

AGENDA
Exeter Public Library
Long-range Plan Committee Meeting
April 16, 2026
5:15 PM

Zoom Link: <https://us06web.zoom.us/j/84444965753>

1. Rollcall

- a. Cathleen Toomey (Trustee Representative), Julia Lanter (Library Director), Deb Wold (Trustee), Chandra Boudreau (Assistant Director), Shelby Lennon, Kaye “Scheids” Scheidler, Jenny Medlock, Sarah Medlock
- b. Cathleen called the meeting to order at 5:21 PM

2. Review Minutes

- a. [March Minutes](#)
 - i. Jenny motions to approve the March meeting minutes.
 - ii. Julia seconded. Chandra abstained because she did not attend last month’s meeting. All else approved.

3. Update of Teen Surveys

- a. Chandra relayed the teen survey currently has 30 responses so far with the goal of 75 responses.
 - i. Chandra relayed that when it begins, Teen Summer Reading will bring in more survey responses.
- b. Chandra laid out the upcoming distribution of surveys, most of which was discussed with the teen committee.
 - i. Phillips Exeter Academy (PEA) approved Chandra to have a “Library Information” table where she will bring library resources and surveys.
 - ii. Teens recommended creating a video for the CMS morning announcements. Chandra said this is in the works. Sarah offered to assist in the video making process.

iii. Teens recommended tabling at various end of year school events. Chandra is working on tabling outside of the school's musicals/ plays.

c. Committee members recommendations

i. Cathleen suggested hanging a poster at the prom dress shop downtown.

ii. Julia brought up posting at pharmacies like Walgreens and CVS or convenient MD, all places where people are often waiting.

iii. Julia also brought up working with Exeter TV

iv. Deb recommended posting a sign at town hall and the town offices as these are places people might be waiting.

4. Update of Adult Surveys

a. Julia explained to the committee the addition of to-go bags housed at the library.

i. There will be 2 wheeled cart/bags with copies of the adult surveys, a poster stand with the QR code, survey boxes, pencils, candy and jar, and everything needed for impromptu events. Any committee member can come to the library and request one of these bags to go to a program.

ii. Cathleen stated she used this to-go bag at Lit Fest on April 4 and it worked very well. She left candy and a candy bowl in the bag for future events.

iii. The committee later discussed having edible and non-edible treats in the to-go bags as an incentive to complete the survey.

1. Julia will be purchasing sweets for these bags.

b. Upcoming April Events to disseminate survey

i. Jenny stated that committee member Jan O'Brien will be attending the Senior Luncheon and considered donating a raffle prize for those who fill-out the survey. Jenny confirmed with Julia, Chandra and Shelby that the library has raffle tickets for use.

1. Kay suggested a library week related prize.
 - ii. Julia will be attending the Flag Ceremony on Monday, April 20 and the Arbor Day event on Saturday, April 25.
 - iii. Cathleen will be at the YMCA on Tuesday and Thursday.
 - iv. Julia will be bringing the bag to book talk at Riverwoods and suggested making a google calendar for the bag.
- c. Committee Members shared their recommendations for dissemination
- i. Kaye mentioned looking into the local Exeter churches to share surveys
 1. Julia cautioned we want to make sure to include all the churches in Exeter so as not to leave any groups out
 - ii. Sarah recommended hosting some food-related programs at the library because they are well attended for teens.
 1. Jenny brought up the idea “Sweets for Surveys” which most members liked and agreed with.
 - iii. Deb recommended reaching out to the Farmer’s Market to table there
 1. Jenny will follow up with the Friends to see if they are going to table at the Farmer’s Market.
 2. Deb volunteered her time to sit at one of these tables
 - iv. Julia mentioned asking Stillwells Ice Cream on Water Street if we can hand out surveys outside on nice days while people wait in line
 - v. Chandra recommended tabling at the bandstand and Swasey concerts.
 - vi. Kaye mentioned handing out surveys at Parks and Rec movie events and the community pool.
- d. Committee Member Amanda Kelley joined via Zoom.

- e. Julia stated it might be a good idea to have a Google Calendar for committee members to sign-up for events and the to-go bags.
- f. Cathleen mentioned Get Fit in May, which Amanda stated was an event put on by the school's PTA. Julia will reach out to the PTA
- g. Shelby will be attending the Parks & Rec Resource Fair in May where she will distribute surveys.
- h. Amanda recommended buying some sort of reusable sign or banner that could be propped up above a crowd. She recommended the sign read something like "Take our survey".
 - i. Julia relayed that those signs are rather expensive but she offered a tri-fold board.
 - ii. There was discussion that a banner might be more portable than the tri-fold.
 - iii. Amanda offered some materials (fabric and paints) that she will donate to the library to make the banner.
 - iv. Julia stated she will ask the staff in the Children's room to complete the banner project.
 - v. Members Jenny and Deb agreed this sign with the words "Take our survey" was a good idea because it made it clear the table was not trying to sell anything and therefore making it more approachable.

5. Discuss Dissemination Plan

- a. Review the [Disseminating Plan](#)
 - i. The committee reviewed the above plan to add the earlier recommended groups and events.
 - ii. Amanda updated the dissemination plan during the meeting to clearly break down the details of actionable items and make a table to act as a plan and sign-up for committee members to volunteer.
- b. Review the Town's Upcoming Events and dates

- i. Shelby relayed to the group that there have been a total of 198 responses to the adult survey at the time of the meeting.
 - ii. Cathleen recommended and will reach out to Stratham hill park food truck fest.
 - iii. Chandra mentioned the garden club yard sale, and put ourselves on the map for books for surveys on the Town's Yard Sale on May 30th.
 - iv. Amanda stated we should focus our efforts on events in Exeter to make sure we are hitting the demographic.
 - v. The committee mentioned the Memorial day parade. Jenny stated that this would not be the best idea as Memorial Day is a more somber event. Committee members Shelby, Cathleen and Julia agreed with Jenny.
 - vi. Patrons returning a survey to get candy.
 1. Kay mentioned we should have other non edible prizes.
 - vii. Chandra brought up tabling at Healthy Kids Day.
 - viii. The topic of the National Night Out came up but Chandra relayed that it usually happens in September and would be after our end date of July 11.
- c. Draft dissemination roles
- i. Committee members are asked to sign-up to volunteer for 2 events.
 - ii. Shelby will be creating an email and Google calendar to be shared with members to log in and sign-up for events. This calendar will be a Master calendar for Exeter events.
 - iii. Shelby recommended QR code posters be laminated to limit the risk of scammers defacing the code.

6. Adjourn

- a. Jenny made a motion to adjourn. Shelby seconded. The official meeting ended at 6:29 PM.

7. Final Thoughts

- a. There was discussion around whether to collect attribution data.
 - i. Chandra, Julia and Shelby each separately brought up small concerns for privacy and possible bias from this data.
 - ii. Amanda agreed the attribution data should be double-blind when we analyze the results but assured the committee that the information is greatly helpful in understanding how people interact with this survey.
 - iii. Members Jenny, Deb and Cathleen all agreed it made sense to collect the attribution data. No official vote took place.
 - iv. Amanda added codes on the disseminating plan so that paper surveys can have a written code to attribute where they were taken.
 - v. Shelby is working on links for collecting attribution data.

Next Meeting: Thursday, May 21 at 5:15 PM