

**MEETING NOTICE  
TOWN OF LYNNFIELD**

**Town Clerk Date Stamp**

**Board/Committee Name:** Library Building Committee and Board of Trustees

**Day/Date:** Wednesday, October 21, 2015

**Time of Meeting:** 7:00 PM

**Location:** Public Library

**AGENDA**

**CALL TO ORDER:**

- Chairman calls the meeting to order with a roll call
- Chairman informs attendees that the meeting operates under MA Open Meeting Law

**APPROVAL OF MINUTES:**

- Minutes of October 15, 2015

**NEW BUSINESS:**

- Review of marketing approach for 1<sup>st</sup> Community Meeting on November 19

**Next meeting date:** To Be Determined

**Adjournment**

**Lynnfield Public Library  
Minutes  
Board of Trustees and the Lynnfield  
Library Building Committee  
Combined Meeting  
October 21, 2015**

**CALL TO ORDER**

- Meeting was called to order by Russ Boekenkroeger, Chair, Library Building Committee (LLBC) at 7:06 p.m. Roll call was taken. Present were Faith Honer-Coakley, Vice-Chair, Nancy Ryan, Director, Samantha Cabral, Assistant Director, Patty Nutile, Secretary, John Sayre-Scibona, Owner's Project Manager, Ted Caswell, LLBC and Capital Facilities Advisory Committee (CFAC), Gail Rober, Secretary, LLBC and CFAC and Janine Saldanha, Friends of the Library. Russ Boekenkroeger informed the attendees that the meeting was being recorded. Bob Calamari, Seavey Bowdoin and Ann Miller were absent.

A quorum was reached by neither the Library Board of Trustees nor the Lynnfield Library Building Committee. No votes were taken. However, because the meeting was legally posted, minutes are necessary.

**COMMUNICATION**

- Barn on Reedy Meadow Property: William Rawn Associates (WRA) must be told by the LLBC how the Reedy Meadow barn will fit into the new library vision. If it becomes available for public use, it would need to be renovated and brought up to current codes. It may be possible to relocate the barn and use the land for the site of a new library.
- Library Building Program: The Library staff must review the Program and identify community and staff needs versus wants. It is important that the LLBC and the Trustees stand behind the Program and the resulting schematic design fits into a realistic budget that may be approved by the townspeople. WRA will design to the Program and make it work within the footprint.
- April 2016 Town Meeting: WRA plans to make presentations prior to and at the April 2016 Town Meeting, describing recommended options based on needs assessment.
- Capital Facilities Advisory Committee: To educate the public, Ted Caswell will make a PowerPoint presentation tying together all of the Town Departments' needs at town meeting.

**NEW BUSINESS**

- Constituencies and Marketing Approach for first Community Meeting on November 19: A general discussion ensued about community outreach for the November 19 Community Meeting and the Library's constituencies.
  - Friends of the Lynnfield Library / Nancy Ryan to contact the Executive Board
  - Moms' Group of Lynnfield / Nancy Ryan to contact Catherine Price
  - Parents & PTOs / Russ Boekenkroeger to seek contact names from our liaisons at Huckleberry Hill School, Summer Street School, Lynnfield Middle School, Lynnfield High School and the two pre-schools in town
  - Girl Scouts / Ann Miller
  - Historical Society / Faith Honer-Coakley to contact Nan Hockenbury and Bob Gillon
  - Wakefield Lynnfield Chamber of Commerce / Nancy Ryan to contact Marianne Cohen
  - Rotary / Victor Saldanha
  - Recreation Commission / Ted Caswell to contact Julie Mallett
  - Boy Scouts / Carolyn Savio
  - Lynnfield Art Guild / Nancy Ryan to contact Louise Pelligrino
  - Flower Workshop / Faith Honer-Coakley
  
- Review of Marketing Approach for first Community Meeting on November 19: The meeting will be held at the Lynnfield Middle School. The purpose is to convey information and invite audience participation.
  - Russ Boekenkroeger will send Cindy Ouellette, Friends of the Library, a basic flyer for her to add an image and post on their website.
  - Ted Caswell will contact Steve Connolly about electronic marketing and MindMixer, a website where people can answer questions about the library, which can be collated and used for promotional purposes.
  - A flyer, announcing the community meeting, will be included in local newspapers.
  - Russ Boekenkroeger will put together a draft framework for the discussion.
  - Bob Priestley will take photos of the Reedy Meadow site.
  
- Marketing Mediums: A list of marketing mediums was distributed.
  
- Meeting with Kim Bolan and Associates: Nancy Ryan and Sam Cabral met with Kim Bolan and Associates, a marketing firm. A summary was distributed.
  
- Additional Fundraising: Fundraising intentions by the Trustees or Friends should be publicized. The Trustees have discussed creating a Foundation.

## **ADJOURNMENT**

A motion was made and seconded to adjourn the meeting at 8:41 p.m. The vote was unanimous. Motion passed. (Faith Honer-Coakley/Russ Boekenkroeger)

**NEXT MEETING DATE**

Tuesday, November 3, 2015 at 6:00 p.m.

Respectfully submitted by Patty Nutile, Board Secretary  
November 3, 2015

**Documents distributed:**

- Agenda October 21, 2015
- Outline October 21, 2015
- Constituencies and What They Want
- Marketing Medium(s)
- Summary of Meeting with Kim and Rob Bolan, Elly Rawson and Sam Cabral

**Lynnfield Library Building Committee (LLBC)**  
**Minutes**  
**Lynnfield Public Library**  
**October 21, 2015 – 7:00 pm**

---

The meeting was called to order at 7:08 pm.

Present: Nancy Ryan, Ted Caswell, Patty Nutile, Faith Honer-Coakley, Russ Beokenkroeger;  
John Sayre Scibona, Samantha Cabral, Gail Rober and Janine Saldanha

There was not a quorum present from the LLBC or from the Library Board of Trustees.

1. John addressed the issue of the program budget. Rawn Associates needs to have an idea of the direction we are heading in, especially concerning the barn. It is important to determine whether the barn and Danforth House are incorporated in the new library. The Barn can be moved; it is not that expensive to move and put it on a new foundation.
  - Ted wonder if anyone has seen a barn incorporated in a library design in some way; John said he has not seen it done. Ted questioned whether it is worth the money to bring it up to public code. It is probably not cost effective to bring it up to code, and moving the barn is a viable option.
  - Ted gave a brief review of the CFAC meeting discussion of Centre Farm potentials with Alan Dresios of the Planning Board. Historic value of the 2 barns under Town ownership was discussed.
  - Russ felt that Steve would pick the barn at Reedy Meadow rather than Centre Farm if he had a choice. The idea of having an experienced restaurateur use it was mentioned.
  - In exploring the barn issue, Ted said that he would like to relocate it. Faith said the Historical Society would like that.
  - The barn can be moved and incorporated at the new Town center site. This would allow the new library to be situated where the barn is now. The barn can be incorporated as a meeting space or other purpose. The Bancroft-Danforth House will be demolished. Faith said that the Historical Commission determined this about 1.5 years ago, and architectural parts could be used in a Bancroft Danforth Reading room with historical literature.
  - John said that the program has to fit a budget the Town will accept.
  - The Café space could be bigger if used as a multi-dimensional space.
  - Nancy has concerns about the larger program, and with footage/cost being accepted by townspeople.

- Nancy spoke of working with the architects about the program spaces used for various purposes. She had the impression that spaces could be altered, and that the architects might work with those changes.
  - Needs versus wants of the community and library staff have to be determined.
  - Nancy will review space requirements with the Library Board.
  - Rawn will design to the footprint the Trustees and others determine as appropriate.
  - Rawn has experience with options in shelving height, for example, but we have to review what is essential for our library. Rawn can determine essentials like bathroom needs, and other such spaces
  - Education for the community is necessary so that the project can be solidly promoted.
  - Ted clarified that the 2016 Town Meeting approval is just to move forward with the design, not to approve money expenditures.
  - Rawn Associates will do a presentation for Town Meeting. They will explain why the current library building is not viable for an expanded library.
  - The present library building has options to be repurposed.
  - Ted discussed money for demolition of the Bancroft House and preservation of features to be re-used. When money is perceived in a time over 30 years, it is not as overwhelming.
2. The first community meeting with WRA is scheduled for November 19, at 7:00 p.m. at the Lynnfield Middle School.
- WRA will make a presentation in the auditorium, and afterward we will plan to have the attending community members separate into 4 discussion groups.
  - Nancy prepared a sheet of constituencies for priority of people to seek support from.
    - Friends of the Lynnfield Library / Nancy Ryan to contact the Executive Board
    - Moms' Group of Lynnfield / Nancy Ryan to contact Catherine Price
    - Parents & PTOs / Russ Boekenkroeger to seek contact names from our liaisons at Huckleberry Hill School, Summer Street School, Lynnfield Middle School, Lynnfield High School and the two pre-schools in town
    - Girl Scouts / Ann Miller
    - Historical Society / Faith Honer-Coakley to contact Nan Hockenbury and Bob Gillon
    - Wakefield Lynnfield Chamber of Commerce / Nancy Ryan to contact Marianne Cohen
    - Rotary / Victor Saldanha
    - Recreation Commission / Ted Caswell to contact Julie Mallett
    - Boy Scouts / Carolyn Savio

- Lynnfield Art Guild / Nancy Ryan to contact Louise Pelligrino
  - Flower Workshop / Faith Honer-Coakley
- Russ suggested that the Mind Mixer website could capture the opinion of people who don't attend the Community meeting.
  - Data can be collated and presented; Russ asked John who managed the Mind Mixer website for Somerville. We will need to hire someone who is familiar with it.
  - Some of the visuals will cost money and brochures will take time to produce.
  - For November a banner and one page flyer could be prepared. Samantha said that she would be willing to work on the brochure if she has the information and slogan necessary.
  - Bill LaForme's assistance can be enlisted.
  - For the November community meeting with Rawn and the LLBC, the CFAC will have to be ready with some answers. Ted will prepare some information representing the CFAC to bring in Reedy Meadow to the Town Master Plan.
  - John said we will have to provide Rawn Associates with information on the purpose of spaces. It should be presented by someone other than Rawn.
  - Marketing team said it should be about exploring our options.
  - Ted will contact the newspapers tomorrow. Russ' name will be given as representing the Library Board and LLBC.
  - Russ will put together a draft of an introduction and slide show for the Community Meeting, then Rawn will present;
  - Ted said that Bob Priestley, a Rotary member, will shoot photos at the Reedy Meadow site this weekend.
  - Eric Hamlin, of the Cable Access, can do a banner and tape an interview or other presentation for airing.
  - Nancy's handout has pages summarizing the meeting Samantha and she had with the marketing firm they hired, Kim Bolan and Associates. They are from the Midwest, and came here to meet with them. They will help develop a framework for inclusion in the design of a postcard, Facebook, and other media.
3. Fund raising: John asked about the Friends of the Library raising funds for the new library, rather than relying totally upon taxpayers' support. Ted mentioned some big supporters connected with the Field's Project who might be approached. The topic of fundraising for the building is a topic to be determined before the November meeting.
- Ann Decker is the chairman of the Friends of the Library. The next Friends meeting will take place on November 2, and a fundraiser will be taking place on November 14.

- Additional Fundraising: Fundraising intentions by the Trustees or Friends should be publicized. The Trustees have discussed creating a Foundation.
4. Other discussion:
- John has 2 quotes for the survey, at \$10,000 and \$15,000. (Hayes) The 5 acre area for the library grant has to be surveyed.
  - Ted can talk to Sam Lasky of Rawn or Kim Bolan and Associates about marketing for the CFAC. Ted spoke of how his concept of the Center grew to encompass a greater area after seeing Rawn's model.

A motion to adjourn was made by Nancy, seconded by Faith. All voted in favor and the meeting was adjourned at 8:41 pm.

Respectfully submitted by Gail Rober

Documents distributed:

- Agenda October 21, 2015
- Outline October 21, 2015
- Constituencies and What They Want
- Marketing Medium(s)
- Summary of Meeting with Kim and Rob Bolan, Elly Rawson and Sam Cabral