10/20 Meeting

Paul, Laura, Danielle, Greg, Siobhan

Madeline was unable to attend.

Paul called the meeting to order at 6:13

Danielle motioned to accept the 9/30 minutes; Paul seconded it. Meeting minutes approved.

Librarian's report was filed but it was not discussed given her absence.

We discussed the information postcard. Laura had printed copy and we opined.

- Need to establish a look/brand/feel
- Will give Madeline feedback
- Focus on content
- May be best to leave until November to include holiday events

Feedback included:

- Paul suggests we use a Canva template
- A few of us will look for samples
- Content is good, tonality needs adjusting

Grants:

- Madeline is working on a number of applications.

No new business at present.

Continuing business includes strategic planning.

- Laura shared the research she has been reading, particularly a plan from Montana
- Siobhan will share the NJ plan she has
- Discussion of our demographics:

    - Home school families
    - Seniors
    - Families
- Partnerships
    - Senior Connections up in Londonderry
    - Neighborhood connections
    - Home school families networks
- Want to evaluate how we can be relative to the people in our community?
    - Lecture series
    - More services and assets to share/lend/support communities ie museum/experience passes
    - 2-3 enrichment activities, maybe in conjunction with JCA such as bringing VINS in Quichee to Jamaica, Nature Museum in Hogback Mountain
- Recommit to fundraising, particularly once we have more programming to ignite excitement. Siobhan will be doing other grant research and will share.

Next steps on Strategic Planning

- Share suggestions with Madeline, get her input, what she likes/needs
- Review sample strategic plans from other museums.

Siobhan made a motion to close the meeting. Danielle seconded. The meeting concluded at 6:55.