



**CITY OF NOVI LIBRARY BOARD  
LIBRARY BOARD RETREAT MINUTES  
June 26, 2021**

**Final Draft**

**Call to Order by President, Kathy Crawford**

The meeting was held in the North East Conference Room of the Novi Library  
Called to order by President Kathy Crawford at 10:30 AM

**Pledge of Allegiance**

The Pledge of Allegiance was recited.

**Roll Call by Secretary, Brian Bartlett**

**1. Library Board – All members were present and stated their location.**

Kathy Crawford, President

Kat Dooley, Vice- President

Brian Bartlett, Secretary

Sreeny Cherukuri, Board Member

Tara Michener, Board Member

Geoffrey Wood, Treasurer

Torry Yu, Board Member

**Library Staff**

Julie Farkas, Director

**Library Attorney**

Beth Saarela

Rosati, Schultz, Joppich & Amtsbuechler

**Guest Presenter**

Lee Meadows

Facilitator for Goal Setting

**Approval of Agenda**

A motion was made to approve the Agenda.

1<sup>st</sup> – Kat Dooley

2<sup>nd</sup> – Sreeny Cherukuri

**MOTION APPROVED: 7-0**

## Goal Setting Discussion

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**Facilitator Lee Meadows:** Kicked off the session and discussed the overall functions of the library.

Identified and discussed the key constituencies involved in running the library. Those being the Library staff in charge of day to day operations. The Library board is responsible for providing oversight and monitoring of library operations. And the Community as a whole, that is not only the end customer of the library, but provides critical feedback as to how the library is doing.

The board is key in both establishing strategic goals, and identifying what the key barriers to achieving those goals. Identification of key barriers are critical as well as developing a plan to overcome those barriers.

In the goal setting piece, the board must provide the critical direction to staff in achieving these goals and

Wood: From corporate world, the 3 year plan is followed up with a plan as to how we get there. How do we move towards achieving the goals? He feels strongly about the goals as written. But feels that Staff focuses on the goals, but the board needs to provide the critical direction to staff as to achieving these goals. This requires regular monitoring to assure that the library as a whole is on track to achieve them.

**Crawford:** Reviewed the strategic goals for 2019-2022

1. Empower Universal Literacy
2. Escalate and Innovative an Inclusive Culture
3. Enhance Core Interactions within our diverse community

**Bartlett:** Looking as to how committees can set their objectives to help achieve the overall goals. The committees should have objectives and that map up to achieving the overall goals to be effective.

**Michener:** Wants to be sure that the strategic goals meet the goals of all members of the community. There have been incidents and situations in the library that have not received the proper attention from the board and library staff. We need to be sure that goals are achieved for all members of the community especially underserved minority members and community members currently in need. The board and staff needs to recognize that there are members of the community still have had significant economic impact of covid. As the first black person on the library board, it's a constituency that needs representation.

**Cherukuri:** Discussed the changing role of the library and the different needs of community members. Used the analogy of the New York Subway System. It no longer is that way as wealthier patrons have left the system. In a similar fashion, citizens may use the library system less replacing it with Amazon and internet subscription. Need to have a means of reaching all citizens.

**Yu:** Sees a need to better showcase the library and tell our positive story to help drive public interest. The board also needs to address the public's concerns and effectively communicate those efforts. The library and board needs to find means of advertising the libraries capabilities.

**Director Farkas:** Director Farkas discussed how the library in many ways has taken the place of a community center. That there are individuals using the facility as a third workplace to engage colleagues and coworkers and provide.

One of the key areas is the workplace where clients can use 3D printing techniques to create items and create customized materials for business. This is a key added feature that increases the reach of the library beyond traditional library uses.

The library acts as a cultural center for the community and had effective programming in the past for older adults looking for activities other than bingo. The library needs to seek to understand and provide continued programming to meet all age group needs.

Need to explore High School and other youth educational opportunities. Wants to build lifelong readers and users.

Other staff objectives involve:

- Strong finances into the future including framework for donations
- Address in safety and inclusion concerns
- Marketing the successes of the library to the public
- Build a cohesive feeling among Board Members focusing on the libraries future
- Increasing the training of Trustees and Staff.
- Wants to be sure that the Board and Staff are working together to achieve goals.

How do we measure engagement among library patrons? And how do we reach those that aren't currently library patrons? One of the biggest challenges is gathering the information and analyzing what we don't know. What about the over 50+% of individuals that don't use the library?

The library is involving into a "3<sup>rd</sup> Work Place". This could be an opportunity for expanded services coming out of the Covid environment.

**Facilitator Lee Meadows:** Led an engaging interaction session discussing library goals and objectives. Among the key points of this discussion were:

- The committee efforts should act as "sub goals" to the overall goals of the organization. Where the library board establishes overall strategic goals, the committee's need to go about their business with those goals clearly in mind. Ideally the committee should be breaking down those goals moving towards a tactical level. Those tactics then should be measurable towards achieving the strategic goals.
- Measurables should contain both quantitative and qualitative objectives toward achieving goals. While quantitative goals such as increasing the number of active library members may be easier to measure and develop, qualitative goals need to have equal focus.
- The Library's goals will evolve over time. The board needs to keep this in mind. Libraries have been impacted by outside companies such as Amazon (decreased the need for some of the libraries use), and the internet (Computer access used to be much more critical), new customer service needs present new opportunities and goals.
- The board needs to provide mechanisms for feedback in achieving goals. One such tools that may be considered are Focus Groups that may be made up of staff or Community members.

- The committee charters/efforts should be evaluated along with the bylaws to take into account the organizational goals. This integration of efforts is best to assure that tactical efforts will help the library best serve the community.

### **Audience Participation**

**Tia Marie Sanders:** Would like to thank Doctor Meadows for his leadership today. Believes it to be an important first step. Currently she feels the library is an unsafe place and has fostered a culture that is unsafe for the DEI community. She thinks the board has taken too long on several initiatives brought forward by the DEI committee and wants to see quicker and more decisive action to create a collective safe community space.

**Sharon Trumpy:** Doesn't feel that allowing only 3 minutes to speak is proper with only two community speakers present. The printed handout said 5 minutes were available and it was amended to 3. Feels the board should allow more time. She is speaking about inclusion for her son that she feels the board is not providing enough support for. It took the board over 2 years to take a stand on anti-hate wording and that statement was not as strong as it needs to be. While she is nervous in public, she will keep coming to these meetings on behalf of her son.

### **OMA training**

The State OMA trainer is still unable to travel due to Covid. The internet at the library was not available and without a live camera feed, the meeting could not be attended by both the Board and Citizens per OMA guidelines. It will be postponed to a future date.

### **Meeting Adjournment**

Motion to adjourn the meeting  
1<sup>st</sup> – Tara Michener  
2<sup>nd</sup> – Torry Yu

**MOTION APPROVED: 7-0**



Brian Bartlett

July 22, 2021

Date