

Keene Public Library Long Range Planning Committee

Monday, April 12, 2021, 5:00 pm – 6:00 pm

1. Roll Call

As Chair Alexander was not present at the meeting, the Library Director Marti Fiske facilitated the meeting and started the meeting by reading the statement explaining how Emergency Order #12, issued by the Governor of the State of New Hampshire, pursuant to Executive Order #2020-04, gives authority for public meetings to be held remotely and shared information about how members of the public can listen and share comments. Roll call attendance was taken, present were: Chuck Prigge, Chuck Redfern, Yves Gakunde, and Library Director/meeting facilitator Marti Fiske.

2. Approval of March 8, 2021, Meeting Minutes

Chuck Prigge made a motion to accept March 19, 2021 minutes as presented. The motion was seconded by Chuck Redfern and passed unanimously.

3. Review Of Results from SWOT Analyses (Continued from last meeting work)

The Committee reviewed and summarized data on “Opportunities and Threats” received from the four groups that participated in the SWOT analyses. After completion of this exercise, the committee reviewed SWOT analysis results from the Library Director and added information into the corresponding categories which were previously summarized. The following is a summary from all participants including the Library Director Marti Fiske:

STRENGTHS

- Staff & Leadership: Flexible and adaptable to change(s), diverse skills, caring, knowledgeable, team
- Awesome new space (location/walkability, grounds, modern tools, Maker Space, event spaces & resources)
- Community Support: Trustees, Patrons, City Staff/Departments, City Council, Friends of KPL; Engaged Community and organizations, KSC
- Plentiful and varied resources: collection & programming; Keene Link

WEAKNESSES

- Communication: external (marketing, outreach, responding to negative social media) & internal (lack of cross-training, info sharing)
- Staffing (shortages & turnover (retirement & seeking FT, reliance on part-time and volunteers, building configuration challenges)
- Access Issues
 - Physical: parking on-site, exterior seating, building configuration/multiple entrances/staffing
 - Procedural: cost/fines associated with parking, overdue fees, computer/popular item wait times, non-resident library cards, update policies for better management of spaces & resources

- Financial constraints
- Negative Public Perception: (lack of diversity, homeless population, drug use, inappropriate content for minors on computers)

OPPORTUNITIES

- Leverage Resources (Technology, Capacity building through staff training & Building/Outdoor spaces, Potential rental income)
- Increase Communication (Establishing Partnerships, marketing, collaboration, public education/civic conversations, budget education, more resource awareness for patrons)
- Programs (Art, history, culture, off-site opportunities, networking opportunities, civic engagement, ties to businesses & downtown events, income opportunities)

THREATS

- Limited Resources (Funding, budget, staffing levels & burnout & lack of health for PT worker, low wages for para-professionals, economic health of city, socio-economic & cultural challenges in community)
- Pandemic and other unexpected future challenges (lasting effects of habit changes, tech changes that offer new opportunities to the public, financial constraints at KSC could affect future partnership)
- Staying relevant for current times & other competitive similar services (Amazon)

4. Adjourn

Library Director/Meeting Facilitator Marti Fiske adjourned the meeting at 6:00 pm.

Respectfully submitted by,
Yves Gakunde