

OAKVILLE PUBLIC LIBRARY BOARD

APPROVED MINUTES

THURSDAY, MAY 26, 2016

**TRAFALGAR ROOM
OAKVILLE MUNICIPAL BUILDING
1225 TRAFALGAR ROAD, OAKVILLE**

A meeting of the Oakville Public Library Board was held on Thursday, May 26, 2016, in the Trafalgar Room of the Oakville Municipal Building, commencing at 7:00 p.m.

Present: Councillor Jeff Knoll, Chair
Steven Bright, Vice-Chair
Mark Bettiol

Also Present: Veronica Bandon, Senior Consultant, Lord Cultural Resources
(Consultant)
John Yardley, Founding Partner and President, Metrics@Work
(Consultant)

Regrets: Councillor Marc Grant
Pankaj Sardana
Joan Sweeney Marsh (Special Advisor)

Staff: Charlotte Meissner, Chief Executive Officer
Colleen Bell, Commissioner of Community Services
Nancy Sully, Deputy Treasurer and Director of Financial Planning
Janice Kullas, Director of Branch Services/Deputy CEO
Melanie Burgess, Director of Community Engagement
Tara Wong, Director of Collections and Technologies
Jeff Lanaus, Director of Information Systems
Jill Marcovecchio, Council and Committee Coordinator

The items in these minutes are not necessarily in the order discussed.

Call to Order

Councillor Knoll, Chair, called the meeting to order at 7:01 p.m.

Regrets

As noted above.

Declarations of Pecuniary Interest

No declarations of pecuniary interest were declared.

Confirmation of Minutes of the Previous Regular Meeting of the Board

Minutes of the Regular Meeting of the Board, **April 28, 2016**

Confidential Minutes of the Closed Session of the Board, **April 28, 2016**

Moved by Steven Bright

Seconded by Mark Bettiol

That the minutes of the regular meeting of the Oakville Public Library Board, dated April 28, 2016, and the confidential minutes of the closed meeting of the Oakville Public Library Board, dated April 28, 2016, be approved.

CARRIED

CONSENT ITEM(S)

1. **Status of Outstanding Board Reports**
 - Report from Charlotte Meissner, CEO

2. **2016 Board Key Agenda Items**
 - Report from Charlotte Meissner, CEO

3. **Monthly Health and Safety Report**
 - Report from Charlotte Meissner, CEO

Moved by Mark Bettiol

Seconded by Steven Bright

That the consent items, be received.

CARRIED

DISCUSSION ITEM(S)

4. You Matter 2015 Employee Engagement Survey Results – Metrics@Work

Dr. John Yardley, Founding Partner and President, Metrics@Work, provided a high-level PowerPoint presentation regarding *2015 Oakville Public Library and Branches Employee Engagement Survey Results*. The consultant provided introductory remarks, and explained the basis for a survey in creating engaging work and value for all stakeholders, model of engagement, and engagement drivers (job, work area, and organizational) measured in the town survey. He explained the values, including stronger management and staff value, stronger executive and governance value, and strong value to all stakeholders. The consultant presented the employee survey results, highlighting some library and branch response rates, the Oakville Public Library compared to municipal libraries, and differences for each branch compared to the town as a whole. The consultant advised of the follow up process for the library survey, including communications of the results process, need for learning and focused interventions, action planning, evaluation and follow up, continuity in surveying, reporting, action planning, and evaluation of progress.

The consultant responded to questions regarding the employee engagement survey for the library, response rate for the library and town departments, items in the survey construct and instructions. He advised that the average response time was 20 minutes to complete the survey. He also advised of the benefit of having a focus group for staff to review the areas of improvement which were identified in the employee survey. The consultant suggested that it may be appropriate for the library to have their own employee survey separate from the town employee survey due to the degree of specificity that may be required for library staff, advising that there would be an additional cost for the survey.

The consultant reviewed year-over-year analyses for 2015 compared to the last survey which was done in 2012, explaining the survey results by drivers, average, and difference score. He highlighted the areas where effort was made, successful drivers, advising of overall increases in employee participation and engagement.

CEO Charlotte Meissner responded to questions regarding the employee survey, advising that there was a significant increase in the participation rate from 67% in 2012 to 90.8% in 2015. She also advised that staff were encouraged to complete the survey, and there were positive results.

The Chair raised customizing the employee survey in terms of making it relevant to town departments. The Chair asked that Colleen Bell take the board's comments back to Executive Management Team (EMT), to make a determination regarding the appropriate degree of specificity for the town survey for the library in the future.

Moved by Steven Bright

Seconded by Mark Bettiol

1. **That the report from the CEO, dated May 12, 2016, be received; and**
2. **That the presentation from Dr. John Yardley, Founding Partner and President, Metrics@Work regarding Oakville Public Library You Matter 2015 Employee Engagement Survey Results, be received.**

CARRIED

5. **Strategic Plan Process Update**

Veronica Blandon, Senior Consultant, Lord Cultural Resources, provided a PowerPoint presentation regarding *Strategic Planning – Draft Environmental Scan*, which detailed the strategic plan process and environmental scan for the library. Material regarding the presentation was distributed to the members. The consultant provided background information on the consulting firm, and acknowledged the core planning team for the Oakville Public Library Strategic Plan. The consultant reviewed key objectives, strategic planning process, and proposed timelines. She raised key questions to guide the strategic plan discussion. The environmental scan included relevant sector trends, Canadian Urban Libraries trends, market overview, and context overview. The consultant advised of the next steps, including external assessment: key opinion leader interviews and public survey, and internal assessment: board interviews (May 2016); external assessment: workshops (youth and partners) and two town hall meetings (June 2, 2016); and board and senior staff strategic planning workshop (July 12, 2016).

The consultant responded to questions regarding electronic database use internet visits, increase in library use by customers, and social media visits.

The Chair asked that the consultant provide additional information regarding what the numbers for trends mean, and that the number of library transactions be clarified in order to validate the data (e.g., What is a transaction?).

Discussion ensued regarding circulation and e-books, on-line databases and usage, library cost per use, the use and types of electronic products and devices. Discussion also ensued regarding the reliability and validity of data, use of current statistics, and its importance and application to the strategic planning process for the library.

Tara Wong, Director of Collections and Technologies, responded to a question, advising that she would provide an executive summary of the report published by

Canadian Urban Libraries Council (CULC) regarding Key Performance Indicators (KPIs) and a definitions section to the members.

It was indicated that building with growth was important, noting the growth which has occurred in north Oakville.

The Chair asked that the consultant coordinate the data with best planning estimates for the area in an effort to validate the data. The consultant advised that she would review the data, advising that data is taken from Census Canada and is used to show statistical measures.

Melanie Burgess, Director of Community Engagement, responded to questions, advising that staff would review the statistics for library branches/circulation, including the number of social media visits, and other data related to archives, including library partners.

The board asked that staff report on the number of phone calls per day which are made to the library.

Janice Kullas, Director of Branch Services/Deputy CEO, responded to a question, advising that staff would provide this information, and that the annual library usage statistics and trends report was provided in the spring to the members (the 2015 annual report was included in the agenda materials for the April 28, 2016 board meeting).

Discussion also ensued regarding the use of library space and technology.

Tara Wong responded to a question, advising that e-readers are no longer used due to changes in library technology.

Jeff Lanaus, Director of Information Systems, responded to a question, advising that there is no longer a need to provide public computers as a growing number of customers are equipped and bring their own electronic devices to the library.

The consultant responded to a question regarding the strategic planning workshops lead by the consulting team.

The consultant advised that she would provide additional information regarding on-line visits to the library website.

The Chair asked that the consultant provide clarity regarding what is a library transaction, defining the metric for library transactions, and creating the proper comparators for library transactions.

Moved by Steven Bright

Seconded by Mark Bettiol

That the Oakville Public Library Strategic Plan Process Update from Lord Cultural Resources and S.R. Kent, be received.

CARRIED

6. Monthly Technology Update

Tara Wong, Director of Collections and Technologies, provided a PowerPoint presentation regarding *Technology Capital Projects Update*. Material regarding the presentation was distributed to the members. Ms. Wong reviewed the general project timeline and status of various technology projects for the library.

Tara Wong responded to questions regarding printing, technology, and theft of library collection materials.

Jeff Lanaus, Director of Information Systems, responded to a question regarding the library licence and limitations on photocopying by library customers to protect copyrights.

The Chair asked that staff provide information regarding print usage from The Society of Composers, Authors and Music Publishers of Canada (SOCAN) to the members.

The Chair asked that the members be invited to the library to view the new technology as the equipment arrives. Tara Wong advised that staff would be providing demos of the new technology for the library.

The Chair asked that staff prepare a media release regarding new technology for the library. The Chair also asked that the media release be provided to the members prior to the new technology being rolled out for the library.

Melanie Burgess, Director of Community Engagement, advised that staff are looking into what other municipalities have done for new technology in libraries.

Discussion ensued regarding CCTV surveillance cameras, which are located in key locations of most library branches for security purposes, self-checkouts of library materials, staff training and customer interaction in warranted situations for the protection of library materials. CEO Charlotte Meissner indicated that staff would follow up on the tactical training that was required.

Discussion also ensued regarding self-checkouts of library materials and adapting to the new technology, library products, search capability and protection of privacy using a library card versus searching the public domain, library privacy

policy, and web applications. Discussion further ensued regarding customer service analytics, how to integrate and use the new library discovery layer, how to get the analytics needed to serve customers, and how to best use analytics to inform on the needs of customers without breaching their personal privacy.

Tara Wong responded to questions regarding the discovery layer, meeting library needs at the point of contact, content management, and security gates for self-checkout units for automated materials as part of Radio Frequency Identification (RFID), security settings and browsers for the discovery layer (access to information by the library customer), and library holds. Ms. Wong advised that the new strategic plan will assist in determining what the library website would look like in 2017. She also advised that staff are looking at mapping out the feasibility of unplugging the current discovery layer (BiblioComments) and plugging in the new discovery layer (Enterprise).

Jeff Lanaus responded to questions, advising of the use of analytics to collect information through a tool would be proprietary and not searchable by the public, and the need to protect the personal side of the library search for information. He advised that staff are presently working on the new discovery layer and Integrated Library System (ILS), and would report back at a future board meeting.

Staff advised of the protection of privacy in how customers use library cards, accessing the library system, and using customer information. Database systems do not track the history of borrowing library materials or library use by customers, and precautions are taken not to identify people individually to breach their privacy. Tara Wong responded to a question, advising that staff would review the library customer privacy policy for the protection of personal information under the *Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)* and the *Public Libraries Act*. Jeff Lanaus also advised that staff would also review the policy as part of information systems.

Moved by Mark Bettiol

Seconded by Steven Bright

That the Monthly Technology Update, be received.

CARRIED

7. Governance: Board of Directors Charter

After having polled the members, the Chair indicated that due to the hour there was no further action required by the board at this time for this item. The charter was revised based on the board's previous direction, and the Procedural By-law would be considered at the next meeting.

Moved by Steven Bright

Seconded by Mark Bettiol

1. **That the revised Oakville Public Library Board of Directors Charter, be approved; and**
2. **That the draft Public Library Board Procedural By-law, be received for consideration at the June 23, 2016 board meeting.**

CARRIED

8. Financial Reports – April 30, 2016

CEO Charlotte Meissner reported that the financial position for the library was on target for this time of the year, and that the annual merit adjustment for staff would appear in the quarterly variance report for June 30, 2016.

There were no questions arising from the monthly financial statements.

Moved by Mark Bettiol

Seconded by Steven Bright

That the Oakville Public Library Variance Report dated April 30, 2016, be received.

CARRIED

9. Preliminary 2017 Budget Process Update – Town Guidelines

Nancy Sully, Deputy Treasurer and Director of Financial Planning, responded to a question, advising that the proposed Bronte Library Branch was removed from the 2016 budget and is in the 2017 budget. Ms. Sully explained that the library branch would be considered as part of the library's strategic plan, and the additional research which was to be done in making a determination regarding the library budget.

Colleen Bell, Commissioner of Community Services, advised that the proposed Bronte Library Branch would also be looked at within the context of the Parks, Recreation and Library Facilities Master Plan, as both the strategic plan and master plan are to be considered together.

Staff responded to questions regarding the operating and capital costs, and the timing of the opening of the proposed Bronte Library Branch, advising that the library costs would be further reviewed to determine it reflects what the costs would be, and the budget allocation.

Nancy Sully provided a presentation regarding *2017 Budget Process*. Material regarding the presentation was distributed to the members. Ms. Sully reported on Council's direction and the budget process for operating and capital, advising of the budget guidelines, 2017 budget, and Budget Committee meetings. Ms. Sully also reported on the forecast and budget submission for the Library, advising of the current year budget and two year forecasted budget at 1.9% increase was in line with inflation.

Nancy Sully responded to a question, advising of the process for public delegations to Budget Committee, and that she was not aware of the public having delegated regarding the Library budget in the past few years. The Chair advised that previous members have appeared on behalf of the board before the Budget Committee in the past. Colleen Bell advised that it was mostly seniors who have delegated to Budget Committee in recent years regarding rates and fees for recreation programs and services.

Discussion ensued regarding maintaining existing services levels.

Moved by Mark Bettiol

Seconded by Steven Bright

That the presentation from the Deputy Treasurer and Director of Financial Planning regarding Preliminary 2017 Budget Process Update – Town Guidelines, be received.

CARRIED

CONFIDENTIAL DISCUSSION ITEM(S)

CLOSED SESSION

Moved by Steven Bright

Seconded by Mark Bettiol

That the Oakville Public Library Board resolve into a closed meeting session for the purpose of dealing with personal matters about identifiable individuals with respect to Item C-1 – Personal Matter – RZone Appeal Update and Item C-2 – Personal Matter.

CARRIED

The Board resolved into closed session at 9:35 p.m.

The Board resolved back into open session at 10:05 p.m.

C-1. Personal Matter – RZone Appeal Update

- **Confidential Verbal Report from Charlotte Meissner, CEO,
May 26, 2016**

Moved by Steven Bright

Seconded by Mark Bettiol

That the confidential verbal report from the CEO of the Oakville Public Library, dated May 26, 2016, be received.

CARRIED

C-2. Personal Matter

- **Confidential Report from Board Chair Councillor Jeff Knoll**

Moved by Steven Bright

Seconded by Mark Bettiol

That the confidential verbal report from the Commissioner of Community Services, dated May 26, 2016, be received.

CARRIED

10. NEW BUSINESS

There was no new business.

ADJOURNMENT

Moved by Mark Bettiol

Seconded by Steven Bright

That this meeting be adjourned.

CARRIED

The meeting adjourned at 10:06 p.m.