

**CAMBRIDGE PUBLIC LIBRARY
BOARD OF TRUSTEES
ANNUAL PLANNING MEETING
10/27/08**

Attending: Janet Axelrod, Nancy Wood, William Barry, Andre Mayer, Patricia Payne, James Roosevelt. Also present: Susan Flannery, Karen Brown, Steven E. Miller

THEME: Preparing for Opening of New Main Building

TRANSITION SCHEDULE:

- School Department needs to move into Peabody building by June 15, 2009.
- To have time for weeding, RFID insertion, packing, and other move preparation, this means the Library will probably have to close to the public by early February, 2009.
- If all goes well, the new building will open sometime this fall.
- Plans to make the Collins Branch ADA accessible have been approved by Planning Board and are now going to the Plumbing Board; if all goes well, the work will be done before Main Library reopens.

OTHER TRANSITION INFO:

- RFID bid is going out soon in collaboration with several other towns.
- Some of the weeded-out books will go to hospitals or children's centers; most will have their paper recycled (shredded).
- In the time after the library leaves the Peabody but before it can reopen in the new Main Bldg, regular staff will be encouraged to take vacation or leaves and contingent staff will not be given hours.
- For part or all of the first week after the Official Opening, all the branches will be closed and the entire staff will be brought in to share the glory and serve the public.

CELEBRATING THE OPENING: Possible Organizations/Networks/Channels for Reaching Desired Audiences

- Teen Centers
- Sports Leagues (esp. soccer, baseball, football) & High School Teams
 - Invite Sports Celebrities?
- School teachers & Libraries
- Letters to all kids (& their parents) who've participated in past Library programs, events, contests, etc.
- Politicians: City Council, State Representatives, School Committee
- City Staff: City Manager's people, School Dept.
- Political groups: city & ward Democratic/Republican Committees
- State Board of Library Commissioners
- Community/Civic Groups: e.g. MAPS, Concilio Hispano, Churches

- Media:
- Seniors: Sr. Ctrs, Elderly Housing Councils,
- Non-profits: (via Cambridge Community Foundation)
- Business Groups: Retail Assoc (CofC, Harvard Sq. Business Assoc., Central Sq. Business Assoc., Porter Sq. Assoc.), Producer (Kendal Sq. Group)
- University Leaders (Presidents, Deans) & Librarians
- Professional Groups (Architects, Writers)

CELEBRATING THE OPENING: Sequencing Possible Types of Events

- will collaborate with Friends as much as possible.
- will probably hire someone to be “event coordinator”
- “Sneak Previews” Before the Official Opening
 - Family sleep-over (application: “why I want to sleep over in the library...”)
 - Architects (informal meeting with the designer & contractor)
 - Major donors (“see what you’re helping make happen” – informal wine & cheese then talk & tour)
 - Political People (same thing)
 - Friends of the Library....
- Official Open
 - “Day of...” (probably handled by City Manager)
- Year of Community Events (“Friday Evenings At The Library”?)
 - will be more “program” than “party”
 - will publicize calendar of events: special themes but open to all.
 - Sleepovers
 - Special events for carefully combined audiences/networks

POSSIBLE MESSAGING THEMES FOR THE PUBLIC OPENING

- Jim will talk with Geri Denterlein
- Nancy will talk with friend of Kathy Gilmore
- Books are Us!
- Libraries Are Where We Share Our Stories!
- Celebrating Our Stories at the Library!
- Libraries: Cambridge Info Central
- Libraries: Info! Connections! Life!

FUNDRAISING AROUND THE OPENING

- PR theme: “A Great Library for a Great City”
- Roles of Trustees:
 - annotate and add to list of possible donors, invite people to events, speak at events, ask for money.
- Types of Events
 - Hosted off-site events (e.g. at Harvard, Novartis, etc)
 - Friends-organized Gala

- Library-organized Gala (probably not appropriate)
- Virtual Events (on Second Life?)
- Phases:
 - Quiet Phase – do planning, ask people to join fund-raising committee, get initial donors, ask people to host events
 - Go public – hold events, make the ask
 - Celebrate success

OVERALL ROLE OF TRUSTEES

- Represent the citizenry,
- Be an ambassador to the public on behalf of the library
- Provide ideas (and feedback on staff ideas) for the staff to implement
- Do what the staff can't – make connections, advocate, be a public voice, do fundraising, have passion!

NEXT STEPS

- Susan and Karen will work through how to implement ideas
- Trustees will continue this discussion at Nov. and Dec. meetings.