

**Ashland Town Library
Minutes of Library Trustees Meeting
February 8, 2022**

Trustees Present: Alice Staples, David Ruell, Mardean Badger
Others Present: Anne Richards, Joanne Laferriere

The meeting was called to order at 5:00 PM by Alice Staples.

PREPARATION FOR ELECTION

The Trustees and guests discussed a variety of ideas for preparing for the vote in March on the purchase of the Historic School and on the capital reserve fund.

- The hiring of a public relations person for fund-raising might be better considered after the vote to buy the school, whether it passes or not. There will then be a need for a concerted effort to start a campaign for short-term and long-term fund raising, to enable ongoing support for either the Historic School or the library in its current location.
- Lawn signs and banners were discussed, for voting reminders. Some additional signs will be needed to supplement what we have left from previous years. Directional signs are also needed for the open house at the Historic School. Alice will check with Jae Demers for prices and designs.
 - **A motion was made (Ruell) and seconded (Staples) to approve purchasing additional signs needed for advertising the vote and directional signs for the Open Houses. The motion was approved unanimously, 3-0.**
- Two open houses at the Historic School were considered for the week before voting day. Alice later received confirmation from TCCAP to allow open houses at the building on Thursday, March 3, from 5 to 7 PM, and on Saturday, March 5, from 11 AM to 1 PM. TCCAP's mask requirements will be checked. If we provide snacks, they need to be pre-wrapped.
- One suggested activity for the open house was to provide easels/pads for visitors to add their answers to the question "What do you want to see in your new library?"
- Anne Richards offered to hand out informational flyers to parents near the bottom of the school driveway, on TCCAP property. "Bring this to the Open House, with your list of dreams for the library."
- "Accept the Gift" was suggested as a 'tagline' for our advertising, accompanied by an image of the Historic School with a red gift ribbon around it. Also suggested was "Accept the Gift in Article 25, Vote Yes on March 8" for the signs.
- Mailed advertising was discussed, including brochures or pre-printed postcards for bulk mailing, and handwritten postcards. Alice will also check with Jae Demers about postcard sizes and designs.

- **A motion was made (Ruell) and seconded (Staples) to use money from the Donations account for a mailing to Ashland residents. The motion was approved unanimously, 3-0.**
- The Record Enterprise, the Laconia Daily Sun and WMUR were all suggested for advertising.

WHAT DO YOU WANT TO SEE IN YOUR LIBRARY? – DREAMS & POSSIBILITIES

- Tool sharing
- Games
- Lego club
- Makerspace
- Community groups
- Crafts
- Knitting / sewing / whittling
- Collaboration
- Coding classes
- Skill sharing
- Ashland history center
- Teen space
- Multigenerational activities

NEXT MEETING

- **February 17, 2022** – Library Trustees Meeting – 5:30 PM at the Ashland Town Library.

The meeting was adjourned.

Minutes submitted by Mardean Badger