

JPL 2021 ARCHITECTURAL FEASIBILITY STUDY COMMITTEE

7th MEETING March 24, 2022

Meeting called to order at 6:30 pm in the City Hall 2nd Floor Meeting Room. 19 committee members present.

ATTENDING: 19 Members
(see list below)

Susan Laehn welcomed all and called the meeting to order.

Tonight's meeting is held without Architects Peter Franks and Ri Tobin.

- Susan Laehn was told by Realtor that the Wells Fargo building is still on the market, and they are motivated to sell – might be a considerable price reduction.
- If indeed, the City ? (Grow Greene County? Mainstreet? ???) is projecting to increase Jefferson population from 4300 to 8000, how does that fit into a Library expansion project?
- Consider an uptick in population for forecasting Library expansion.
- Consider maintaining population for forecasting Library expansion.
- Recent PEW research shows more people frequent libraries than movie theaters.
- What other public service institutions can people access for free?
- How many public meeting rooms in town will accommodate 150 persons?
Elks, Golf Course, Clover Hall
- How will expanded Library facility be funded? Bond issue? Tax levy? TIF? Professional grant writer?
- Can one large meeting room work for a variety of programs and events with divided curtained rooms? ... or does each program/event need dedicated space?
- One circulation desk with self-check out capability as well.
- Expanding open hours.
- Why NOW to expand Library vs. why NOT BEFORE this to expand?
- Professional grant writer needed.
- High School was a 5-year Grow Greene project.
- TIF (Tax Incentive Finance) dollars available? Can new TIF districts be created?
- Chuck Offenburger has been vocal about increasing more diverse population in Greene County, especially Jefferson. Pro examples: Storm Lake, Marshalltown, Perry and their respective library impacts.
- Ranking some of the discussed considerations, including preferred Options (A, B or C) as presented. Likert scale of 1 to 4.
- Future expansion: is 12,000 square feet enough? 20,000?
- All options (A, B & C) are feasible, doable, but does one seem preferable at this point?
- Consider using a separate building (like Wells Fargo building) for community meeting room and maker space.
- Mainstreet Iowa?

- Public survey? Is Pete Franks Design Group capable of doing public survey? No, we would need a seek assistance from a public opinion consultant.
- George Lawson report has results of public survey, but after Covid, are those still accurate?
- What other entities might be available for partnering? Mainstreet Iowa? Grow Greene County? Greene County Economic Development?
- Knoxville raised more than their goal to build new library.
- Recommendation that the Feasibility Study group at least goes forward with this project of discovering the needs and wants of the community.
- The Library is a viable part of a thriving, growing community.
- First tally of the "straw poll" paper rankings results are that Option A (using the existing Carnegie building as an anchor point) votes were 8 in favor, with 4 votes for Option B (totally new construction) and 4 votes for re-habbing another existing building.
- The City has in last few years dealt with building Rec Center, Animal facility, and is currently working on possibility of indoor swimming pool
- 1st Streetscape committee of 23 people worked hard on a proposal that was soundly rejected (later accepted a lower cost proposal).
- Remaining in downtown area appears to be important.
- Public descent about "Why Build a Better Library?" has some valid points, but mostly the public has not been educated as to the reasoning.
- Focus groups. Taking a defined one-on-one approach to the people to share information and get them excited works better than expecting the public to only ask questions of their neighbors. Very little information out there now explaining the proposed project. Questions such as: "When did you last visit the Library?" "How did you get there? Walk? Drive?"
- A well-tuned Focus group would benefit this Feasibility Study committee for disseminating positive information. Need to develop an exciting "pitch".
- How will funding occur? Through vote? Donation? Verbal support?
- Thanks to Pete Franks Design Group getting this Committee to this point. If 80% of the initial \$40,000 designated amount is spent, how does the Committee wish to have the architects spend the remaining 20%?
- Would Franks Design Group come up with a design idea to make a third building (Wells Fargo?) workable for community meeting room and maker space?
- What are other local entities envisioning for their growth and expansion? Is there a plan to collaborate/partner with another entity(ies)?
- Could City Officials diplomatically explore what current Library neighbors might consider re-locating? Matt Wetrich will visit with Mike Palmer about this.
- What's next?
- Next meeting April 21 at 6:30 pm with Architects to continue these conversations. Would also like City Administrator to attend to discuss how a library expansion might be funded.

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Allee Hinote
Amy Milligan
Beth Vander Wilt
Carole Custer
Chad Stevens, City Bldg Official
Cindi Daubendiek
Connie Boyd
Craig Hertel via ZOOM
Ginny Showman
Jane Millard, Library Director
Jo Byriel, Library Administrative Assistant
Kate Neese
Mary Jane Fields
Mary Pedersen
Matt Wetrich
Nancy Teusch
Stephanie Hall, Youth Librarian
Susan Laehn, Trustee
Tracy Deal