

**OAKVILLE PUBLIC LIBRARY BOARD**

**MINUTES**

**THURSDAY, MAY 25, 2017**

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

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A meeting of the Oakville Public Library Board was held on Thursday, May 25, 2017, in the Trafalgar Room of the Oakville Municipal Building, commencing at 7:00 p.m.

**Present:** Councillor Jeff Knoll, Chair  
Steven Bright, Vice-Chair  
Councillor Marc Grant

**Also Present:** Colleen Bell, Commissioner of Community Services  
Jill Marcovecchio, Council and Committee Coordinator

**Regrets:** Mark Bettiol  
Pankaj Sardana  
Joan Sweeney Marsh (Special Advisor)

**Staff:** Lynn Horlor, Chief Executive Officer  
Florence De Dominicis, Director of Community Engagement  
Simona Dinu, Director of Branch Services  
Tara Wong, Director of Collections and Technologies  
Tricia Agnew, Manager of Human Resources

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

**Call to Order**

Councillor Knoll, Chair, called the meeting to order at 7:00 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, **APRIL 27, 2017**

Moved by Councillor Grant

Seconded by Steven Bright

**That the minutes of the regular meeting of the Oakville Public Library Board, dated April 27, 2017, be approved.**

CARRIED

**CONSENT ITEM(S)**

**1. Status of Outstanding Board Reports**

- **Report from CEO of the Oakville Public Library, May 19, 2017**

**2. Monthly Health and Safety Report for April 2017**

- **Report from Manager of Human Resources, May 16, 2017**

**3. 2017 Board Key Agenda Items**

- **Report from CEO of the Oakville Public Library, May 17, 2017**

Moved by Steven Bright

Seconded by Councillor Grant

**That the consent items be received.**

CARRIED

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**DISCUSSION ITEM(S)**

4. **Financial Reports – April 30, 2017**  
- **Report from CEO of the Oakville Public Library,  
April 30, 2017**

Lynn Horlor, CEO, reported on the financial progress report (variance reports) for the library as provided in the PowerPoint presentation and agenda materials. The CEO advised that there were no new areas of concern.

Moved by Councillor Grant

Seconded by Steven Bright

**That the April 30, 2017 financial reports, be received.**

CARRIED

5. **Marketing and Development Policies - Donations,  
Sponsorship, Naming Rights and Third Party Fundraising**  
- **Report from CEO of the Oakville Public Library**

Lynn Horlor, CEO, reported on the review of marketing and development related policies as provided in the PowerPoint presentation and agenda materials. The CEO advised that the updated Endowment Fund Policy, Contests and Lotteries Policy, and Planned Giving Program Policy were approved by the board at the April 27, 2017 meeting. The CEO further advised that the Naming Rights portion of the policy was revised as requested for approval further to the direction that was provided at the last board meeting. The CEO indicated that the board would be notified of any naming rights agreement over \$25,000. Proposals to seek naming rights of a new or existing library facility, room or component in excess of \$25,000 would require board approval, and that naming rights of buildings would require Library Board and Council approval as the town owns the library buildings. The CEO also indicated that the Donations Policy was updated to include “insurance policies” as a gift under the scope of this policy to the “Definition” section.

The board had no further changes to the Donations, Sponsorship, Naming Rights and Third Party Fundraising, which was incorporated as part of marketing and development related policies.

Moved by Steven Bright

Seconded by Councillor Grant

**That the revisions to the Donations, Sponsorship, Naming Rights and Third Party Fundraising Policies, be approved as amended.**

CARRIED

6. **Data Usage and Statistical Trends**

- **Report from Director of Collections and Technologies**

Tara Wong, Director of Collections and Technologies, reported on the statistical review of library board reports as provided in the PowerPoint presentation. Ms. Wong advised that there have been changes in library technology, and the manner in which staff will be reporting on statistics and looking at metrics. Ms. Wong asked for feedback from the board regarding relevant statistics for the library for staff to report on going forward. She advised of the goal to provide the board metrics that reflect the actual usage, activity, and impact on our customers and community, which accurately describe the usage of public libraries' resources in today's environment. Ms. Wong reviewed the types of reports, including the quarterly report, to provide a current state overview of the usage and activities of the library; and annual report, to provide benchmarking snapshot and performance measures to compare OPL's performance against other municipal systems. Ms. Wong highlighted the quarterly and annual reports in terms of the previous and proposed report formats, and provided samples of the new reports. She reviewed the key differences in statistical reporting, which will be grouped by the following headings: total usage (summary), branches, programs, virtual visits, technology, and cardholders.

Tara Wong responded to questions regarding footfall traffic, assisting customers with using the internet, and responding to phone calls made to the library desk. Ms. Wong advised that a massive purge of library cardholders was done three years ago, and the purge is now done monthly to track people in and out of the system for more consistency. Ms. Wong further advised that library cards are encouraged for individuals including children rather than as a family. Staff are monitoring third party library services, such as Hoopla and Overdrive, to ensure that there is no overlap in the digital collection as there has been some overlap in products. Ms. Wong advised that in terms of interlibrary loans, customers are borrowing more and taking advantage of this service, indicating that there is time involved for shipping and receiving materials. The library is not compensated for interlibrary loans as public libraries are in agreement to provide the service and do not charge although some universities charge for the service. Ms. Wong indicated that a library card is required to track customer information. Ms. Wong also advised that staff will bring forward an economic report regarding the return on investment that libraries bring to the community at a future board meeting.

Simona Dinu, Director of Branch Services, responded to a question regarding branches, advising that some of the statistical information would be provided by branch while keeping a consistent look. Ms. Dinu advised that permission from a library cardholder is required in order to use their personal information.

Lynn Horlor, CEO, responded to a question regarding library benchmarks, advising that the benchmarks for 2016 would not be ready until late this year. The data comes from the library survey by the Ministry of Tourism, Culture and Sport, and the survey results once available will be used for benchmarking with other municipalities later in the year. Comparisons for 2015 have been requested.

Florence De Dominicis, Director of Community Engagement, reported on the statistical review of library board reports as provided in the PowerPoint presentation. Ms. De Dominicis advised that the group section of the report will include key influencing factors/ trends, year highlights, high level overview, 5 and 10 year trends, and benchmarking with other municipalities.

Ms. De Dominicis reviewed how Project Outcome works, which is an initiative of the Public Library Association (PLA) that equips libraries with short, easy-to-use, patron-focused surveys designed to measure the impact of library services, and is a pilot for the library. The project focuses on measuring the outcomes of the programs that many public libraries have in common. She explained outcome measurement in terms of outcomes that are qualitative, change, and impact. Ms. De Dominicis indicated that staff will start benchmarking with other municipalities once the information has been obtained from the new surveys. She advised of starting small, building engagement with staff and customers, starting to tie in with the strategic plan goals (i.e., children, teens, and creation zone), and measuring effect on programs.

Florence De Dominicis responded to questions regarding using surveys, advising that it was an education process, and that the current surveys will be replaced with the new surveys as part of the pilot using Project Outcome.

Florence De Dominicis responded to a further question regarding engaging the people listed in the "Acknowledgements" section of the strategic plan.

Colleen Bell, Commissioner of Community Services, advised of the program survey that is used by the Recreation and Culture department at the end of a program for a customer. Ms. Bell indicated that the key is the suggestions provided in the comment section, which are shared with staff, and giving people feedback in real time.

Discussion ensued regarding reporting on data usage, statistical trends, and surveys. The board expressed an interest in having information in terms of getting to know our customers and reflecting the community.

The board provided the following suggestions regarding the new quarterly and annual statistical reports for the library:

- continue to report on branches in the quarterly report, including circulation by branch for the hard copy collection;

- report on footfall traffic and break it out by branch and trends;
- include a graphic for the quarterly report;
- provide a more detailed breakdown of adult cardholders who access library services;
- report on the number of cardholders, including a breakdown of cardholders by usage date;
- provide data on third party library services, such as Hoopla and Overdrive, to track circulation by vendor for the digital collection;
- web pages viewed in the previous annual report is not useful as the values are not properly measured;
- report on website sessions;
- include 3 year trends and not 5 year trends in circulation and cardholders where possible subject to data being available;
- provide social media statistics, and benchmarks for the library against comparable municipalities in future reports;
- add interlibrary loans in the quarterly report;
- report on net borrower and lender;
- report on metrics and break it down by category;
- look into the possibility of tracking customers by usage of library cards, and best practices; and
- report on the return on investment for the library in terms of the impact on the community and benefit.

Tara Wong advised that staff will incorporate the board's comments and report back with a new quarterly and annual report, and metrics at the June 22, 2017 board meeting.

Moved by Councillor Grant

Seconded by Steven Bright

**That the information regarding Data Usage and Statistical Trends from the Director of Collections and Technologies, be received.**

CARRIED

**7. CEO Update**

**- Report from CEO of the Oakville Public Library**

Lynn Horlor, CEO, provided an update on library matters and what's happening at the library with respect to vacancy management, status of various projects, programs and events, and in conversation with series as provided in the PowerPoint presentation.

The CEO provided an update on staff training, advising that the management team is moving forward with customized training in the area of non-violent crisis

to assist staff in managing public behaviours, and that sessions will be scheduled with the consultant.

The CEO reported on the Parks, Recreation, and Library Facilities Master Plan, advising that a report regarding the five year review of the master plan went forward to Council at the May 2, 2017 meeting. Staff are starting to look at service delivery alternatives to provide library service locations in North Oakville for the board's consideration.

The CEO reported on the *2016 Report to the Community and Strategic Plan*, advising that press releases have been issued and communication plans are being executed as approved by the board at the April 27, 2017 meeting. Staff will report back on the strategic plan action plans to accomplish the objectives at the June 22, 2017 board meeting. The spring fundraising campaign will commence the first week of June 2017.

The CEO asked that the regular board meeting of August 24, 2017 be changed to September 7, 2017, to deal with 2018 budget due to deadlines. It was the consensus of the members present to reschedule the meeting subject to the availability of the members who were not present at the meeting. The proposed change in the meeting date will be confirmed at the June 22, 2017 board meeting. The regular board meeting will be held on September 28, 2017. Staff will bring forward 2018 budget guidelines for the board's consideration at the June 22, 2017 meeting. The CEO highlighted 2018 budget impacts on the library.

The CEO provided an update on the Radio Frequency Identification (RFID) technology staffing model, advising that the new schedules have been in place since March 26, 2017, and schedules may continue to change based on evidence of foot traffic and customer need. The CEO advised that the tender will be closing on June 2, 2017 for the construction work required for the installation of check in and automatic sorters.

The CEO provided an update on the repairs to the entrance at White Oaks library branch, advising that the new doors have been installed, and planters were ordered to enhance the entrance.

The CEO provided an update on the Iroquois Ridge (IR) creation zone, advising that there have been no major issues to date, and occupancy will be earlier than was anticipated. The CEO advised that the furniture, shelving, signage, and technology has been ordered, and that staff are working on a schedule for moving back into the library branch. A branch tour has been arranged for the board members prior to the June 22, 2017 offsite meeting, and the Ward Councilors have been invited to come on June 21, 2017. Staff are planning a grand opening event, and will provide more information at the next board meeting.

The CEO responded to a question regarding communications for the reopening of the Iroquois Ridge library branch and new creation zone, advising that the event would be part of a press release.

The CEO reported on Water Street, advising that the water is over the road, and there is a temporary entrance to the main library branch as there was no access from the parking lot. Colleen Bell, Commissioner of Community Services, advised of the water levels and impact of flooding in town.

Commissioner Bell responded to a question regarding the water damage and/or impact to town buildings, advising that buildings are sandbagged as needed for the emerging situation in town. Staff will advise the board members if the main library branch needs to be sandbagged.

The CEO responded to a question regarding the Friends of the Library book sale, advising that the books for sale are weeded from the collection and public donations.

The CEO reported on the in conversation with series, which was showcased at the preseason event at the Oakville Performing Arts Centre on May 24, 2017, as part of nurturing a new partnership between the library and centre. The CEO invited the board members to attend the upcoming shows, and will provide details regarding the events.

The CEO responded to a question regarding the possibility of the Oakville Public Library being a community sponsor and/or having a presence at school board events as part of community outreach, advising that she would look into this.

Moved by Councillor Grant

Seconded by Steven Bright

**That the CEO Update, from the CEO of the Oakville Public Library, be received.**

CARRIED

**8. Monthly 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.

Tara Wong advised that the construction tender closed on June 2, 2017 for the Radio Frequency Identification (RFID) installation for the sorters (automated

materials handling) and check in stations. The first sorter and check in station will be installed at Iroquois Ridge library branch, which is a priority, and Woodside, Glen Abbey, and Central library branches are scheduled for June/July 2017. Ms. Wong reviewed the sorter schedule for installation, and usage of checkout kiosks at the library branches. Ms. Wong advised that there has been significant growth in the use of checkout kiosks. Staff will do a push in fall 2017 encouraging more customers to use the checkout kiosks, and achieving a goal of 90% from 70% for the system.

Tara Wong responded to a question regarding kiosks and library cards, advising that customers would need a card to check out and not to check in to the kiosk station.

Tara Wong provided an update on the Iroquois Ridge (IR) digital creation zone, advising that core technology has been ordered as the first priority, and the full launch of programming is scheduled for September 2017.

Tara Wong responded to questions regarding technology for the creation zone, advising that the hardware has been ordered. Staff are talking to educational companies regarding the library's eligibility for educational software, and looking at options for educational licensing in terms of software. Ms. Wong advised that staff are checking out the resources and pricing for TechSoup Canada, a bulk licensing site providing donated and discounted software and technology for qualified nonprofits, charities, and libraries.

Lynn Horlor, CEO, advised that Iroquois Ridge library branch will reopen for the new creation zone on July 4, 2017.

Tara Wong advised that staff are moving forward with creating easy to use operational and strategic dashboards for various staff levels to encourage evidence-based decision making for the library.

Tara Wong reviewed a revised heatmap showing Oakville Public Library cardholders by postal code.

Tara Wong responded to a question regarding the heatmap, advising that staff will provide a bigger heatmap and send an email to the board members. Ms. Wong advised that the data for library cardholders is timely as it is pulled right from the Geographic Information System (GIS) database.

Moved by Steven Bright

Seconded by Councillor Grant

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

CARRIED

**CONFIDENTIAL DISCUSSION ITEM(S)**

**CLOSED SESSION**

Moved by Councillor Grant

Seconded by Steven Bright

**That the Oakville Public Library Board resolve into a closed meeting session for the purpose of dealing with personal matters about identifiable individuals, including municipal or local board employees, with respect to Item C-1 – Staffing Update.**

CARRIED

The Board resolved into closed session at 8:37 p.m.

**RECESS**

*The meeting recessed at 8:38 p.m. and reconvened at 8:44 p.m. in closed session.*

The Board resolved back into open session at 9:09 p.m.

**C-1. Staffing Update**

- **Confidential Verbal Report from CEO of the Oakville Public Library**

*Staff direction was provided in closed session.*

**NEW BUSINESS**

There was no new business.

**DATE AND TIME OF NEXT MEETING**

Thursday, June 22, 2017  
Iroquois Ridge Library Branch Tour - 7:00 p.m.  
Iroquois Ridge Community Centre  
Meeting Southridge Room - 7:30 p.m.

**ADJOURNMENT**

Moved by Steven Bright

Seconded by Councillor Grant

**That this meeting be adjourned.**

CARRIED

The meeting adjourned at 9:11 p.m.