

**Pierson Library Board of Trustees - Minutes
Special Meeting to Discuss Pierson Branding
February 20, 2021
Conference Call**

Attendees: Kevin Unrath (Director), Katie Bosley (Youth Services Librarian)
Trustees: Lisa Merrill, Becky Jewett, Cate Cross, Charlotte Albers; also attending was Inger Dybfest (Friends of Pierson Library, volunteer)

Call to order 9:08am.

Cate made a motion to approve agenda, Charlotte seconded; all voted in favor.

No public comment.

Cate led a discussion of Pierson branding, a multi-step process, explaining that brand is how you're perceived by others i.e. customers, patrons, users, or general public. She led the group through a branding exercise to gauge thoughts and learnings on the library's strengths. Several areas were identified as top strengths. Katie hopes more volunteers can step forward to run programs and says the library benefits from strong support. Cate will collate the results and share with Becky for the strategic plan, and share findings with the board at the meeting on Feb. 25th.

During discussion of being a community resource and welcoming newcomers Kevin suggested possibly hosting the annual Town employee picnic at the library or on the grounds in a hybrid event this summer, and planning a general celebration once the building opens to a normal schedule. Separate tours to members of the Selectboard can also be planned.

Cate will follow up with Becky regarding the strategic plan based on feedback and provide a checklist. Next steps also to include a patron survey which Kevin will send out via email to contacts. Results from survey can help inform the strategic planning action goals.

Charlotte made a motion to adjourn, Becky seconded; all voted in favor.

Meeting adjourned at 10:12am.