assuming a vote in May)
 - Press conference and press release to announce proposal
 - Make materials available in the library, Town Hall and other public places
 - Announce and hold initial public information meetings
 - Outreach to community leaders and organizations seeking support and opportunities to present to members (e.g. Chamber of Commerce, Rotary, etc.)
 - Launch vote yes campaign website/social media, recruit volunteers and begin fundraising (vote yes campaign only)
- Phase 3: Persuading Voters
 - March-May (assuming a vote in May)
 - Continue public information meetings
 - Guest essays and letters to the editor
 - Distribute lawn signs, begin canvassing and advertising (vote yes campaign only)
- Phase 4: Getting Out the Vote
 - April-May (assuming a vote in May)
 - Reinforce information about vote date/times/location in all communications
 - Continue advertising and canvassing (vote yes campaign only)
 - Phone banks and robo calls (vote yes campaign only)
- Phase 5: After the Vote
 - On Election Night, be prepared with remarks for the three possible scenarios: a win, a loss, and too close to call
 - Check with election officials in advance to see how you can get notified of the unofficial results as soon as the votes are counted
 - Share results across all channels (press release, websites, social media, and email)
 - No matter what, be humble and appreciative of all those who worked hard
 - Remind everyone that the library is committed to serving the community and will continue to engage the public moving forward

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