

Dripping Springs Community Library District
March 22, 2017

Present: Missy Atwood, Sue Blackburn, Melva Codina, Dwight Oglesby, Marcia Atilano, Julia Smith and Sandra Dodd

10:20 a.m. – Call to Order

Public Comments

There were no public comments.

Reports/Discussion Items

- Missy Atwood opened the meeting with a brief overview of the progress of the TIRZ board projects, the prioritization of those projects, and the desire to negotiate a County, City, DSISD, and Library inter-local agreement by Memorial Day.
- The Board then received an update from Julia Smith with Corcoran & Co on the input from the interviews conducted pertaining to the feasibility study of the new building.
- Ms. Smith also covered the possible activities and decisions that could take place now in anticipation of the capital fundraising campaign. The three major areas covered were 1) structure, the who, what, where and how of the campaign effort; 2) research and 3) cultivation/introduction, accelerating the presence of the library and creating excitement and investment in the library.
- There was further discussion on how to promote the library and what has worked and hasn't worked in the past. The perception of the library needs to be transformed and should include the image of a community center.
- The next step for Corcoran & Co is to discuss the timing of the creation of the steering committee, the kick off of the capital campaign, and when to conduct the remaining interviews for the feasibility study.

Agreed Upon Tasks

- Ms. Atwood will share the library talking points with Ms. Atilano who will distribute to the Board.
- Melva Codina will research the social media and neighborhood sites and events.
- Dwight Oglesby and Bob Richardson will create the library one page handout with the assistance of Corcoran & Co.
- Sue Blackburn agreed to research the I Love Libraries/Libraries Transformed campaign.
- Ms. Atwood, Ms. Atilano and Sandra Dodd will research possible donors.
- Ms. Atilano and Ms. Smith will begin creating survey questions.

The meeting adjourned at 11:30 a.m.