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Henrietta Public Library
455 Calkins Road
Rochester, NY 14623

Special Library Board Meeting
Recreation Center
Thursday, March 23, 2017

Present: Adrienne Furness, Doug Roesch, Janet Zinck, Ellen Glena, Alicia Reinhardt, Brigid Ryan, Laura Lintz, Linda Szczesniak, Sharon McCullough, David McNitt, Tina Thompson, Nancy Maxwell, Linda Dingman, and Lynn Neill.

The meeting was called to order at 6:05 pm by President Tina Thompson.

This special meeting with John Chrastka from EveryLibrary is to discuss communications for our library building project.

- Who do we need to talk to, and what do we need to say.
- Very important to be transparent about the financials.
- You have to tell residents your Plan A (what happens if the measure passes) and Plan B (what happens if the measure doesn't pass).
- Supporters of libraries recognize the value of a passionate librarian as a true advocate for lifelong learning. They see the importance of a library in their community.
- The most committed supporters believe the library is a transformational force.
- Voter attitudes for libraries: there are no difference between users vs. non-users or between progressive vs. conservatives.
- Our focus needs to be on not the sure yes votes or the sure no votes, but the undecided votes in the middle.
- It's important to get the staff out of the library. Community engagements to include surveys, programs and events, and service delivery. Also improve customer service and continue with social media.

The meeting was adjourned by consensus at 7:45 pm.