

APPENDIX A

GOALS AND RECOMMENDATIONS

DRAFT JUNE 2026





Goal #1: Grow and diversify library program offerings.

| GOAL | OBJECTIVE/ACTION | TIME FRAME | COST | LIBRARY LOCATION(S) | RESPONSIBLE PARTY | POTENTIAL FUNDING SOURCES | POTENTIAL PARTNERSHIPS (OUTSIDE OF THE LIBRARY) |
|----------|---|-------------|------|---------------------|---------------------|-----------------------------------|---|
| A | Create an approved provider list and database of program presenters to partner with | Short-term | N/A | All | Internal / External | Internal Funds, Grants | Local Businesses, Local Non-Profits |
| B | Partner with local organizations such as Pasco-Hernando State College, Hernando County School District, or local non-profits (i.e., AARP) to provide technical training programs | Short-term | N/A | All | Internal / External | Internal Funds, Grants, Donations | Community College, School District, Local Non-Profits, IFAS |
| C | Expand program advertisements by partnering with local organizations and businesses such as, "Coffee with the County" podcast and the WWJB radio station to advertise programs and events on a monthly basis. | Short-term | \$ | All | Internal / External | Internal Funds | County Civic Orgs., Local Businesses |
| D | Expand physical book collections and greater reading access across ages | On-Going | \$\$ | All | Internal | Internal Funds | - |
| E | Explore options for book auto-renewal policies that allow one, 30-day renewal per book. | Short-term | N/A | All | Internal | Internal Funds | - |
| F | Increase non-residential fees. Recommendation to \$30 per year (double existing fee) | Short-term | N/A | All | Internal | Internal Funds | - |
| G | Establish more adult programs, such as new frequent book clubs, discussion groups, arts/crafts, photography, computer/technology classes, and social coffee gatherings | Short-term | \$ | All | Internal / External | Internal Funds | Local Businesses, County Civic Orgs. |
| H | Explore opportunities for virtual book clubs to expand resources and access to a broader audience | Short-term | \$ | All | Internal / External | Internal Funds | - |
| I | Add a reference librarian position | Short-term | \$ | East | Internal / External | Internal Funds | - |
| J | Add additional reference librarians at all locations for added program capacity | Medium-term | \$\$ | All | Internal / External | Internal Funds | - |

Goal #1: Grow and diversify library program offerings (cont...).

| GOAL | OBJECTIVE/ACTION | TIME FRAME | COST | LIBRARY LOCATION(S) | RESPONSIBLE PARTY | POTENTIAL FUNDING SOURCES | POTENTIAL PARTNERSHIPS (OUTSIDE OF THE LIBRARY) |
|------|---|------------|------|---------------------|---------------------|-----------------------------------|---|
| K | Expand access to resources through partnerships with local organizations such as IFAS (Institute of Food and Agricultural Sciences) to expand resources to seed libraries | Short-term | N/A | All | Internal / External | Internal Funds, Grants | County Commission, Neighboring Cities/Counties |
| L | Add a dedicated staff member for grants writing under the umbrella of community services | Short-term | \$ | All | Internal / External | Internal Funds | - |
| M | Add a dedicated staff member for community outreach services | Short-term | \$ | All | Internal / External | Internal Funds | - |
| N | Expand catalogue of offers with local museums and entertainment centers such as the Dali museum, aquarium, and Stage West Playhouse, to offer monthly passes at library locations | Short-term | \$\$ | All | Internal / External | Internal Funds | Neighboring Cities/Counties, Library Department, Municipal Partners |
| O | Partner with local organizations, such as Wilton Simpson Technical College to add a STEM building/ area that connects to an interactive and/or outdoor space | Short-term | \$ | East | Internal / External | Internal Funds, Grants, Donations | Municipal Partners |
| P | Coordinate partnerships with the Hernando County Audubon Society, 4H, FFA, and other home growers to facilitate markets and educations events. | Short-term | \$ | East | Internal / External | Internal Funds, Grants, Donations | Local Businesses, County Civic Orgs. |
| Q | Designate areas for future community garden spaces or rentable lots for garden related activities | Short-term | \$\$ | East | Internal / External | Internal Funds, Grants, Donations | Local Businesses, County Civic Orgs., Municipal Partners |
| R | Partner with local businesses to collect donations for a "library of things"* area within the library <i>*A collection of non-traditional items and equipment that patrons can borrow for free using a library card.</i> | Short-term | N/A | All | Internal / External | Donations | Local Businesses |





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| GOAL | OBJECTIVE/ACTION | TIME FRAME | COST | LIBRARY LOCATION(S) | RESPONSIBLE PARTY | POTENTIAL FUNDING SOURCES | POTENTIAL PARTNERSHIPS (OUTSIDE OF THE LIBRARY) |
|----------|---|-------------|------|---------------------|-------------------|---------------------------|---|
| S | Develop a standard questionnaire to administer after programs to gauge participant's feedback and evolve programming to meet the needs for each library | Short-term | N/A | All | Internal | Internal Funds | - |
| T | Establish a flex scheduling policy for staff to accommodate a broader range of program times in the evenings and weekends | Short-term | \$ | All | Internal | Internal Funds | - |
| U | Express approval process for library programming given by tenured staff to provide maximum purpose to patron responses | Medium-term | \$ | All | Internal | Internal Funds | Local Businesses |
| V | Establish repeat monthly programs for favorable classes | Short-term | \$ | All | Internal | Internal Funds | Local Businesses |

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Goal #2: Optimize existing facilities and seek opportunities for growth.

| GOAL | OBJECTIVE/ACTION | TIME FRAME | COST | LIBRARY LOCATION(S) | RESPONSIBLE PARTY | POTENTIAL FUNDING SOURCES | POTENTIAL PARTNERSHIPS (OUTSIDE OF THE LIBRARY) |
|------|--|-------------|------|---------------------|---------------------|--|--|
| A | Reorganize the use of existing space within the current library buildings to offer more community resource areas like meeting rooms, quiet rooms, support groups, technology training, and access to community services (i.e., voting, healthcare, food insecurity, community resources, FEMA) | Medium-term | \$\$ | All | Internal | Internal Funds, Impact Fees, Capital Funds, Grants | County Commission |
| B | Relocate administration rooms to other County buildings to prioritize spaces for collections and other library operations. | Short-term | \$\$ | Main | Internal / External | Internal Funds, Impact Fees, Capital Funds, Grants | Municipal Partners, County Commission |
| C | Reorganize interior layout to accommodate space for a designated and enclosed children's area | Short-term | \$\$ | Main | Internal | Internal Funds, Impact Fees, Capital Funds, Grants | Facilities Department |
| D | Enclose exterior patio space for outside interactive engagement opportunities | Short-term | \$\$ | Main | Internal | Internal Funds, Impact Fees, Capital Funds, Grants | Facilities Department |
| E | Partner with the City of Brooksville Parks & Recreation Department to activate the area adjacent to Hernando Park (i.e., outside seating, exterior program space, musical/ play elements) | Medium-term | \$ | Main | Internal / External | Internal Funds, Impact Fees, Capital Funds, Grants | Municipal Partners, County Commission, City of Brooksville |
| F | Collect a detailed record of library facilities that are and aren't ADA compliant | Short-term | \$ | All | Internal | Internal Funds | Facilities Department |
| G | Establish an ADA Transition Plan to develop strategies and actions to evaluate and update internal ADA compliant facilities at all library locations | Short-term | \$ | All | Internal | Internal Funds | Facilities Department |
| H | Improve circulation and access points to address external ADA compliant facilities (i.e., pedestrian ramps and ADA parking spaces) | Medium-term | \$\$ | West | Internal / External | Internal Funds, Impact Fees, Capital Funds, Grants | Facilities Department, Municipal Partners |





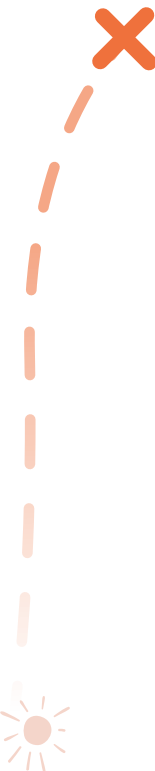
Goal #2: Optimize existing facilities and seek opportunities for growth (cont...).

| GOAL | OBJECTIVE/ACTION | TIME FRAME | COST | LIBRARY LOCATION(S) | RESPONSIBLE PARTY | POTENTIAL FUNDING SOURCES | POTENTIAL PARTNERSHIPS (OUTSIDE OF THE LIBRARY) |
|------|---|-------------|--------|---------------------|---------------------|--|--|
| I | Construct a safe and accessible entrance route from Deltona Boulevard to the library parking lot | Long-term | \$\$ | West | Internal / External | Internal Funds, Impact Fees, Capital Funds, Grants | Facilities Department, Municipal Partners |
| J | Improve parking management to address ingress/egress issues and cut-through traffic concerns | Medium-term | \$\$ | Main | Internal / External | Internal Funds, Impact Fees, Capital Funds, Grants | Municipal Partners, City of Brooksville |
| K | Implement wayfinding tools to direct overflow parking to adjacent public facilities | Medium-term | \$\$ | Main | Internal / External | Internal Funds, Impact Fees, Capital Funds, Grants | Municipal Partners, City of Brooksville |
| L | Establish partnerships to review opportunities to activate library facilities through story blocks or the Mermaid Trail | Short-term | \$ | Main | Internal / External | Internal Funds, Grants, Donations | Municipal Partners, City of Brooksville |
| M | Diversify library services by providing a bookmobile (mobile library) and homebound delivery services to underserved populations, assisted living, nursing home facilities, local events/festivals, educational facilities. | Medium-term | \$\$ | All | Internal / External | Internal Funds, Grants, Donations | Friends of the Library, School Board, GFWC Historic Brooksville Women's Club |
| N | Hire dedicated staff for custodial operations to address needs at all library locations | Short-term | \$\$ | All | Internal | Internal Funds | Facilities Department |
| O | Develop a quality control check list for library staff to document facility operational issues and concerns | Short-term | N/A | All | Internal | Internal Funds | - |
| P | Establish regular check ins with County facilities to proactively address facility issues and concerns. | Short-term | N/A | All | Internal | Internal Funds | Facilities Department |
| Q | Expand library footprint to compliment the original library design intent | Long-term | \$\$\$ | Spring Hill/ East | Internal / External | Internal Funds, Impact Fees, Capital Funds, Grants | Municipal Partners, County Commission |

Goal #2: Optimize existing facilities and seek opportunities for growth (cont...).

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|----------|---|-------------|--------|---------------------|---------------------|--|---|
| R | Construct a new building with updated community features and resources | Long-term | \$\$\$ | West | Internal / External | Internal Funds, Impact Fees, Capital Funds, Grants | Municipal Partners, County Commission |
| S | Install electric vehicle charging station to support EV charging at libraries, leveraging library spaces as destinations where users can comfortably wait while their vehicles charge | Medium-term | \$\$ | All | Internal | Internal Funds, Grants | Facilities Department |

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Goal #3: Establish consistent funding and financial resources while optimizing existing revenue streams.

| GOAL | OBJECTIVE/ACTION | TIME FRAME | COST | LIBRARY LOCATION(S) | RESPONSIBLE PARTY | POTENTIAL FUNDING SOURCES | POTENTIAL PARTNERSHIPS (OUTSIDE OF THE LIBRARY) |
|----------|--|------------|------|---------------------|---------------------|---------------------------|---|
| A | Increase Friends of the Library membership value | Short-term | N/A | All | Internal / External | Internal Funds | - |
| B | Develop a fee schedule to expand library funding strategies to include direct donations, annual giving, and community fundraising | Short-term | N/A | All | Internal | Internal Funds, Donations | Local Businesses, County Civic Orgs. |
| C | Establish dedicated areas where the Friends of the Library can collect donations | Short-term | N/A | All | Internal | Internal Funds, Donations | Local Businesses, County Civic Orgs. |
| D | Improve the Friends of the Library donation website to be more visible, accessible, and user-friendly for patrons | Short-term | N/A | All | Internal | Internal Funds, Donations | Local Businesses, County Civic Orgs. |
| E | Establish membership tiers that offer perks for museum/entertainment passes and other local amenities | Short-term | \$ | All | Internal | Internal Funds, Donations | Local Businesses, County Civic Orgs. |
| F | Analyze and adjust the County policy to generate revenue by renting out additional library spaces | Short-term | N/A | All | Internal | External Funds | Local Businesses |
| G | Explore opportunities to connect with corporate sponsorships and other for-profit organizations such as creating donor recognition opportunities for events or brick engravings to incentivize contributions | Short-term | N/A | All | Internal / External | Internal Funds, Donations | Local Businesses, County Civic Orgs. |
| H | Designate resource donation drop off locations | Short-term | N/A | All | Internal / External | Internal Funds, Donations | Local Businesses, County Civic Orgs. |
| I | Partner with organizations that offer donations for "grab n' go" bags for library patrons | Short-term | N/A | All | Internal / External | Internal Funds, Donations | Local Businesses, County Civic Orgs. |
| J | Improve training and strategies for staff members to grow and expand outreach efforts in the community | Short-term | N/A | All | Internal | Internal Funds | - |

Goal #3: Establish consistent funding and financial resources while optimizing existing revenue streams (cont...).

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|------|--|------------|------|---------------------|---------------------|---|--|
| K | Add a dedicated marketing/ community outreach staff member to improve library staff communication regarding individual library events and services | Short-term | \$\$ | All | Internal | Internal Funds | - |
| L | Expand relationships with local entities such as coffee shops, food trucks, children stores, museums, food banks, other county offices, local attractions, and schools | Short-term | N/A | All | Internal / External | Internal Funds, External Funds | Local Businesses, County Civic Orgs. |
| M | Establish a food truck/cart program to offer food truck days/nights (similar to Parks & Rec) | Short-term | N/A | All | Internal / External | Internal Funds, External Funds | Local Businesses, County Civic Orgs. |
| N | Build stronger relationships with local schools by continuing to partner with media center professionals and establishing workforce development | Short-term | N/A | All | Internal / External | Internal Funds, External Funds | School Board |
| O | Partner with existing mobile services such as pop-up coffee shops/cafes/food services to extend library resources and awareness to different audiences | Short-term | N/A | All | Internal / External | Internal Funds, External Funds | Local Businesses, County Civic Orgs., Chamber of Commerce, City of Brooksville |
| P | Partner with Friends of the Library to offer monthly mystery "blind boxes" of book series, limited time releases, or a curated book collections | Short-term | \$ | All | Internal / External | Internal Funds, Donations | - |
| Q | Partner with local organizations, such as the Mermaid Trail or Citizens Academy to orchestrate a scavenger hunt throughout the community to bring awareness to existing resources and businesses in the area | Short-term | \$ | All | Internal / External | Internal Funds, External Funds, Donations | Local Businesses, County Civic Orgs., Chamber of Commerce, City of Brooksville |
| R | Continue to host public events to showcase the impact of funding, such as unveiling new amenities or highlighting programs made possible by donations. | Short-term | \$ | All | Internal / External | Internal Funds, External Funds | Local Non-Profits |





Goal #3: Establish consistent funding and financial resources while optimizing existing revenue streams (cont...).

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|------|--|------------|------|---------------------|-------------------|---------------------------|---|
| s | Demonstrate the library's ROI (return on investment) through data, case studies, and community testimonials to justify funding increases in an annual report or brochure to the community, County departments, and elected officials | Short-term | \$ | All | Internal | Internal Funds | - |

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Goal #4: Increase awareness for the services offered by the Libraries.

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|----------|--|------------|------|---------------------|---------------------|--------------------------------|---|
| A | Develop a dedicated outreach and engagement plan to identify and connect with currently underserved populations and improve awareness for existing and planning programs | Short-term | \$ | All | Internal / External | Internal Funds | Local Non-Profits, Veteran Groups |
| B | Establish an electronic database to improve programming data tracking to identify patrons that aren't being reached | Short-term | \$ | All | Internal | Internal Funds | - |
| C | Diversify the technology used to spread awareness about services offered (i.e., social media, news papers, radio, brochures, emails, etc.) | Short-term | \$ | All | Internal | Internal Funds | County Admin. |
| D | Formalize scheduled monthly focused meetings with staff representatives at each library location to optimize communication, consistency, and collectively promote services, programs, and events across facilities | Short-term | \$ | All | Internal | Internal Funds | - |
| E | Implement cross-training opportunities to strengthen outreach skills across all library staff. | Short-term | \$ | All | Internal | Internal Funds | - |
| F | Establish consistent and cohesive branding for all library locations | Short-term | \$ | All | Internal | Internal Funds | - |
| G | Foster partnerships with local organizations to improve library presence in the community through pop-up events | Short-term | \$ | All | Internal / External | Internal Funds, External Funds | Chamber of Commerce, Local Non-Profits |
| H | Increase collaborative outreach efforts among library locations by encouraging staff to participate in outreach events/activities | Short-term | \$ | All | Internal | Internal Funds | - |





Goal #4: Increase awareness for the services offered by the Libraries (cont...).

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|------|---|------------|------|---------------------|---------------------|--------------------------------|--|
| I | Explore opportunities to offer volunteer experiences, internships, and workforce training to local high school students and/or college students | Short-term | \$ | All | Internal / External | Internal Funds, External Funds | School Board |
| J | Establish a program to regularly meet with educational agencies to explore library offerings and membership benefits | Short-term | \$ | All | Internal / External | Internal Funds, Grants | Friends of the Library, School Board, GFWC Historic Brooksville Women's Club |

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