

**Julia Hull District Library  
Board of Trustees  
Strategic Planning Meeting  
June 4, 2010**

Present: Marina Spitzer; Bill Brod; Warren McGhee; Jackie Schumacher; Darrell Ropp; Director, Joanna Kluever; Presenter, Wayne Finley

The meeting was called to order by President Marina Spitzer at 1:17 PM.

Copies of the Strategic Plan were distributed. The purpose for each part of the plan is as follows: the Mission Statement describes what we do, the Vision Statement describes where we want to go and the Strategic Initiatives describe how we get there. The Board expressed their desire to inform the public of the Strategic Plan.

A discussion was held to better define an action plan for the Board's three primary Strategic Initiatives. Brainstorming was as follows:

**Connect:** signage on the road; social networking; usage of the Internet; contacting new residents; working with other organizations, including social, Lions, PTO, Faith-based, Scouts, Friends of the Library and businesses; and advertising, including consideration of paid advertising and sending notices to churches and businesses.

**Create:** library programming

**Unite:** open house; DJ night; MC night

The next meeting is scheduled for June 10, 2010 at 9:00 AM.

The meeting was adjourned at 3:12 PM.

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Darrell Ropp, Acting Secretary

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