

MORTON PUBLIC LIBRARY DISTRICT

February 22, 2022

Committee Meeting

The Morton Public Library District Long Range Plan committee meeting was called to order at 9:30 am at the library. Present were Alissa Williams, Heather Thompson, Laura Turner, Tracy Hilliard, Scott Mousty, Dr. Troy Teeter, Gail Thorson, Jaimie Buckman, Dylan Rusinski, Ashley Valerio, and facilitator Dr. Aaron Buchko

NEW BUSINESS

The committee members introduced themselves.

Dr. Buchko defined strategy and presented on the scope of the committees work as well as the process. Strategy is an integrated set of activities that position a firm within an industry so as to generate superior returns over time. The committee then discussed how to answer the question "Why do we need a library in Morton.

There being no further business, the meeting was adjourned at 11 am.

Respectfully submitted,  
Alissa Williams

MORTON PUBLIC LIBRARY DISTRICT

March 15, 2022

Committee Meeting

The Morton Public Library District Long Range Plan committee meeting was called to order at 9:30 am at the library. Present were Alissa Williams, Heather Thompson, Laura Turner, Scott Mousty, Dr. Troy Teeter, Gail Thorson, Jaimie Buckman, Dylan Rusinski, Ashley Valerio, and facilitator Dr. Aaron Buchko

NEW BUSINESS

The committee members broke into small groups to identify the primary jobs the public wants the library to do as well as the secondary jobs.

There being no further business, the meeting was adjourned at 11 am.

Respectfully submitted,  
Alissa Williams

**MORTON PUBLIC LIBRARY DISTRICT**

**April 4, 2022**

**Committee Meeting**

The Morton Public Library District Long Range Plan committee meeting was called to order at 1 pm at the library. Present were Alissa Williams, Heather Thompson, Laura Turner, Scott Mousty, Gail Thorson, Jaimie Buckman, Dylan Rusinski, and Ashley Valerio.

**NEW BUSINESS**

Director Williams facilitated a conversation on what the group saw as the significant issues facing the library in the next 3, 5 and 7 years. There was agreement that meeting room space and staying relevant to the community are important.

There being no further business, the meeting was adjourned at 2 pm.

Respectfully submitted,  
Alissa Williams

**MORTON PUBLIC LIBRARY DISTRICT**

**April 11, 2022**

**Committee Meeting**

The Morton Public Library District Long Range Plan committee meeting was called to order at 1 pm at the library. Present were Alissa Williams, Laura Turner, Tracy Hilliard, Gail Thorson, Jaimie Buckman, Dylan Rusinski, and Ashley Valerio and facilitator Dr. Aaron Buchko. Heather Thompson arrived at 1:35 pm

**NEW BUSINESS**

The committee broke into two groups to discuss the two most important issues facing the library in the next 3-5 years. Group 1 felt it was relevance, especially in regards to technology, and space. Group 2 thought it was funding and space. Following this conversation, the small groups discussed the library's strategic intent and purpose for the next three to five years. The group discussed the phrase "The Morton Public Library should exist to be an engaging place for families and children of all types and at all life cycles to serve the learning needs of the community.

There being no further business, the meeting was adjourned at 3 pm.

Respectfully submitted,  
Alissa Williams

MORTON PUBLIC LIBRARY DISTRICT

April 26, 2022

Committee Meeting

The Morton Public Library District Long Range Plan committee meeting was called to order at 9:40 am at the library. Present were Alissa Williams, Laura Turner, Tracy Hilliard, Jaimie Buckman, Heather Thompson, Dylan Rusinski, Scott Mousty, Dr. Troy Teeter and facilitator Dr. Aaron Buchko. Ashley Valerio arrived at 10:05 am

**NEW BUSINESS**

The committee reviewed where we left off – what will people use libraries for in the future? Discussion centered on community engagement and the library as a hub.

Dr. Buchko defined a brand from a strategy perspective as a promise of an experience. Customer loyalty is a promise kept. The library is an active hub for community connections. What experience do we want them to have at the library. The brand comes from the jobs patrons are hiring us to do.

The committee then broke into small groups to discuss the critical success factors to achieve our idea of an active hub. The result of the group work was: By the end of 2023 what would you like to see done:

- Educate community of value of library – marketing
- Create a data warehouse
- Community survey to identify marketing opportunities and types of programs to offer.

There being no further business, the meeting was adjourned at 11:30 am.

Respectfully submitted,  
Alissa Williams

MORTON PUBLIC LIBRARY DISTRICT

May 24, 2022

Committee Meeting

The Morton Public Library District Long Range Plan committee meeting was called to order at 9:40 am at the library. Present were Alissa Williams, Laura Turner, Jaimie Buckman, Heather Thompson, Dylan Rusinski, Ashley Valerio, Scott Mousty, Dr. Troy Teeter and facilitator Dr. Aaron Buchko.

NEW BUSINESS

The committee reviewed where we left off

The committee then broke into small groups to discuss the action steps for each critical success factor

- Educate community of value of library – marketing
- Create a data warehouse
- Community survey to identify marketing opportunities and types of programs to offer.

There being no further business, the meeting was adjourned at 11:30 am.

Respectfully submitted,

Alissa Williams