

Community Advisory Committee  
Meeting Minutes  
May 29, 2013

**I. Introductions**

Persons on the Appleton Public Library Community Advisory Committee (CAC) introduce themselves. City of Appleton Mayor Tim Hanna is introduced, as well as CAC facilitator Ben Fauske, Library Director Colleen Rortvedt and Friends of Appleton Public Library Executive Director Jan Quinlan.

**II. Background**

**APL 150 Project Agenda:** Ben reviews the agenda for May's CAC meeting, as well as the upcoming CAC meetings. The agenda includes:

Library Purpose (May 29, 2013)

- a. Purpose of the sessions
- b. Roles and Responsibilities
- c. City of Appleton Vision and Mission Statement Review
- d. Library History and Mission Statement Review
- e. Service Leadership Overview
- f. Library Core Competency
- g. Exercise
- h. Vision

Library Strategy (June 26, 2013)

Library Services (July 31, 2013)

Library Plan Review & Presentation (August 28, 2013)

**City of Appleton Vision and Mission Statement Review:** Mayor Hanna covers the current strategic plan of the City of Appleton, emphasizing the needs of the community and how city departments build strategies to guide priorities.

**Introduction of APL 150:** Library Director Colleen Rortvedt reviews what 21<sup>st</sup> century libraries are and introduces Appleton Public Library's long-range planning process - [APL 150](#).

**Community Conversations about the Library:** Friends of Appleton Public Library Executive Director Jan Quinlan reviews the research that has taken place up until this point, including the [Community Conversations about the Library initiative](#).

**III. Discussion**

**Exercise One:** Name one (or two) word(s) that describes your experience with libraries. Answers:

- Great People – positive experiences with staff

- Expression – a place to find yourself
- Access – access to everyone no matter what, a passport to opportunities
- Community – people gather as a community center, a lot of different opportunities are available
- Welcoming – see people from all walks of life, people trying new things
- Information – a place to discover new things, a great hub of information
- Collaborative Learning – a place to come and explore, come to surf the information – also hard to find space because it's so busy
- Gather – a place to gather, meet people, talk to people – a getaway place

**Customer Service and Service Leadership Overview:** Ben asks the group - how do we make the library a great experience? Positive customer experiences, as well as the ability for a company to engage with the customer are key to success. Zappos, Amazon and Apple are examples of leaders in customer service.

**Exercise Two:** Define the purpose of the library. Why does the library exist?

Answers:

- Education - to prepare people for society and work
- Engagement – to prepare people to be active citizens
- Community – to serve the needs of the community, to improve the quality of life, the library is the reflection of the community
- Access – to provide free access to resources
- Anchor – to draw people to the community
- Equalizer – a place where everyone is treated equally
- Space – a place for neutral meeting grounds
- Growth & Discovery – a place for people to grow and discover

**Exercise Three:** What are the core competencies of the library? Answers:

- Free and accessible informational experiences
- To be a buffet of information
- Free meeting space (launch pad for entrepreneurial experiences)
- Providing space and information
- Showing how-to
- Accessibility – every person has the right to use the library
- The people in the building – the staff
- Providing green space

**Exercise Four:** Create a collage that describes the core competencies of the library. Words and photos used:

- Books x2 (photo)
- Bicycle (photo)
- Ways to change (words)
- Crafts (photo)
- Live your best (words)

- Coffee (photo)
- Musicians (photo)
- Diverse people x2 (words)
- Bus (photo)
- May we help you (words)
- Live your best life (words)
- Homemaker turn scientist (words)
- Affordable Family Fun (words)
- Turn information into intelligence (words)
- Compress knowledge (words)
- Get ideas off the ground (words)
- Brain (photo)
- Ideas (words)
- Treasures (words)
- Magnifying glass (photo)
- Place of fun (words)
- Sparking ideas (words)
- Quality matters (words)

**Exercise Five:** Come to a consensus about what the core competencies of the library are. Themes of core competencies:

- Information
- Inspiration
- Accessibility
- Opportunity
- Environment
- Facilities and People

**Exercise Six:** Share what you think is the legacy of the library. Answers:

- A depository of man and information
- An environment that is open to everyone
- A place that provides empowerment
- Having resources that people can access
- Having different spaces for different types of people
- A place where people can create information

**Homework:** The CAC was asked to come back to the next session, June 26, with one sentence stating the core competency of the library. The committee was also asked to watch the library futures videos featuring urban planner Tony Nelessen and futurist Garry Golden on [www.apl150.org](http://www.apl150.org).