

Making a Stunning First Impression: Library Curb & Counter Appeal

Agenda:

1. Is it time to patch, or start over?
2. Build a team for guidance and fund-raising
3. Details Count!
 - a. Keep the vision in front of your team.
 - b. Establish quality goals along with budget and timelines.
4. Start With An Audit
 - a. Ask many people for advice; use several sets of eyes
 - b. Nothing off limits; ask them to nitpick
 - c. Look at:
 - i. Building, grounds, below and above eye level
5. Develop a rating grid
 - a. From great to awful; From urgent to can wait
6. Tricks of the Trade
 - a. Outside
 - i. Curb, parking lot, sidewalks
 - ii. Landscaping, lights, signs, color, outdoor spaces
 - b. Inside immediate fixes: Clean
 - i. Bathroom – Clean and deodorize.
 - ii. Floors – The Shiny dilemma
 - iii. Clean windows and doors
 - iv. Lobby, aisles, and desks: Remove all clutter!!!!
 - v. Remove what is broken and dirty beyond cleaning
 - c. Replace or paint
 - i. Use interior design principles as color guides
 - ii. Less is better than old: The habituation factor
 - d. New lighting transforms everything.
7. Mistakes we make
 - a. Make everything about the children
 - b. Rely too heavily on canned art
 - c. Would I know I am in your town?