

**DORR TOWNSHIP LIBRARY  
BOARD OF TRUSTEES  
MEETING  
Dorr Township Library  
Time: June 17, 2024 @ 6:30 pm**

**Call to Order:**

**Roll Call:**

**Changes to the Agenda:**

**Public Comment & Correspondence:**

**Approval of the Agenda:**

**Approval of the Minutes:** May 20, 2024

**Treasurer's Report:** March, April, May. Credit Card - \$3,472.89 for May.

**Director's Report:**

**Committee Reports:**

**NEW BUSINESS:**

1. Presentation by Stephanie Calhoun, Pres/CEO of ACCF, on establishing an endowment fund
2. Discussion of issues with Custodial Service
3. Discussion of letter from John Tuinstra to Director
4. Quarterly Update on Strategic Plan Implementation
5. Lexi Adrianse presentation on New Logo

**OLD BUSINESS:**

1. Discussion and Approval of New Logo

**Township Board Meeting:** June 27, 2024 7 pm.

**Adjournment:**

**Next regular meeting:** July 15, 2024 at 6:30 pm

**DORR TOWNSHIP LIBRARY  
BOARD OF TRUSTEES  
MEETING  
Dorr Township Library  
Time: May 20, 2024 @ 6:30 pm**

**MINUTES**

**Meeting was called to order at 6:32 PM**

**Pledge of Allegiance:** was said.

**Roll Call:** Present- Jeffrey Babbitt, Brittany Hunter, Carrie Brooks, Bruce Bendull, Michaaael Rydman. Absent, Shana Dykhuis.

**Changes to the Agenda:** None

**Public Comment & Correspondence:** None

**Approval of the Minutes:** Rydman made a motion to accept the minutes from April 15, 2024, and was seconded by Brooks. All yes, motion carried.

**Treasurer's Report:** Brooks motioned to table the Treasurer's ~~report~~-reports for ~~March~~ March and April and pay the credit card. Bendull second. All yes, motion carried.

**Director's Report:** Programs continue to be well-attended. Circulation statistics are fairly strong. A People Counter was installed to assess library patron traffic. Wifi problems were addressed. Director continues to attend various meetings and trainings.

**Committee Reports:** None.

**NEW BUSINESS:**

**1. Discussion and Approval of Diane Switzer's End-of-Probation Wage Increase.** Director reported that Diane Switzer has been performing well in her duties. Brooks motioned to raise Switzer's wages to \$11/hr effective next paycheck. Hunter seconded. All yes, motion carried.

**2. Discussion of Director's Fiscal Year-End 2024 Report.** Director reported that 2024's financial performance was in-line with prior years.

**3. Discussion and Approval of New Logo.** Logo was discussed. Brooks made a motion to table the approval until revisions can be made. Bendull seconded. All yes, Motion carried.

**OLD BUSINESS:**

**1. Discussion and approval of new changes to the Financial Policies.** Hunter motioned to accept the new financial policies as written. Rydman seconded. All yes, Motion carried.

**Township Board Meeting:** June 27, 2024 7 pm. Director Babbitt is scheduled to attend.

**Adjournment:** Brooks motioned to adjourn at 7:04 PM. Bendull seconded. All yes, motion carried.

**Next Regular Meeting:** June 17, 2024 at 6:30 pm

## **Director's Report, June 17, 2024**

### **Library Operation Updates**

Recent programs have been well attended. We had 447 visitors inside the library during the Summer Reading Kickoff on June 10, according to the new people counter. That does not include anyone who came for the Heroes Show and Tell outside without entering the building. Our guests of honor for the Show and Tell unfortunately had to leave early, and a miscommunication caused us to be down one food truck, but otherwise the Summer Reading Kickoff was a success. Approximately 165 patrons signed up for Summer Reading on the first day.

### **Statistics**

Statistics are still being updated. According to ILS statistics from Lakeland, our cardholding patron population growth is stronger than it has been at least since before 2019.

### **Budget and Financial Items**

We have requested the assistance of Dan Veldhuizen from Siegfried Crandall to untangle the mess caused by the recent glitch between the bank and QuickBooks. Reilly has been unable to reconcile the accounts because of this glitch, and we have exhausted the usefulness of QuickBooks support. We are optimistic that the problems can be resolved with some expert assistance. Updating the budget is also behind because of the glitch.

Due to lack of patron interest, lack of marketing support, and the availability of similar information from free resources, we have chosen not to renew LinkedIn Learning. We are considering replacing it with Comics Plus for significantly less money.

### **Staff and Building Items**

The water was tested on June 5.

### **Meetings, Workshops, etc.**

On May 22, I met with Sara Ruitter from the ACCF over Zoom to pick her brain about marketing to estate planners. Later that day, I met with Jack Verville of United Bank to establish the ICS account.

On June 6, I spoke with Roxanne Janszen, Community Connections staff with Salem Township Library, about the extensive information they have on their website for Homeschool Resources.

After months of communication issues, on June 12, I met over Zoom with Zack Becker of Demco to get the space audit moving again.

Reilly and I met with Alex Burnside and Beth Halaz from Library Pass on June 13 to explore adding Comics Plus to our databases. I also met with John Tuinstra on June 13 to discuss his concerns with a recent Facebook post of ours.

The Lakeland Library Coop Board and Advisory Council meetings for June were canceled for lack of agenda items.

### **Volunteers**

Mason Drodz is currently doing volunteer work in the library.

### **Library Closings**

We were closed May 25 and 27 for Memorial Day weekend.

Completed June 14, 2024, at 12:52 PM.

**Dorr Library Endowment Fund**

**SR** Sara Ruitter <srUITer@alleganfoundation.org>  
Mon, 10 Jun 2024 10:38:32 AM -0400  
To "jeffrey.b@dorrlibrary.org" <jeffrey.b@dorrlibrary.org>  
Cc "Sara Ruitter" <Sruiter@alleganfoundation.org>

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Good Monday Jeffrey,

Hope this message finds you well. I'm following up on your interest in talking with your Board about opening up an endowment fund for the Dorr library here at the Allegan County Community Foundation. Here are some good resources/information to share with them:

This webpage is helpful - <https://alleganfoundation.org/non-profits/non-profit-sustainability/how-to-establish-an-endowment/>

When an agency opens a fund with the ACCF, we actually open two funds (IRS regulations). The funds would operate basically the same - invested the same, same admin fee (1.5% per year), same spending policy, and yearly distributions.

\*An **Agency Fund** would be opened with the money from the LIBRARY. Future funding/donations could only come from the LIBRARY. On the IRS 990 - this shows up as an asset for the LIBRARY and a liability for ACCF. Goal for opening an agency fund is \$10k in 4 years.

\*A **Designated Fund** would be opened to accept donations from donors (not the LIBRARY). This fund is the forward facing one that we market for additional people that may want to donate in the future and/or include in a planned gift. On the IRS 990 this shows up only as an asset to ACCF. Goal for opening an agency fund is \$10k in 4 years.

I talked with our President/CEO and she would be happy to attend your meeting to answer any specific/technical questions if that would be helpful to you!

Let me know if you have any additional questions.

Best,  
Sara

**Sara Ruiter, MSW, LMSW**  
**Corporate & Donor Engagement Officer**

269.673.8344

sruiter@alleganfoundation.org



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[www.alleganfoundation.org](http://www.alleganfoundation.org)

*\*Please Note - I work part-time and am typically in the office Monday and Tuesday, working from home on Wednesday. If you reach out on a Thursday or Friday, I will respond when I am back in the office on Monday morning. Thank you!*


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## How to Establish An Endowment

[Home](#) / [Non-Profits](#) / [Non-Profit Sustainability](#) / [How to Establish An Endowment](#)

First, with your board, discuss if establishing an endowment is right for your organization. You must be prepared to promote your endowment (as will the Foundation) and develop a plan to fund it. If you don't plan to fund it, you may redirect donations to establish and endowment that may be too small to ever do you any good. You will miss the impact of the funds used to establish the endowment and the potential of the endowment will never come to fruition.



It is a strategy that needs careful planning and forethought. We can help with that.

Once you decide to establish an endowment, we can really get to work helping it grow. As it grows, we provide routine accounting statements, along with details on each donation received.

Other assistance we can provide:

- Development of endowment brochures (the first 100 are free of charge)
- Development of donation envelopes (the first 100 are free of charge)
- Creation of a fund page on the ACCF website – complete with its own donate button! [See some examples of donor fund pages here.](#)
- Promotion via media releases, the Non-Profit Spotlight, social media and speaking engagements
- With ever-changing board membership, we are happy to come out and discuss your endowment to new ambassadors of your organization.
- We can process complex gifts – real estate, stocks, bonds, art work, etc.

Other benefits:

- Your organization's assets are pooled with the Foundation's assets. This practice allows for greater efficiency and protection against fluctuations in



market value, as well as enhanced earning power. All assets are under the oversight of experienced, professional investment managers.

- Participation in special giving days
- Participation in professional development opportunities
- Indirect access to the Foundation's donors

Over time, earnings from your endowment will provide a steady stream of resources, enabling your nonprofit organization to accumulate funds for renewal and enhancements of facilities and equipment, carry out long-term planning, respond effectively to unmet needs, or meet any unexpected shortfalls in normal operating support that occurs from time to time.

Each year, a portion of the investment earnings is available for your nonprofit organization to use to meet your ever-changing needs. However, if an individual donor wishes to direct his or her endowment gift to a particular purpose, it is possible to do so within the Community Foundation. Any restrictions on a gift should be discussed with both the Community Foundation and your organization to ensure the donor's wishes can be carried out.

Call us to start the conversation. *It is never too early to plan for the future.*

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Allegan County



**CONFIRMED IN  
COMPLIANCE**

Foundation  
112 Locust St,  
Allegan, MI  
49010  
Phone.  
269.673.8344

**WITH NATIONAL  
STANDARDS FOR  
U.S. COMMUNITY  
FOUNDATIONS**



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**John W. Tuinstra BS, MA, MA**  
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Dorr, MI 49323  
616-681-5635  
[rebuilder777@yahoo.com](mailto:rebuilder777@yahoo.com)



June 11, 2024

To: Jeffrey Babbitt, Library Director

It has come to my attention that our local library has been promoting the LGBTQ+ agenda through the purchase and circulation of materials and through social media. The following post on facebook is clear evidence of this.

Celebrate Pride Month with the power of stories! Dive into LGBTQ+ books through Libby that inspire, educate, and represent the LGBTQ community with pride. [#ReadWithPride](#) [#LGBTQBooks](#) [#Libby](#) [#ebooks](#) [#PrideMonth](#)

I find this highly objectionable and believe that a majority of Dorr residents do also. I am therefore asking for the following changes:

1. Remove the facebook posting and any other social media posts promoting this agenda.
2. Remove from circulation and from display any materials that promote this agenda and dispose of these.
3. Promote only the traditional longstanding values of this community including traditional natural identity for male and female, and sexual involvement only within one-man, one-woman marriage.

I consider this a serious matter and ask for your early cooperation in this matter. I can be reached by phone or e-mail for further discussion.

Below in several pages is a sampling of the rationale for these values and for this request.

Sincerely

John Tuinstra

\* \* \* \* \*

### **Biblical Morality**

For hundreds of years the majority of Americans have taken their cues for morality from the Bible. The 3-volume set of books entitled *In Their Own Words* by Michigan Court of Appeals Judge Mark

Boonstra from Laketown Township in Allegan County, shows that the Bible was highly respected and was the basis for the foundational principles of our nation. *Original Intent* by David Barton provides an abundance of similar information. Our Declaration of Independence mentions God four times. All of our money states the National Motto: In God We Trust. The first consideration of the First Amendment in the Bill of Rights affirms freedom of religion:

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof<sup>1</sup>

The Preamble of our own Michigan Constitution recognizes the God of the Bible with gratitude.

We, the people of the State of Michigan, grateful to Almighty God for the blessings of freedom, and earnestly desiring to secure these blessings undiminished to ourselves and our posterity, do ordain and establish this constitution.<sup>2</sup>

In more recent history President Reagan proclaimed 1983 as the "Year of the Bible"<sup>3</sup>. Mike Johnson, upon becoming the current Speaker of the House, in Congress, has stated his belief in God and challenged the House to respect Him:

"I want to tell all my colleagues here what I told the Republicans in that room last night," Johnson said. "I don't believe there are any coincidences in a matter like this. I believe that scripture, the Bible, is very clear that God is the one that raises up those in authority. He raised up each of you. All of us. And I believe that God has allowed and ordained each and every one of us to be here at this specific moment. This is my belief. I believe that each one of us has a huge responsibility today to use the gifts God has given us to serve the extraordinary people of this great nation, and they deserve it."

"And to ensure that our republic remains standing as the great beacon of hope and light and freedom in a world that desperately needs it," Johnson said.<sup>4</sup>

So, it is abundantly clear that it is fully legitimate to appeal to the Bible as the basis for our decisions, as individuals and as a community.

In the Biblical book of Romans, the apostle Paul had very strong words for homosexuality.

For this reason God gave them over to dishonorable passions; for their females exchanged the natural function for that which is <sup>un</sup>unnatural,<sup>27</sup> and in the same way also the males abandoned the natural function of the female and burned in their desire toward one another, males with males committing <sup>in</sup>indecent acts and receiving in <sup>in</sup>their own persons the due penalty of their error.

<sup>28</sup> And just as they did not see fit <sup>to</sup>to acknowledge God, God gave them over to an unfit mind, to do those things which are not proper,<sup>29</sup> having been filled with all unrighteousness, wickedness, greed, evil; full of envy, murder, strife, deceit, malice; *they are* gossips,<sup>30</sup> slanderers, <sup>haters</sup>haters of God, violent, arrogant, boastful, inventors of evil, disobedient to parents,<sup>31</sup> without understanding, untrustworthy, unloving, unmerciful;<sup>32</sup> and although they know the righteous requirement of God, that those who practice such things are worthy of death, they not only do the same, but also give hearty approval to those who practice *them*.

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<sup>1</sup> US Constitution, First Amendment

<sup>2</sup> <https://legislature.mi.gov/Laws/MCL?objectName=mcl-Constitution>

<sup>3</sup> [https://en.wikipedia.org/wiki/Year\\_of\\_the\\_Bible](https://en.wikipedia.org/wiki/Year_of_the_Bible)

<sup>4</sup>

[https://www.realclearpolitics.com/video/2023/10/25/mike\\_johnson\\_gives\\_first\\_speech\\_as\\_house\\_speaker\\_god\\_has\\_brought\\_each\\_of\\_us\\_here\\_for\\_a\\_reason.html](https://www.realclearpolitics.com/video/2023/10/25/mike_johnson_gives_first_speech_as_house_speaker_god_has_brought_each_of_us_here_for_a_reason.html)

The Biblical book of Genesis in chapter 19<sup>5</sup> recalls the judgment on Sodom and Gomorrah with homosexuality being at least part of the reason for the destruction. The ashes in this area near the Dead Sea still exist and contain many samples of brimstone that apparently are from that event. I have personally retrieved several of these and still have them.

When Jesus, who is the central figure of the Bible, was asked about marriage he gave full recognition to its importance and referred his listeners to the original example of marriage found in Genesis 1 and 2.

Haven't you read," he replied, "that at the beginning the Creator 'made them male and female,'<sup>[a]</sup> <sup>5</sup> and said, 'For this reason a man will leave his father and mother and be united to his wife, and the two will become one flesh'? <sup>6</sup> So they are no longer two, but one flesh. Therefore what God has joined together, let no one separate."<sup>6</sup>

The apostle Paul also wrote extensively on marriage in 1 Corinthians 7. He made no allowance for same-sex marriage, homosexuality, or transgenderism.

The Bible does not address gender transition in detail, but is fully consistent with treating men as men, and women as women, and even forbids cross-dressing:

A woman must not wear men's clothing, nor a man wear women's clothing, for the LORD your God detests anyone who does this.<sup>7</sup>

The Bible makes many statements about the roles of men and of women in various settings and even mentions length of hair as a worthy issue. Careful study of the Bible shows that every reference to homosexuality is negative, that same-sex marriage is not moral or legitimate, and that transgenderism is not normal or acceptable.

## History and Tradition

The history of American values is rooted in traditional marriage and limiting sexual contact to within marriage. The founding fathers would certainly not have contemplated the LGBTQ+ agenda and its implications at the time of writing about freedom of association in the Bill of Rights. For hundreds of years this has been the case across our country.

In 2004 the people of Michigan passed a constitutional Amendment limiting marriage to one-man, one-woman.

To secure and preserve the benefits of marriage for our society and for future generations of children, the union of one man and one woman in marriage shall be the only agreement recognized as a marriage or similar union for any purpose.<sup>8</sup>

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<sup>5</sup> <https://www.biblegateway.com/passage/?search=Genesis%2019&version=KJV>

<sup>6</sup> Matthew 19

<sup>7</sup> Deuteronomy 22:5

<sup>8</sup> <https://legislature.mi.gov/Laws/MCL?objectName=MCL-ARTICLE-I-25&highlight=marriage,amendment>

Only in recent history has the US Supreme Court blocked states from proscribing homosexuality. Only in recent history and only by the force of a Supreme Court decision<sup>9</sup> has same sex marriage been allowed in Michigan. Same-sex marriage is extremely rare in our county with the notable exception of a particular judge who was appointed twice by a very liberal governor and who hid his preferences while campaigning later for election.

Only in the past few years have males competed on female sports teams (and in small numbers) and much dissatisfaction has been provoked by this, indicating considerable objection to the concept.

## **Local Community Values**

There are numerous Christian churches in our community, with an overwhelming majority of them opposing homosexuality, same-sex marriage, and transgenderism.

The fact that most businesses are closed on Sundays relates to the Biblical command to rest on the seventh day, and the obvious fact that most public buildings have separate restrooms labelled for male and female, indicate a long-standing respect for, and commitment to, the traditional roles and values.

In 2004, I personally gathered signatures on the petition to put the "One-man-One-woman" marriage amendment on the ballot and found nearly every registered voter I talked with very willing to sign, with voter comments (essentially unanimously) opposing same-sex marriage.

Our township is essentially a conservative community with a 72% conservative result in the election analysis in 2022. A look at the preview of the ballot for August of 2024 shows no candidates running in the liberal party in local races, and very few in other parts of the county. This has been the pattern for decades.

## **Science and Medicine**

While reportedly some have claimed that lack of acceptance of gender transition would cause greater incidence of suicide, recently publicized studies show the opposite to be true. The Washington Examiner reported this in May of 2024:

A new study found a significantly higher risk of [suicide](#) attempts, self-harm, and PTSD for individuals who have undergone gender [transition](#) surgeries.

The [study](#), published in April, found that **individuals who had undergone gender transition surgery had a 12-fold higher suicide attempt risk than those who had not**, a statistic that sparked significant attention online Friday.

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<sup>9</sup> <https://supreme.justia.com/cases/federal/us/576/644/>

The study was conducted using data from 90 million U.S. adult patients between the ages of 18 and 60. It did not include [minors](#).

Researchers examined emergency room treatment data in this age bracket for patients who had undergone previous gender transition surgery, compared to those who had no reproductive surgeries and also patients who had sterilizing surgeries, including vasectomy and tubal ligation.

The de-identified patient data does not clarify at what age the patient surgically transitioned.

The results showed that 3.5% of those who had surgically transitioned were treated for suicide attempts, compared to 0.3% of non-transitioned patients. Medically transitioned patients were also treated for suicide or self-harm at 4.5% and PTSD at 9.2%, compared to 0.5% and 1.2%, respectively, for non-transitioned patients.

The study is also available online.<sup>10</sup> It is significant that it reports that the population involved is extremely low:

The prevalence of transgender individuals in the United States is approximately 0.3% to 0.6% of the adult population based on self-reporting studies. Investigations that only include individuals with transgender diagnostic codes, hormone therapy, or gender-affirming surgery report a much lower rate of approximately 0.008% of the population [2]. People who identify as transgender are shown to have a higher risk of suicide in the United States and across many other countries.

This raises the question of undue minority influence and of “the tail wagging the dog”.

Ryan T Anderson PhD. has researched and written on these topics as noted in Wikipedia<sup>11</sup>:

In 2010, Anderson co-authored and published the article ... The article was later published under the name *What Is Marriage? Man and Woman: A Defense* by Encounter Books.<sup>[11]</sup> ... Justice Samuel Alito referenced the book in his dissenting opinion in *United States v. Windsor*. ... In 2018, Anderson released his book *When Harry Became Sally: Responding to the Transgender Moment*.<sup>[17][18][19]</sup> The book, critical of the transgender movement ... came under scrutiny after it topped the Amazon bestsellers list in the Gay & Lesbian Civil Rights History category.<sup>[20]</sup>

In an article at the Heritage Foundation web-site Anderson stated:<sup>12</sup>

As I document in depth in “*When Harry Became Sally*,” the claims of transgender activists are confusing because they are philosophically incoherent. Activists rely on contradictory claims as needed to advance their position, but their ideology keeps evolving, so that even allies and LGBT organizations can get left behind as “progress” marches on.

At the core of the ideology is the radical claim that feelings determine reality. From this idea come extreme demands for society to play along with subjective reality claims. Trans ideologues ignore contrary evidence and competing interests, they disparage alternative practices, and they aim to muffle skeptical voices and shut down any disagreement.

The movement has to keep patching and shoring up its beliefs, policing the faithful, coercing the heretics, and punishing apostates, because as soon as its furious efforts flag for a moment or someone successfully

<sup>10</sup> <https://www.cureus.com/articles/201512-risk-of-suicide-and-self-harm-following-gender-affirmation-surgery#!/>

<sup>11</sup> [https://en.wikipedia.org/wiki/Ryan\\_T\\_Anderson](https://en.wikipedia.org/wiki/Ryan_T_Anderson)

<sup>12</sup> <https://www.heritage.org/gender/commentary/transgender-ideology-riddled-contradictions-here-are-the-big-ones>

stands up to it, the whole charade is exposed. That's what happens when your dogmas are so contrary to obvious, basic, everyday truths.

A transgender future is not the "right side of history," ...

It is, of course, common sense that children should not be encouraged to attempt gender transition that they may later reconsider, only to find themselves in a predicament of disfigurement or sterility and a lifetime of regret. Additionally, the North American Man Boy Love Association<sup>13</sup> betrays its agenda of pedophilia within its own name.

Certainly, there is an abundance of additional evidence available on this topic, but the above data are a legitimate basis to discontinue the involvement of our library on this agenda.

\* \* \* \* \*

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<sup>13</sup> [https://en.wikipedia.org/wiki/North\\_American\\_Man/Boy\\_Love\\_Association](https://en.wikipedia.org/wiki/North_American_Man/Boy_Love_Association)

Objective	Description	Responsible Staff	Target Date	Reporting Date	Progress/Notes
<b>Objective 1: By 12/31/24 staff and/or volunteers will have participated with 3-5 community events or groups.</b>					
	AS 1: List 10-15 community events occurring in 2024 with dates, times, locations, and contact information as accurately as possible.	Director with All Staff	2/1/2024	2/19/2024	Done. Dorr Elementary Y5/K Roundup, Sycamore Elementary Family Literacy Night, DBA Easter Egg Hunt, Dorr Fourth, Dairy Ranch Mother's Day, WurstFest, Leppinks Cookout, Hallowed Halls, Dairy Ranch Halloween, Dorr Elementary Family Reading Night
	AS 2: Create Staffing Plan for each event. If unable to staff with at least 2 staff members or volunteers, remove event from the list for this year. What remains will be the Final List.	Director	2/22/2024	3/18/2024	Done. Jeffrey and Reilly for Y5/K, Reilly and Megan Helms for Sycamore EI Literacy Night, Reilly and 1-2 others for Hallowed Halls
	AS 3: Contact persons responsible for each event in the Final List to ask if there is a way for library to participate.	Director, Asst. Director	3/15/2024	3/18/2024	Done. Have done outreach at Dorr EI Y5/K Roundup, Sycamore EI Family Literacy Night, Mother's Day Artisan Market. Planning on Independence Day Artisan Market, Labor Day Artisan Market, Hallowed Halls.
<b>Objective 2: By 12/31/26 40% of the community will have library cards.</b>					
	AS 1: Contact Lakeland re: when the next purge takes place.	Director	1/30/2024	2/19/2024	Done. August 2024 should be the next purge
	AS 2: Work with the DBA to develop an effective way to reach out to new residents with a Welcome Basket or packet.	Director	4/17/2024	6/17/2024	Still discussing as of 6/6
	AS 3: Create and/or assemble material for new resident packets.	All Staff	4/30/2024	6/17/2024	Have touched on with staff. May roll some ideas in with bulk mailing in fall.
	AS 4: Create evaluation plan for measuring effectiveness of new resident packets.	Director, Asst. Director	5/1/2024	6/17/2024	No progress.
	AS 5: Create marketing plan to encourage library card registration and use.	Director, Asst. Director, Marketing Librarian	9/1/2024	9/16/2024	Planning bulk mailing. September is Library Card Sign-Up Month, a good month to incorporate and launch the marketing campaign.
<b>Objective 3: By 12/31/26 \$30,000 in grants for services will be secured.</b>					
	AS 1: Identify 5 grants due in 2024 relevant to the library's mission and for which the library is qualified.	Director, Asst. Director	9/1/2024	9/16/2024	Dollar General and LSTA capital grant or T-Mobile Hometown grant?, corporate grants with Steelcase (need to inquire late June), Perrigo (May-July for Excel, Aug-Oct for Seed Library).
	AS 2: Apply for 2-5 of those grants.	Director, Asst. Director	11/30/2024	12/9/2024	Dollar General (did not win), Reilly working on LSTA or T-Mobile?, Jeffrey working on Perrigo
	AS 3: Evaluate grant application process to improve chances for success the next year.	Director, Asst. Director	12/31/2024	3/17/2025	

Objective	Description	Responsible Staff	Target Date	Reporting Date	Progress/Notes
<b>Objective 1:</b>	<b>By 12/31/2024, the library will have successfully bartered with 2 organizations for space for library programs and/or services.</b>	<b>Director, All Staff</b>	<b>12/31/2024</b>	<b>1/15/2025</b>	
	AS 1: Identify 5-8 local organizations with space that could be useful to the library.	Director with All Staff	2/29/2024	3/18/2024	Done. Dorr Elementary, Studio 18, OMG, Parks, Jeff Miling's backyard
	AS 2: Develop a short sketch of a plan of use for each space held by the 5-8 local organizations, including name and nature of program, approximate dates and times, and staffing.	Director with All Staff	3/31/2024	6/17/2024	Have begun to discuss programs suited to each space
	AS 3: List 1-3 items or services of value the library could offer each organization in exchange for space.	Director with All Staff	5/15/2024	6/17/2024	Done. Advertising for OMG. Dorr EI & parks wouldn't require, promotion on marketing materials, promotion on digital sign
	AS 4: Contact a decision-maker in 2-8 of those organizations regarding the use of space.	Director	9/1/2024	9/16/2024	Done. Dorr EI 95% sure for Aug 29. OMG interested but no details yet.
<b>Objective 2:</b>	<b>By 12/31/2025, the library will have successfully bartered with 3 organizations or personal estates for recurring revenue.</b>	<b>Director, Asst. Director, Marketing Librarian, All Staff</b>	<b>12/31/2025</b>	<b>1/19/2026</b>	
	AS 1: Identify 10-15 local, county, and regional organizations and estates that could feasibly help fund the library.	Director with All Staff	3/15/2024	3/18/2024	Done. Allegan Co, ACCF, DGLF, Library of Michigan, DBA, Legacy Legal (and other estate planners for bequests), Spartan Nash, Kellogg, Steelcase, Perrigo, Dematic, etc.
	AS 2: Develop a short sketch of a pitch for each organization or estate, focusing on how the library would use their funds to further their mission and goals.	Director, Asst. Director, Marketing Librarian	4/30/2024	6/17/2024	Done. Pitches written or mentally sketched for ACCF, SpartanNash, Kellogg, Steelcase, Perrigo; delivered to DGLF, DBA, Legacy Legal
	AS 3: Contact a decision-maker in 3-10 of those organizations or estates regarding funding library programs and services.	Director	9/1/2024	9/16/2024	Done. Contacted ACCF, SpartanNash, Kellogg, Steelcase, Perrigo, DGLF, DBA, Legacy Legal
<b>Objective 3:</b>	<b>By 12/31/2025, 5 allied organizations will have promoted the library in their activities and/or public information.</b>		<b>12/31/2025</b>		
	AS 1: Identify 15-20 local organizations and businesses that could help promote the library.	Director with All Staff	3/15/2024	3/18/2024	Done. Wayland Union, Hopkins Schools, HSB, Allegan Help Me Grow, Township (sign), Project Hope, American Legion, Moose Lodge, DBA, OMG, Bell's, Leppink's, Curious Minds, Lameyer Plumbing, Biggby of Dorr
	AS 2: Develop marketing ideas that would work for each organization or business.	Director, Asst. Director, Marketing Librarian	5/15/2024	6/17/2024	Developing text ad to run with HSB, 1/8 or 1/4 page ads for yearbooks at Wayland and Hopkins, on Township sign, will develop program-specific flyers for businesses
	AS 3: List 1-3 items or services of value the library could offer each organization in exchange for promotion.	Director with All Staff	5/15/2024	6/17/2024	Done. Fee (HSB, yearbooks), mutual promotion (Help Me Grow, Biggby), no exchange needed (Township, Bell's, Leppink's, Curious Minds), promotion on digital sign is possible
	AS 4: Contact a decision-maker in 5-12 of those organizations regarding promotion of the library.	Director	10/1/2024	12/9/2024	Done. Marketing in place with Wayland Union, Help Me Grow, Township; working on HSB; relationships established with Bell's, Leppink's, Curious Minds

Objective	Description	Responsible Staff	Target Date	Reporting Date	Progress/Notes
<b>Objective 1:</b>	<b>By 12/31/24 staff and/or volunteers will have participated in a minimum of 3 community events hosted by other organizations.</b>	<b>Director, All Staff</b>	<b>12/31/2024</b>	<b>1/15/2025</b>	
	AS 1: Test Popup Library equipment to record procedures and problem-solve performance issues prior to live use.	Director	3/15/2024	3/18/2024	Done. All tested
	AS 2: List 10-15 community events occurring in 2024 with dates, times, locations, and contact information as accurately as possible.	Director with All Staff	2/1/2024	2/19/2024	Done. See 1.1.1
	AS 3: Create Staffing Plan for each event. If unable to staff with at least 2 staff members or volunteers, remove event from the list for this year. What remains will be the Final List.	Director with All Staff	2/22/2024	3/18/2024	Done. See 1.1.2
	AS 4: Contact persons responsible for each event in the Final List to ask if there is a way for library to participate.	Director	3/15/2024	3/18/2024	Done. See 1.1.3
<b>Objective 2:</b>	<b>By 5/31/25 the library will have published its first Annual Report (for Fiscal Year Ending 2025), detailing our successes in the previous year and our importance to the community.</b>	<b>Director, Asst. Director, Marketing Librarian, All Staff</b>	<b>5/1/2025</b>	<b>5/19/2025</b>	
	AS 1: Identify statistics the library would like to feature in the Annual Report and develop accurate ways to track and record them.	Director with All Staff	3/1/2024	3/18/2024	Done. Requests made and filled, patron count, active patrons, visitors, computer usage, program attendance
	AS 2: Identify 5-10 events, staff members, volunteers, and other items the library might want to feature in the Annual Report.	Director, Asst. Director, Marketing Librarian, All Staff	5/1/2024	6/17/2024	Done. Lexi willing to be photo'd, Friends/Megan Helms, Summer Reading, Fall Fest, Winter Craft Bazaar
	AS 3: Create or find a design for the Annual Report.	Director, Asst. Director, Marketing Librarian	12/31/2024	3/17/2025	
	AS 4: Determine the most cost-effective printing and distribution options for the Annual Report, including how many to print and how to distribute.	Director, Asst. Director	12/31/2024	3/17/2025	
<b>Objective 3:</b>	<b>By 12/31/25 the library will have helped the Friends of Dorr Township Library increase their membership by 50%.</b>	<b>Director, Asst. Director, Marketing Librarian, All Staff, Friends</b>	<b>12/31/2025</b>	<b>1/18/2027</b>	
	AS 1: Establish current baseline number of Friends membership	Director	1/31/2024	2/19/2024	Done. 37 on email list, 9 active volunteers, several advocate in person and online
	AS 2: Work with Friends to make a marketing plan to encourage membership	Director with All Staff, Friends	3/31/2024	6/17/2024	Done. Programs sponsored by, Friends at outreach, materials will be included in outreach material
	AS 3: Create or update literature to include in new resident packets	Director, Marketing Librarian, Friends	4/30/2024	6/17/2024	

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Secondary Logo



Strategic ID



### COLOR PALETTE



#1F271B



#19647E



#28AFB0



#F4D35E



#EE964B

### FONT S

#### Droid Serif

abcdefghijklmnopqrst  
vwxyz

#### Brightwall

abcdefghijklmnopqrst  
vwxyz

#### Anaphora

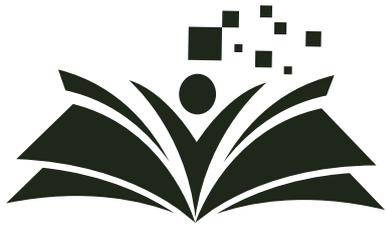
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vwxyz

### MOODBOARD INSPIRATION



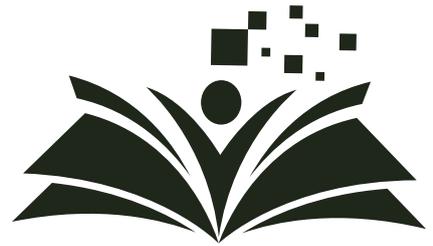
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