

**CITY OF ROCK ISLAND  
CITY COUNCIL STUDY SESSION  
January 14, 2019 - 6:00 p.m.**

**City Council Chambers, City Hall, 3rd Floor  
1528 Third Avenue, Rock Island, IL**

Present: Mayor Mike Thoms, Alderman Dave Geenen, Alderman Ivory D. Clark, Alderman Virgil J. Mayberry, Alderman James Spurgetis, Alderman Stephen L. Tollenaer, and Alderman Dylan Parker

Absent: Alderman Joshua Schipp

Staff: City Manager Randy Tweet, City Attorney Dave Morrison, City Clerk Judith Gilbert, and other City staff

1/14/2019 - Minutes

**LIBRARY: STRATEGIC PLAN PRESENTATION**

Ms. Campbell thanked her staff and board members for their support; she noted that Alderman Mayberry is a member of the library board. She began her presentation explaining the strategic planning process; they wanted something community-centric, transparent, and turning outward. Ms. Campbell said planning started in 2018 using a tried and true process. The paradigm for libraries has shifted especially due to new technologies. The focus of their strategic planning was the role of the library as the center of the community, with not just their building, but with their human resources. They see the library's strategic plan as a way to help the City achieve its goals.

The first step of the process was an internal assessment with multiple conversation sessions with staff and multiple working sessions for library sub-committees and the full library board focusing on their aspirations for the community and the library. The second step was an external assessment conducted by holding "Community Conversations." Ms. Campbell said there were six public sessions as well as two teen sessions with groups from Rock Island High School. There were also twelve invitation-only small group sessions for stakeholders, for example, the Milan-Blackhawk Library Board. There were ten questions asked at all events. The focus was not to talk about the library, but to discuss residents' aspirations for the community and the city including their main concerns, specific issue concerns, and actions that would make a difference.

Ms. Campbell said themes were gathered from the community events which went further with both board and staff work sessions (third step). The fourth step of taking action included reviewing all of the data collected and focusing on what the library could do to help the city. This involved setting a mission, vision, and values; setting direction and goals; identifying strategies; and writing the strategic plan.

Ms. Campbell presented the six conversation themes developed from the comments during the Community Conversation events: livability/sustainability; vision (how to be the best city); city focus; money aspirations; community climate (being inclusive and kind); and marketing and public relations. Ms. Campbell said a list of every comment was sent to Council members prior to the study session.

The question of "How can the Library help the City reach the community's aspirations?" resulted

in four strategic goals based on the themes: community connections; education/lifelong learning; facilities and infrastructure; and marketing and public relations.

Ms. Campbell reviewed the new mission of turning outward: "The Rock Island Public Library makes our community stronger by connecting people to resources, services, events, and each other." She said the vision is more important today than ever; libraries are the great equalizer. The vision is: "The Rock Island Public Library is a bastion of democracy, where people of all ages, backgrounds, and cultures can engage in self-directed or group learning activities that foster education, literacy, and community participation." Ms. Campbell added the library should be the leader in facilitating discussion to talk and debate issues.

Ms. Campbell next reviewed the library's values: "providing equal access to resources; facilitating community engagement opportunities; fostering education and lifelong learning; and offering vibrant spaces where all are welcome." She said core services to be offered by the library will include spaces, technology, resources, and programs. Ms. Campbell said their library spaces are not meeting state requirements; the facilities are not up to standard. Spaces should be comfortable, inviting, accessible, and creative. Resources include residents and staff as well as downloadable, electronic, and streaming resources. Ms. Campbell said their program participation went up 18% this past year.

Ms. Campbell discussed the goals in more detail and how the marketing goal is the glue that holds the rest together. She said the goals are the overall themes and the objectives or the measurables for the goals are listed in the actual strategic plan. The Community Connections goal is aligned with City goals. She reviewed the four City goals established during Council's Goal Setting Session in 2018. Through ongoing partnerships, the library will enhance and grow offsite programming. A mobile library will be introduced to connect the community and get people engaged. This will not be a traditional bookmobile. The library staff will imbed in community-based boards and committees. They will help where they excel.

Through the goal of education and lifelong learning, Ms. Campbell said the library hopes to do more with the Community Caring Conference; and adding to their lending "Library of Things" to support hands-on learning. The lending "Library of Things" now has cake pans, games, video games, and WiFi hotspots to check out; they hope to add more technology, power tools, and sports gear. The final piece is developing the expertise of the library staff with a more rigorous schedule of continuing education. Ms. Campbell noted the library staff is amazing.

The goal of facilities and infrastructure includes a long-range plan focused on sprucing up the downtown library and adding a central library; phasing out the 30/31 facility and then introducing a mobile library; and using the funds from the sale of the 30/31 building to prepare for their capital campaign to complement their long-range plan for enhanced facilities. Ms. Campbell could not speak to the specifics of the plan, but she said it is something they will be moving on this next year.

The fourth goal is to create awareness by marketing with a targeted and automated email marketing campaign to get the word out more; offer an incentive-based rewards campaign with local businesses; and to create a library advocates group which would be supported by the Library Foundation to generate more word-of-mouth.

Ms. Campbell noted that all of the strategic planning was done in-house which saved money. There will be upcoming roundtable conversations beginning next week to share the strategic plan with residents. Ms. Campbell is available for small group discussions and she will be presenting to the Rock Island Rotary and Kiwanis. She believes that together they can grow into their potential and transform the community.

Alderman Geenen commended Ms. Campbell for her leadership and commitment to the library; he said it was a great strategic plan. He asked how many people attended the conversation sessions. Ms. Campbell replied with staff and the board, there were over 200 people who attended. Alderman Geenen said part of their second goal is to close the 30/31 library facility; he wondered what people in the 7th and 4th Wards should be told about when they are closing 30/31. Ms. Campbell replied they are working on their long-range plan and they have been working on it for a long time, but now have an end date. She added they will ultimately be at the Jewish Center.

Alderman Mayberry said there were issues at the 30/31 library before Alderman Geenen came on the Council, especially building maintenance issues. Alderman Geenen stated people want a nicer library. Alderman Tollenaer asked about the investment in a mobile library and how much it will cost. Ms. Campbell responded the purchase will be \$150,000 to \$200,000. They will not be using library funds to pay for it. Alderman Geenen's concern was losing the physical presence of the library; the mobile library is not a building. Alderman Tollenaer asked how much it costs to operate 30/31 and the cost/benefit to shut down 30/31 and open a mobile library. Ms. Campbell replied it costs around \$300,000 to operate the 30/31 facility. She added it's a temporary plan to have the mobile library; they have bigger plans for it. Alderman Tollenaer asked if there was a price for the Jewish Center. Ms. Campbell replied it's being worked on and she stated she hopes in six months they will have more of an update on the Jewish Center.

Alderman Tollenaer asked if there was a nighttime book club. Ms. Campbell replied there was one nighttime book club at the southwest branch. Alderman Clark said he appreciates all the work that the board and staff have done. Alderman Clark said Alderman Geenen is always consistent about having literacy and access throughout the city, not just in the 7th Ward. He appreciates the library working to get literacy in the 1st Ward. Ms. Campbell said with the mobile library, they will be able to get to more people.

Alderman Mayberry asked for library staff to introduce themselves. Library staff who were present at the study session were Lisa Lockheart, Marketing and Outreach Liaison, and Kellie Kerns, Director of Business and Facilities; also present was Kathy Lelonek, Executive Director of the Rock Island Library Foundation. Alderman Clark said they are mothers of Rock Island students.

The study session concluded at 6:29 p.m.

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Judith H. Gilbert, City Clerk