

## Bridging Space to Place Progress Package

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**November 2015:** Library posted Strategic Plan on its website.

**December 2015:** Library posted Strategic plan on display in Library.

**January/February 2016:** Strategic plan shared in newsletter, in meetings with community groups, and in local news outlets including *Chatham Courier*, *Chatham Patch*, and *TapIntoChatham*.

**2016:** Board decided to launch Renovate, Modernize, Reorganize project. The plan seeks to improve the following spatial challenges:

- Children’s librarian currently faces away from the door and programs are hosted in her office
- Teen computers are the least used in the building because the space is unwelcoming
- Wayfinding is unclear and corridors do not maximize space for working and studying
- Local history room is too small; most of its holdings have to be kept in storage due to space.
- The line of sight from the circulation desk could be improved.
- High demand for group meeting rooms and inflexible spaces mean groups are turned away
- No dedicated space for STEM or Lego robotics practice
- As evening falls there is not adequate indoor lighting for studying and reading. Staff spaces are hallways, which interrupts their work.

**2017:** Library released Annual Report:

- 76% of residents in Chatham Borough and Chatham Township hold library cards
- More than 250,000 visits to the library
- 196,000 visits to the website
- 27,121 visitors for 1,225 programs
- 504 youth programs and 82 teen events
- 35,649 reference questions answered

**September 2017:** Campaign launched and run by a 14-member Campaign Steering Committee with oversight from a 6-member Strategic Planning Committee.

Strategic Planning Committee:

- Susan Allen
- Karen Brodsky
- Andy Hollander
- William Holmes
- Peggy Nelson
- Fredric Pocci

Campaign Steering Committee:

- Andy Hollander, Campaign Chair



- Diane O'Brien, Honorary Campaign Chair
- Susan Allen
- Karen Brodsky
- Barbara Butta
- Theresa Kandalaft
- Michelle and Reed Kean
- Bill Lum
- Lynn Magrane
- Jean McFadden
- Peggy Nelson
- Fredric Pocci
- Maureen Reis
- Emery Westfall

**October 2017:** A campaign case statement was produced to highlight the value of the Library and the need for reorganization. Priorities include:

- Renovated Children's Center with children's activity room to accommodate more family activities
- Teen Center to provide a safe, comfortable place to socialize and study
- Business Center for entrepreneurs and professionals
- Expanded Local History Facilities to showcase and preserve the Chathams' rich historical artifacts.
- Added private study rooms for individuals and small groups
- Better space for programs because last year, there were 27,000 visitors for 1,225 programs
- STEM Room where we can learn today about the technologies and jobs of tomorrow
- Infrastructure upgrades including better lighting, ventilation and security

**February, April, and June 2018:** Campaign Steering Committee hosted small-group campaign events to cultivate potential donors, setting the stage for the campaign's early success.

**May 2018:** Campaign mailing sent to all 6,000+ households in Chatham Borough and Chatham Township, generating more than \$40,000 of the total raised (with donations still arriving).

**June 2018:** Hundreds of residents show their support for the Library at Chatham's Fishawack Festival (see next page).





**June – August 2018:** Chatham residents and thought-leaders publish Letters to the Editor in local news outlets:

- Tony Britt 6/20/18
- Diane O’Brien 6/26/18
- Strategic Planning Committee of the Board of Trustees 7/3/18
- Emery Westfall 7/13/18
- Board of Trustees 7/17/18
- Bill Lum 7/30/18
- Friends of Library of The Chathams 8/2/18
- Taz and Bailey Brower 9/6/18

**August – October 2018:** Library deployed survey to assist in the creation of a new, 3-year strategic plan. Survey was shared on website, in email blasts, in Library newsletter, on signs in Library, with computers in the Library open to the survey, at Chatham Farmer’s Market, in press releases, and on social media.

**September 2018:** 19 local restaurants participated in Dine Out for the Library, pledging a portion of their proceeds to support the campaign:

- Arminio’s Italian Corner
- Café Villa
- Charley’s Aunt Restaurant
- Charlie Brown’s Fresh Grill
- Chatham Sandwich Shop
- Chianti Brick Oven Trattoria
- Drip Coffee (Chatham)
- Dunkin’ Donuts (Main Street)
- Dunkin’ Donuts (Shunpike Road)
- Elegant Taste
- Fito’s Latin Restaurant
- Gregorio’s Mediterranean Restaurant
- Hickory Tree Pizza
- Kings Supermarket
- Mitsuba Japanese Cuisine
- Restaurant Serenade
- River Grille
- T M Ward Coffee Co
- Yo Lotta Luv

**October 2018:** Focus group sessions were conducted to garner feedback for the new strategic plan. Groups who participated in the focus groups included senior adults (ages 65+), adults ages 40-64, adults ages 18-40, parents of young children, teens, and the general public.

**October 2018:** A video was produced to highlight the Library’s importance in the community and promote the campaign.

<https://vimeo.com/292742103>

**November 2018:** The Library’s planned upgrade is seen as a major benefit to the town and is mentioned in political campaigns, public opinion pieces, and news outlets.



- <https://www.tapinto.net/towns/chatham/articles/urges-residents-to-re-elect-kevin-sullivan-for-chatham-township-committee>
- <https://www.tapinto.net/towns/chatham/articles/chatham-historical-society-s-history-hops-to-benefit-library-of-the-chathams-renovation>
- <https://www.tapinto.net/towns/chatham/articles/reality-versus-the-noise-resto-hoffman-for-re-election>
- <https://www.tapinto.net/towns/chatham/articles/in-response-to-eve-baxley-s-letter>

**As of December 17, 2018:**

- More than \$568,000 raised
- Over 300 donors
- 41 members of The Bridge Club, a recognition society for donors of \$1,000 and above