

**SPECIAL Meeting**  
**BELVEDERE-TIBURON LIBRARY AGENCY**  
**JOINTLY WITH BELVEDERE-TIBURON LIBRARY FOUNDATION**  
**Belvedere-Tiburon Library, Tiburon, California**  
**September 26, 2023**  
**As approved on October 16, 2023**

**Roll Call, Present:** Chair Roxanne Richards, Vice Chair Anthony Hooker, Niran Amir, Lawrence Drew, Emily Poplawski, Kenneth Weil

**Members Absent:** Treasurer Jeff Slavitz

**Also Present:** Crystal Duran, Ann Aylwin, Aviva Boedecker, Lucy Churton, Pam Goldman, Sarah Hemfeldt, Mickey Bruce Hubble, Kelly Lauber, Whitney Lee, Toni Lee, Rachael Ong, Julia Prince, Suzannah Scully, Sylvia Singh, Michelle Thompson

**CALL TO ORDER:** Chair Richards called the meeting to order at 9:05am

## **BTLA Stakeholder Forum**

On Tuesday, September 26, Ivy Group met with BTL leadership, Belvedere Tiburon Library Agency (BTLA) members, and representatives of the Library Foundation. During a half-day session, 23 participants reviewed the strategic planning process, discussed options for future library service through a SOAR exercise, and generated ideas for the Library's mission statement.

### **SOAR**

The SOAR matrix is a future-facing exercise that invites participants to define what makes the Library unique (strengths), what trends and near-term prospects the Library can leverage (opportunities), BTL's ideas for the future (aspirations), and the measurements that determine success (results). The room was divided into small groups to brainstorm strengths and opportunities, then the groups were scrambled to craft aspirations and results. In a room-wide exercise, each table presented their work and shared highlights from their discussions.

### **Strengths**

Participants contributed 19 strengths. The Library's facility was mentioned most often, with particular praise for location and hours, and purpose-driven zones. The staff, and support from the Foundation and community were all tied for the second most mentioned.

### **Opportunities**

The most common of the 19 opportunities referenced was improved marketing and awareness. Participants discussed ways to increase use of the Founder's Room, such as paid rentals. To bring more people, including non-library users, into the building, participants recommended "meet the Library" open houses, more introductory classes, and outreach "roadshows" to highlight the Library's resources at schools, yacht clubs, and other membership organizations.

## **Aspirations**

Of the 45 aspirations, the majority were related to the atmosphere in the building. Participants recommend warmer gathering spaces, introducing a café or coffee cart, more live performances and creating welcome packs for new Library users and residents. Increasing sustainability by adding solar panels was followed by a commitment to retiring the debt from the Library renovation. Increasing the number of volunteers and the quality of their engagements was mentioned across all of the above quadrants of the SOAR matrix.

## **Results**

Consultants discussed the difference between outcomes and outputs to measure success, giving examples for specific aspirations. Participants agreed to pause the creation of measurements until the strategic plan's areas of focus and strategies have been developed.

"How can we give back as a library after we've been given so much money and volunteer hours" – Stakeholder

## **Messaging Matters**

Consultants presented the purpose of mission and vision statement and offered commercial and library examples. To generate ideas for BTL's statements, participants were broken up into smaller groups and were asked to describe an award granted to the Library three years in the future. The groups then shared their acceptance speech highlights with the room and discussed concepts that could be used in a mission and vision.

Connection was the overarching theme. Participants desired future mission and vision statements to be inclusive, honor diversity, and center the community. There was much debate about introducing the Library as a place that is more than "just books," and that acts as a community center and information hub. Much like in the SOAR exercise, the participants wanted the Library to be a place for people to "recharge and plug in" and to feel at home.

**Chair Richards adjourned the FORUM at 1:00pm**

**Respectfully submitted, Crystal Duran, Library Director**