

HILLSIDE PUBLIC LIBRARY
405 N. HILLSIDE AVENUE
HILLSIDE, IL
BOARD OF TRUSTEES SPECIAL MEETING
Minutes
August 20, 2013

1. CALL TO ORDER – Vice-president Gloria Whitaker called the meeting to order at 6:04 p.m.
 - A. Public comments: No visitors were present

2. COMMUNITY ASSESSMENT SURVEY

- A. Review proposals for survey

1. Consultant interviews

- a. The board asked Donna Fletcher of Donna Fletcher Consulting our list of nine questions. (See attached). Clarifying questions and follow up questions were also asked. She discussed her methodology and why she uses mail surveys for libraries.

- b. Sarah Keister Armstrong of Turks Cap Consultants was asked the same nine questions with clarifying questions and follow up questions. Her methodology was discussed and she explained how she plans to receive a significant return for the survey. She also explained her plans for focus groups.

2. Evaluate costs- The board reviewed each consultant's proposals and the board's rating of the responses from the interview questions. The board felt that Sarah Armstrong brought a fresher and more open solution to our needs. There was also a significant cost difference between each consultant. Turks Cap was lower by \$5500.

3. Establish survey methods, procedure, and consultant- Doug Losey reviewed his meeting with Mike Valentino of 3E Marketing, our newsletter printer. There are various options and alternatives on how we can produce and mail the surveys. He explained the costs and how the route mailing system works.

4. After discussion on the merits of each proposal Claudell Johnson made a motion to accept the proposal from Turks Cap Consulting. The motion was seconded by Bills Spain and the motion passed unanimously.

3. ANNOUNCEMENTS- None

4. REMINDERS

- A. The next meeting is Wednesday, September 18, 2013

5. ADJOURNMENT- Bill Spain made a motion to adjourn and was seconded by Donna Kassar. The motion was approved and the meeting ended at 8:03 pm.

Consultant Interview Questions

1. The Hillside Public Library is located in a community of 8157 people and since 2000 the demographics have changed. To meet the changing needs of our residents what information will we need to have in order to determine what we need to change, add, or eliminate? This may be the materials, services, or technology we provide and/ or it may also include programs, physical space, or other changes.
2. The information we gather from this survey will help us address our community's changing needs. What information is primary, secondary, and supplemental?
3. Explain your proposed methods of gathering this information. What are the strengths and weaknesses of this approach? What are the necessary compromises?
4. What types of projects do you typically work on? Describe two of your last big projects.
5. How many clients do you average at one time? How do you juggle them and make sure you're not spread too thin? What experience do you have working with libraries that are similar to ours?
6. Walk me through the life cycle of a recent project from start to finish. What results did you achieve? What went well and what didn't?
7. Are there other members of your consulting team who would be working with you? Who are they? How would you propose to divide up the tasks among your team members?
8. What would you say are the most common mistakes that libraries make when surveying their community?
9. What else should we be asking you? What should we know about you, your experience, or what it would be like to work together?