

OAKVILLE PUBLIC LIBRARY BOARD

MINUTES

THURSDAY, FEBRUARY 23, 2017

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

A meeting of the Oakville Public Library Board was held on Thursday, February 23, 2017, in the Trafalgar Room of the Oakville Municipal Building, commencing at 7:00 p.m.

Present: Steven Bright, Vice-Chair
Councillor Marc Grant
Pankaj Sardana
Joan Sweeney Marsh (Special Advisor)

Regrets: Councillor Jeff Knoll, Chair
Mark Bettiol

Staff: Lynn Horlor, Acting Chief Executive Officer (OPL)
Colleen Bell, Commissioner of Community Services
Tara Wong, Director of Collections and Technologies (OPL)
Lisa Williams, Manager of Collection Operations (OPL)
Jill Marcovecchio, Council and Committee Coordinator
Jessica Warren, Council and Committee Coordinator

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

Call to Order

Vice-Chair Steven Bright called the meeting to order at 7:00 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, **JANUARY 26, 2017**

Confidential Minutes of the Closed Session of the Board, **JANUARY 26, 2017**

Moved by Pankaj Sardana

Seconded by Councillor Grant

That the minutes of the regular meeting of the Oakville Public Library Board, dated January 26, 2017, and the confidential minutes of the closed meeting of the Oakville Public Library Board, dated January 26, 2017, be approved.

CARRIED

CONSENT ITEM(S)

1. **Status of Outstanding Board Reports**
 - **Report from Acting CEO of Oakville Public Library, February 16, 2017**

2. **Monthly Health and Safety Report for January 2017**
 - **Report from Manager of Human Resources, February 14, 2017**

3. **2017 Board Key Agenda Items**
 - **Report from Acting CEO of Oakville Public Library, January 14, 2017**

Moved by Councillor Grant

Seconded by Pankaj Sardana

That the consent items be received.

CARRIED

DISCUSSION ITEM(S)

4. **Comprehensive (pre audit) Financial Report as of
December 31, 2016**
- **Report from Acting CEO of Oakville Public Library**

Lynn Horlor, Acting CEO, reported on the pre audit 2016 comprehensive financial report for the library as provided in the PowerPoint presentation. The Acting CEO advised that the 2016 financials have been finalized subject to audit, and draft financial statements have been prepared, which will be ready for the library audit the week of February 27, 2017. The Acting CEO explained that the quarterly reports or in this case year end needs to cover all facets of the library financials. She advised that the financial report for the prior year end includes operating and capital, as well as reserve and trust funds. Staff plan to have the report evolve, and a more comprehensive view of the financial status of the library will be provided in future reports to the board. Staff are finalizing the library section of the 2016 year end results, which will be included in a report to go forward to Council.

The Acting CEO advised that staff are developing a new fundraising strategy, creating a basket of goods to go out to prospective donors, and establishing fundraising targets for 2017. Staff will report back to the board on the basket of goods in March or April 2017.

The Acting CEO advised that library endowment funds must be incorporated into the library financials based on the external auditor's recommendation in 2015, and a report was presented to the board in December 2016 from the town Financial Operations department. She indicated that there needs to be a clear understanding of what the endowment funds will be used for as opposed to development funds.

The Acting CEO advised that staff are moving forward on a financial strategy with the Halton Information Providers (HIP) partners, which is a coalition of Community Information Centres (CICs) in Halton Region providing a community services database. Staff are meeting with partners to review new terms of reference, letter of agreement (memorandum of understanding), and financial model (strategy).

The Acting CEO reported on capital variance by project, indicating that staff are focusing on finalizing many of the old projects which are to be closed. She advised of the projects which are still in progress, including Radio Frequency Identification (RFID), furniture and fixtures (2015 and 2016), website, library interiors (2015), and Iroquois Ridge (IR) Library Branch Creation Zone.

The Acting CEO advised that the 2016 audited financial statements will be brought to the board in April 2017, the auditors will also present to report on

audit findings, and it will be an opportunity for the board to ask questions regarding the library audit.

Lynn Horlor responded to a question, clarifying that the financial number values in the presentation are in thousands of dollars (i.e., M representing the roman numeral).

Moved by Pankaj Sardana

Seconded by Councillor Grant

That the pre audit 2016 Comprehensive Financial Report, be received.

CARRIED

5. **Oakville Public Library CEO By-law**
- **Report from Commissioner of Corporate Services**

Moved by Councillor Grant

Seconded by Pankaj Sardana

That the draft Oakville Public Library CEO By-law be deferred to a future board meeting.

CARRIED

6. **Proposed Collections Refresh for Iroquois Ridge Library Branch Reopening/Creation Zone**
- **Report from Director of Collections and Technologies and Manager of Collections, February 23, 2017**

Lynn Horlor, Acting CEO, advised that \$50,000 was approved in the 2017 capital budget for the Iroquois Ridge Library Branch collections refresh funded from development reserve. The Acting CEO advised that staff were asked to report back to the board regarding how the money will be spent for the collection allocation.

Ms. Horlor introduced Lisa Williams, Manager of Collection Operations.

Lisa Williams made a presentation regarding the proposed collections refresh for the reopening of Iroquois Ridge branch. Ms. Williams reported that the collection was evaluated with items separated into adult, teen, and juvenile materials. The total number of items in those areas were looked at including circulation and turnover rate, which measures the relevant use of a collection. Staff used library comparators for turnover rates, advising of a 3.7% average turnover rate for American and Canadian libraries in 2015 as part of a Public Library Association survey. The Iroquois Ridge branch collection has a 7.0%

overall turnover rate, and some areas have higher turnover rates, such as 35.79% for DVDs. Ms. Williams advised that staff looked at how many times each item went out during the timeframe from January to October 2016, using those statistics as well as statistics for linear feet of shelving space to determine what needed to be weeded from the collection. She indicated that there was approximately 2,000 linear feet of shelving space based on the original drawings, and the collections had been cut by 35% to 40% in order to meet shelving space capacity.

Ms. Williams advised that after evaluating the collection and taking into account circulation, staff made suggestions on weeding and cutting the collection, and adjusting the space allocations. Staff are recommending that \$50,000 be spent in three areas, including \$20,000 to replenish the non-fiction collection to stock key areas with current and relevant titles (print and digital), \$20,000 for the specialized collection (print and digital) for the Digital Creation Zone to support the areas of focus (high and low tech subject matter), and \$10,000 for picture books and easy readers. Ms. Williams explained that in terms of replenishing the non-fiction collection, a good portion of the collection was weeded in certain areas based on condition and age of material, noting 18 years average age for adult and non-fiction collection and 10 years average age for juvenile collection. These collections are integrated together in shelving and were looked at together as one big focal point.

Lynn Horlor responded to questions regarding buying books for the library and town from the United States, maintaining the digital collection, and budget for the project. Ms. Horlor advised that the town largest book buyer would be the Legal department, noting that the department is moving where possible to digital. She confirmed that the capital project for the library is in the 2017 capital budget funded from development reserve.

Lisa Williams responded to a question regarding aligning collections that are not traditional, and the potential to make the space for the new creation zone innovative and impressive, such as access to programming, languages, games, science, and kits. Ms. Williams advised that she viewed the sound clip library which was provided by Special Advisor Joan Sweeney Marsh. Staff will be looking at what is being added to the collection for the library branch in terms of having a good fit with digital materials.

The Vice-Chair asked that staff report back on what the library is buying for the new collection for Iroquois Ridge branch, the difference in turnover rate after one year in terms of the return on investment, and track this expenditure.

Tara Wong, Director of Collections and Technologies, advised that there is a collection strategy for the creation zone with different metrics set to the space. Staff will review and report back on the numbers for tracking and balancing out to match the circulation as it is the first time for a creation zone.

Moved by Pankaj Sardana

Seconded by Councillor Grant

That the proposed collection allocation spend for \$50,000 associated with Iroquois Ridge Collection Refresh – 71101704, be approved.

CARRIED

7. Data and Usage/Statistics and Trends Report for 2016

**- Report from Director of Collections and Technologies,
December 2016**

Tara Wong, Director of Collections and Technologies, reported on the statistics for circulation, cardholders, and programs in 2016 (quarter 4) as provided in the PowerPoint presentation. Ms. Wong highlighted data and usage statistics, indicating that overall circulation was down 10.1% in 2016, and digital circulation was down 20% overall due to the cancellation of Freegal Music to library cardholders in 2015. She reviewed circulation, advising of 89% physical (hard copy), and 11% digital (eBooks and audiobooks). Ms. Wong advised that there was a 23.8% increase in new cardholders and 13.3% increase in total active cardholders. Staff have started removing inactive cardholders monthly to help give a clearer picture of patterns. Ms. Wong advised of the next steps, in terms of utilizing a full year of Symphony statistics for library technology, Google analytics for the website, and traffic statistics by SmartGate for library products. Staff will be making a better determination regarding what statistics represent usage and value, and are working with the Federation of Ontario Public Libraries (FOPL) on standards.

Staff have been providing quarterly statistics, and will be making some changes to the statistics report which is provided to the board. Staff also have the ability to compare the library's statistics to like size libraries through the FOPL, and will reach out to the federation to narrow the band to better compare to like size and culture. A new report will be provided for the April 27, 2017 board meeting.

Lynn Horlor, Acting CEO, advised that staff will be looking at library comparators, indicating that GTA, culture, economics, and other are factors and not only population. Ms. Horlor advised that Oakville's population of 194,000 falls under band 2 (population from 100,000 to 250,000) of FOPL, and is in the midrange population wise. She indicated that the sample statistics from the FOPL were being provided for comparability.

Tara Wong responded to questions regarding statistics, advising that staff will review the decrease in circulation and increase in cardholders, as well as using Symphony library technology to review the data, and provide more detail and analysis for possibly the April 27, 2017 board meeting. Ms. Wong advised that

staff will review borrowing, indicating that is it a matter of customers are still borrowing but they are borrowing less, and what is causing borrowing to be down or has it shifted in a direction, which would need to be looked at.

Ms. Wong also advised that Lisa Williams, Manager of Collection Operations, has been working with collectionHQ, a software application bought a year ago, to select, manage and promote the collection. The product provides for an in depth collection analysis, and highlights what collections are more/less popular, and branch items. Ms. Wong indicated that this was done for Iroquois Ridge branch to balance circulation versus collection. Staff are doing an analysis of the data in a lot of different ways, and more numbers will be provided to the board.

The board asked for a breakdown of the numbers, such as what item is popular at what branch, given the changes in circulation. Tara Wong advised that staff would provide this information to the board.

Tara Wong responded to questions regarding issues impacting White Oaks branch in 2016.

Moved by Pankaj Sardana

Seconded by Councillor Grant

That the Data and Usage Statistics/Trends Report dated December 2016 (quarter 4), from the Director of Collections and Technologies, be received.

CARRIED

8. CEO Update

- Report from Acting CEO of Oakville Public Library

Lynn Horlor, Acting CEO, provided an update on library matters, status of various projects, vacancy management, and what's happening at the library as provided in the PowerPoint presentation. Ms. Horlor reported that the Parks, Recreation, Culture, Library Facility Master Plan (second draft) is in the final review, waiting on census data, and statistics have been provided to the consultant. The strategic plan is also in the final stages, staff are working on action plans, the second draft is with the consultant, and the work plan has to be prioritized as there are many actions with the driver being 2018 budget. The strategic plan will be brought back to the board in March 2017.

The Acting CEO advised that there is no word on the grant application made to Google Impact Challenge to Canada for an OPL outreach bus (book vehicle).

The Acting CEO reported on a vehicle accident involving a customer at the front entrance of the White Oaks branch on February 21, 2017. The branch and book

drop were closed, quotes are being obtained to replace the customized door, staff are looking at options with Fire Prevention for other/temporary public access, and the branch reopened on February 23, 2017.

The Acting CEO reported on programming for First Nations Public Library Week from February 13 to 18, 2017, to raise awareness of resources, services, programs and activities, and Family Day on February 20, 2017. The library was well represented at the Ontario Library Association (OLA) Super Conference held on February 1 to 4, 2017, at the Metro Toronto Convention Centre. Management attended the Ontario Public Library Awards Gala held on January 28, 2017, to support Halton libraries receiving awards or nominated.

The Acting CEO provided an update regarding the Citizen survey (early results show 90% satisfaction rate for the library), Sheridan College Library tour, OPL Friends of the Library Pop-Up Book Sale on March 4 and 5, 2017, Salvation Army book pilot, and Lakeshore Road bridge demolition.

Lynn Horlor responded to a question regarding the vehicle accident at the front entrance of the White Oaks branch.

Lynn Horlor responded to a question regarding working with the consultant on the strategic plan, advising that the strategic plan has taken longer than was expected, and the consultants are getting back to staff on this project.

Moved by Councillor Grant

Seconded by Pankaj Sardana

That the update report from the Acting CEO of the Oakville Public Library, be received.

CARRIED

9. Technology Update

- Report from Director of Collections and Technologies

Tara Wong, Director of Collections and Technologies, reported on the monthly technology update for the library as provided in the PowerPoint presentation. Ms. Wong advised that the technology updates for the two major projects underway for the Radio Frequency Identification (RFID) and Iroquois Ridge (IR) Library Branch Creation Zone have been provided. The next steps for the creation zone is to go back into the community before the final technology, working on space configuration and what fits in the space best, and taking examples from other library spaces.

Ms. Wong advised the website refresh project was on hold pending a full library staff team to be in place, direction from the new strategic plan, and RFID to be implemented.

Tara Wong responded to a question regarding the request for proposal for the library website, advising that it will be done jointly with the town's website. Colleen Bell, Commissioner of Community Services, advised that the town will be launching a beta site, which will be a test site enabling staff to co-create with the public on designing services as part of open data.

Moved by Councillor Grant

Seconded by Pankaj Sardana

That the Monthly Technology Update from the Director, Collections and Technologies, be received.

CARRIED

CONFIDENTIAL DISCUSSION ITEM(S)

C-1. Staffing Update

- **Confidential Verbal Report from Acting CEO of Oakville Public Library and Commissioner of Community Services**

Moved by Pankaj Sardana

Seconded by Councillor Grant

That the Staffing Update be deferred to the next board meeting.

CARRIED

NEW BUSINESS

There was no new business.

DATE AND TIME OF NEXT MEETING

Thursday, March 23, 2017
Oakville Municipal Building
Trafalgar Room - 7:00 p.m.

ADJOURNMENT

Moved by Pankaj Sardana

Seconded by Councillor Grant

That this meeting be adjourned.

CARRIED

The meeting adjourned at 8:06 p.m.