

1/12/17
Steering Committee Meeting Minutes

In Attendance: Cathy, Alice, Lara, Joe and AJ
Others: Michael Moser and Andrea Murray

Lara called the meeting to order at 2:09.

Joe moved to approve the agenda with the amendment of removing item #3, as the committee did not have a quorum at the selectboard meeting on 1/10/17.

Alice seconded

Motion passed unanimously

Joe made a motion to approve 1/4/17 meeting minutes, with the addition of his name as an attendee.

Cathy- Concerned that prior minutes don't address committee members' opinions regarding next steps

Joe - Made a motion that we revisit the 12/23/16 minutes to ensure that they adequately reflect the opinions of committee members. If not, wording suggestions can be made at the next meeting.

Alice seconded this motion

Motion passed unanimously

Joe made a motion to pass the 1/4/17 minutes as amended

Cathy seconded

Motion passed unanimously

Michael Moser - relayed to the committee that a professionally created and distributed poll will be the most valid. A poll at Town Meeting would not be as valid. All members present are in agreement. Michael will focus on the survey and Andrea will help with public education. People need to understand the expenses and that the project is more than just a library.

Michael will develop the survey questions with us. Collaborative effort. Fair, non-leading questions. Mailing process- mail merge between voter checklist and the grand list. Mail survey, enter the data, analyze it and provide results to community. Survey will include a statement paragraph to explain all aspects of the process. Limit open ended questions. Encourage folks to participate.

Include a brief presentation at Town Meeting, look into having a booth/table at Town Meeting. Community education/outreach both before and after Town Meeting. Ads in paper.

2:28 Lost quorum when Joe needed to leave the meeting.

2:58 Quorum returns when Joe reenters the room - meeting restarted.

Timeline: What is the best time to mail the survey? Include information in the survey regarding town debt (it will drop off in a few years) and details regarding the project expenses. Target sending the survey out a week or two after Town Meeting.

Outreach: Andrea will do a minimum of two public presentations. We can do others as a group. Article in Shelburne News, video, flyer/insert and online.

Paper survey - give folks 2 weeks to complete. About 3,000 mailings. Bulk rate. Fees for mailing, printing etc. Include prize drawings to encourage participation. Some concerns about spending money on a survey but we need the survey to be valid.

3:10 Quorum lost when Joe briefly left the room.

3:12 Joe returned

Description/discussion of survey- Two 8 /12 X 11 pieces of paper and an enclosed envelope.

Joe- This is an important step, we don't want to cut corners, we should do it the best way that we can.

Survey design- include some demographics questions as well as design questions. Consider 1 open ended question. Keep it simple, get to the point. After analysis, Michael provides a public meeting to explain results.

3:23 1 committee member left room but called in before exiting and maintained phone presence. We will make our best effort, but we can't guarantee a certain response rate. Article in Shelburne News?

Review of current budget details. Cost for all components of this next step will be around 10-15 thousand. We may need to fundraise. We can do some steps ourselves.

Michael estimates that the data will be analyzed and ready to share at the end of April. Present to the Selectboard at that time.

Michael will send us an estimate. AJ will put together that estimate with Andrea's quote for services and the costs for the mailing for the committee to consider at its next meeting.

Andrea - Consider using 3D model for public events.

Budget conversation - we are going to run out of money. Consider asking the Friends to help.

Community outreach: Joe will contact Heather regarding an article in the Shelburne News.

Announcements:

Lara is working to complete the final grant report for the grant we received in the fall.

New ad in paper this week promoting the Tribute video.

Lara will talk with Barbara next week about researching funding sources (including grant options)

Cathy will be leaving the committee. Discussion regarding the need for a Trustee to be on the Steering Committee. We'd welcome a local business person.

Next meeting - Thursday, Jan 19th. Location TBD

Lara asked for a motion to adjourn

Alice made a motion to adjourn

Joe seconded

Meeting adjourned at 3:50