

**WESTCHESTER LIBRARY SYSTEM**  
Innovation Group Meeting  
January 29, 2019 – WLS Headquarters, Elmsford, NY

Group Members present: Dave Donelson, Co-Chair; Cathy Draper, Co-Chair; Karen Kelley, Jonathan Marshall, Edris Scherer, Sean Ryan, Karen Zevin

Also present from WLS were: Terry Kirchner, Patricia Brigham, Francine Feuerman

Dr. Kirchner and Ms. Brigham reviewed the Census 2020 proposed goals and initiatives.

Potential steps to explore include:

- Develop a toolkit – focus on the reason why this is important to businesses; the impact it will have on employees re infrastructure, healthcare and schools; and marketing data
- Identify a clear plan for working with the member libraries as well as the business and non-profit leaders

Ms. Brigham reviewed potential funders both current and new.

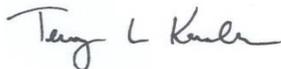
Other tentative steps discussed:

- Get input from other groups and community leaders
- Personal and organizational biases that could be overcome
- Identify volunteers and non-profit peers to support initiative
- Market campaign – go to your library to be counted
- Hire a project coordinator

Key outputs for the next meeting:

- Formulate a more specific plan with a timeline
- Create a detailed prospect list

Respectfully submitted,



Terry Kirchner, Recording Secretary