

OAKVILLE PUBLIC LIBRARY BOARD

MINUTES

THURSDAY, OCTOBER 26, 2017

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

A meeting of the Oakville Public Library Board was held on Thursday, October 26, 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
Mark Bettiol
Pankaj Sardana

Also Present: Belinda Wiersma, Senior Financial Analyst
Jill Marcovecchio, Council and Committee Coordinator

Regrets: Councillor Marc Grant
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
Marcus Logan, Manager of Community Information

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

Call to Order

Councillor Knoll, Chair, called the meeting to order at 7:03 p.m.

In accordance with Section 7.4 of the Procedural By-law, the Chair announced that Item C-3 – Halton Information Providers (HIP) Contract Update was an additional item added to the agenda.

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, **SEPTEMBER 7, 2017**

Moved by Steven Bright

Seconded by Mark Bettiol

That the minutes of the regular meeting of the Oakville Public Library Board, dated September 7, 2017, be approved.

CARRIED

CONSENT ITEM(S)

1. **Status of Outstanding Board Reports**
 - Report from CEO of the Oakville Public Library, October 12, 2017

2. **Monthly Health and Safety Report for September 2017**
 - Report from Manager of Human Resources, October 17, 2017

3. **2017 Board Key Agenda Items**
 - Report from CEO of the Oakville Public Library, October 12, 2017

Moved by Pankaj Sardana

Seconded by Steven Bright

That the consent items be received.

CARRIED

DISCUSSION ITEM(S)

4. Financial Report – September 30, 2017

- **Report from CEO of the Oakville Public Library,
October 16, 2017**

Lynn Horlor, CEO, reported on the financial (variance) reports for the library as of September 30, 2017 as provided in the financial report and PowerPoint presentation. The CEO advised that staff are reviewing the projections which will be brought forward to the November 23, 2017 board meeting. The CEO advised that the capital projects are within budget, and the projects that will be closed out for the end of 2017. The CEO further advised that staff will report back on the development update regarding fundraising, and Halton Information Providers (HIP) update at the next board meeting.

Moved by Mark Bettiol

Seconded by Steven Bright

That the September 30, 2017 Financial Report, be received.

CARRIED

5. 2018 Service and Program Changes

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

Lynn Horlor, CEO, reported on 2018 service and program changes as part of the budget. The CEO advised that staff have reviewed the metrics, such as footfall traffic and circulation, in looking at how some of the under capacity in the south could be shifted to overcapacity in the north for library service.

Simona Dinu, Director of Branch Services, reported on the changes to library service hours as provided in the PowerPoint presentation, and the communications plan which was distributed at the meeting. Ms. Dinu advised that staff have reviewed service hours due to increased library usage in North Oakville, more reliable data from Radio Frequency Identification (RFID) installation, and feedback managers and supervisors have received from staff. Ms. Dinu indicated that the purpose of the review was to reallocate hours between library branches without any impact on the operating budget in shifting hours for locations, and to have a positive impact on customer service while

making good use of a library facility. Ms. Dinu advised of next steps once the changes are in place, including reviewing the impact on staff by management, and monitoring and assessing customer service.

Simona Dinu responded to questions, advising of the hours for Clearview Library branch, and minimum shift time under labour standards.

The Chair asked that staff report back on the feedback that is received regarding the changes made to library service hours.

Moved by Mark Bettiol

Seconded by Pankaj Sardana

That the 2018 Service and Program Considerations, and Communications Plan regarding Changes to Library Hours dated October 26, 2017, be received.

CARRIED

6. Revised Oakville Public Library 2018 Operating Budget and 2018–2027 Capital Forecast

- Report from CEO of the Oakville Public Library, October 15, 2017

Lynn Horlor, CEO, reported on the revised 2018 operating budget and 2018–2027 capital forecast for the library as provided in the staff report and PowerPoint presentation. The CEO advised of the additional changes that have been made to the capital forecast that was approved by the board at the September 7, 2017 meeting for submission to Budget Committee for Council approval. The CEO reviewed the changes to the capital projects which have been brought back to the board for further approval and to take forward to the Budget Committee.

The CEO responded to a question regarding the changes in service hours for the library, advising that Commissioner Bell could report on shifting hours as part of her commissioner presentation for the library to the Budget Committee.

The CEO responded to questions regarding capital projects for the library, advising of the following:

- the difference between a temporary and incubator site as an incubator site is a holds locker similar to what has been installed at Queen Elizabeth Park Community and Cultural Centre (QEPCCC) or a vending machine;

- the timing of the proposed Palermo Library branch with a land purchase in 2019 and a temporary branch in 2020 as it takes longer if lands are to be expropriated;
- the capital forecast dates have not changed from the previous capital submission other than the dates that have been identified;
- the proposed new library branches recommended by the board would be in place by 2020 or 2021 with 13,000 square feet of temporary branches and not full builds if the branches proceed as planned; and
- the proposed North Temporary Library branch and collections add up to \$2.5 million, and has been separated out in the budget document.

The CEO responded to a further question regarding the location of the proposed Trafalgar North Temporary Library branch, advising that she would follow up with Realty Services in the Legal Department, and provide this information to the board by email.

The board wants to ensure careful consideration of the land purchase as it relates to existing and future branches, such as the Sixteen Mile Library branch. The CEO advised that she will take the board's comments regarding pursuing the Trafalgar North site back to town staff.

Moved by Mark Bettiol

Seconded by Pankaj Sardana

1. **That the revised 2018 Operating Budget Financial Summary, be received; and**
2. **That the revised Oakville Public Library Board 2018-2027 Capital Forecast, be approved and submitted to Budget Committee for Council approval.**

CARRIED

7. **Customer Code of Conduct Policy**
 - **Report from Director of Branch Services, October 12, 2017**

Simona Dinu, Director of Branch Services, reported on the new Customer Code of Conduct Policy as provided in the staff report. Ms. Dinu advised of next steps to prepare procedures for this policy, and asked for the board's comments on the policy.

The board supported the policy in principal subject to revisions, and provided the following comments:

- post the policy in the library (staff advised that an option is to provide a printed copy of the policy for the customer as a means of informing the person who is banned what is acceptable behavior, and this is for discussion later);
- review the wording of the acceptable behaviours listed under the “Policy Statement” section in terms of taking a positive approach as the behaviours are negative (staff advised that it’s a list of broader behaviours that most often come up, and are guidelines for staff in terms of what behaviours apply and do not apply);
- provide wording regarding enforcement of the policy;
- provide more succinct wording as being nice and positive can be ambiguous;
- the interpretation and application of being mindful of “personal hygiene” as it is a public library facility, and is very subjective in terms of what offends one person may not offend others;
- there is no issue with wearing shirts and footwear but defining types of noise, and disruption to other customers or staff is more difficult;
- sensitivity to the culture and health issues of customers;
- the responsibility for those in your care by not leaving a child or vulnerable person unattended, including those not in your care, and whether this is a library or social services issue;
- add wording “within the library premises” to the bullet dealing with responsibility for those in your care;
- reference the town’s Rzone Policy which is an overarching policy within the library policy (staff advised that the town policy is listed under the “Related documents and legislation” section), and clarify which policy applies;
- provide wording regarding “social media”;
- review the safety of library customers; and
- review the wording of the policy to determine whether specific or general language should be used, as needed.

Simona Dinu responded to a question regarding banning members of the public (customers), advising that persons who are banned from town facilities also includes library facilities, and a provision to communicate a facility ban to the parties would be incorporated into the procedures.

Lynn Horlor, CEO, responded to a question regarding social media, advising that the town’s Rzone Policy predates social media, and she would follow up with Nina de Vaal, Director of Recreation and Culture.

The Chair asked that the policy be deferred to the November 23, 2017 board meeting, and that staff bring back a revised policy to incorporate the changes as

discussed by the board at this meeting. The Chair also asked that staff review the policy with legal counsel to assist in clarifying some things upfront to ensure that what we are trying to do is defensible.

Moved by Mark Bettioli

Seconded by Steven Bright

That consideration of the Customer Code of Conduct Policy PS-001, be deferred to the November 23, 2017 board meeting for staff to make changes to policy as discussed.

CARRIED

8. 3rd Quarter 2017 Performance and Measures

- Report from Director of Branch Services, October 2017

Simona Dinu, Director of Branch Services, reported on the performance and measures in the 3rd quarter 2017 as provided in the staff report. Ms. Dinu advised that a new report format was introduced at the September 7, 2017 board meeting, and a new section regarding cardholders by age group including seniors has been added to the report as directed by the board.

The board provided the following comments regarding performance and measures:

- provide a definition for website sessions;
- include the number of visits in a 30 day period and overall visits;
and
- promote the e-learning platform Lynda.com on the library website.

Tara Wong, Director of Collections and Technologies, responded to a question regarding digital circulation and assets, advising that the numbers for turnover rate and usage are known right away for Hoopla (for users to stream or download media), and effort is made to weed the circulation. Ms. Wong advised that a student will be looking at circulation and turnover rate for the library.

Tara Wong responded to a further question regarding physical circulation and taking out books. Ms. Wong advised that a new digital platform called Canopy was launched today by the library, new features are added as they are made available, and a new e-book platform will be launched in the New Year. Ms. Wong also advised that the library is offering as much as possible, it is a challenge with what is on Netflix, Amazon, and Google, and staff are looking at different products to balance with metrics and increase accessibility.

Tara Wong responded to a further question regarding the photocopier which is coin operated, advising that revenue is low as it is mostly cost recovery, and

staff looked at using a card with the vendor. Ms. Wong advised that photocopying and the number of printer sessions are different.

Simona Dinu responded to questions regarding cardholders by age groups and serving customers whose lifestyles have changed, advising that the stats have been broken down for ages 55 and 65. Staff will look at how the numbers compare to the census population for a better understanding of the demographics and library customers. Tara Wong advised that staff are working on a community profile for the library branches as they are different.

Marcus Logan, Manager of Community Information, responded to questions regarding outreach sessions and community interest, advising that this includes community fairs and open houses which are well attended by the public.

Tara Wong responded to a further question regarding website sessions, advising that Google Analytics has been added to the library website, and it includes use everywhere. Ms. Wong advised that website sessions are what Google defines as a session, staff will bring back a definition for website sessions, and have been looking at visits versus sessions.

Tara Wong responded to further questions regarding Lynda.com, advising that staff are looking at other products that may help boost the digital resource, making a connection for people that it is there, and reviewing the site as part of the whole portfolio.

The board was pleased with the new report format for performance and measures.

Moved by Pankaj Sardana

Seconded by Mark Bettioli

That the 3rd Quarter 2017 Performance and Measures, be received.

CARRIED

9. CEO Update

- Report from CEO of the Oakville Public Library

The CEO provided an update on library matters and what's happening at the library with respect to the strategic plan, and status of various projects as provided in the PowerPoint presentation. The CEO reported on programs and events, community events, new partnerships, development update, and facility update for the library. The CEO advised that the Iroquois Ridge Library branch and Creation Zone grand opening was a success with a private event held on September 6, 2017 and a public event held on September 7, 2017. The CEO invited the board members to support the first annual development fundraiser to

be held on May 10, 2018, and asked them to talk up this event, advising that sponsorship packages have been sent.

Florence De Dominicis, Director of Community Engagement, reported on programming ideas for the library for Hometown Hockey in downtown Oakville to be held on November 25 and 26, 2017. Ms. De Dominicis advised that staff are working with the Downtown Oakville BIA who are excited about the story walk for hockey in the downtown.

Staff responded to questions regarding concerns from the downtown merchants and impact that the Hometown Hockey event may have on the downtown area. The CEO advised that it was also Black Friday on November 24, 2017, lack of parking as restaurants are busy with Christmas parties, and Oakville Transit shuttles would be provided. Ms. De Dominicis advised of parking issues due to the amount of people coming to the downtown for hockey activities.

Moved by Steven Bright

Seconded by Mark Bettiol

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

CARRIED

10. Monthly Technology Update

- Report from Director of Collections and Technology

Tara Wong, Director of Collections and Technologies, reported on the monthly technology update for the library as provided in the PowerPoint presentation. Ms. Wong provided an update regarding Radio Frequency Identification (RFID) installation, and website refresh projects.

Tara Wong responded to questions, advising of the costs for the installation of the check-in station at Central Library branch, and a structural issue with the wall of the library.

Tara Wong advised that Canopy, which is a third party library service focusing on independent foreign documentary and classical film, was launched today as part of the digital collection, and marketing of the new platform would commence next week. Ms. Wong advised that Canopy was a similar model to Hoopla, which allows users to instantly stream or download media (i.e., music albums, audiobooks, films, and TV shows) as digital materials can be accessed by the public at any time. Staff will push out Canopy for the library, network with the schools in order to give them access as they are very interested in using this service for the students, and include the digital circulation by vendor in the performance and measures for the next quarter.

Tara Wong responded to questions regarding Canopy, advising of the rights to publicly show a film or video (media) under Public Performance Rights (PPR), and transactions are limited to four movies per month for cardholders.

Tara Wong responded to further questions regarding Hoopla, advising that there is a limit for borrowing which keeps hitting the cap and resets at a certain time, and staff are managing it and will open up Hoopla to reveal where the cap is. Ms. Wong advised of budgeting for the digital service, reallocating funds due to demand if needed, and the price range to show movies. Ms. Wong advised that she would follow up with the vendor for the library regarding Hoopla coming to Apple TV.

Moved by Steven Bright

Seconded by Pankaj Sardana

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

CARRIED

11. **2018 Oakville Public Library Board Scheduled Meeting Dates**
- **Report from CEO of the Oakville Public Library,
October 12, 2017**

Lynn Horlor, CEO, reported on the 2018 board meeting schedule as provided in the staff report and PowerPoint presentation. The CEO advised that the meeting schedule has been modified in the last quarter due to the municipal election, and budget approval would be delayed in an election year.

Moved by Steven Bright

Seconded by Pankaj Sardana

That the 2018 Oakville Public Library Board Meeting Schedule, be received.

CARRIED

CONFIDENTIAL DISCUSSION ITEM(S)

CLOSED SESSION

Moved by Steven Bright

Seconded by Pankaj Sardana

That the Oakville Public Library Board resolve into a closed meeting session for the purpose of dealing with labour relations or employee negotiations, with respect to Item C-1 – Collective Bargaining – CUPE 5348; personal matters about identifiable individuals, including municipal or local board employees, with respect to Item C-2 – Oakville Public Library Board – Board Recruitment; and litigation or potential litigation, including matters before administrative tribunals, affecting the municipality or local board, with respect to Item C-3 – Halton Information Providers (HIP) Contract Update.

CARRIED

The Board resolved into closed session at 8:42 p.m.

The Board resolved back into open session at 9:33 p.m.

C-1. Collective Bargaining – CUPE 5348

- **Confidential Report from Manager of Human Resources
October 17, 2017**

Moved by Steven Bright

Seconded by Mark Bettiol

1. That the proposed bargaining mandate for collective bargaining be endorsed; and
2. That collective bargaining proceed to establish the first Collective Agreement for Oakville Public Library unionized staff.

CARRIED

C-2. Oakville Public Library Board – Board Recruitment

- **Confidential Report from CEO of the Oakville Public Library, October 15, 2017**

Moved by Mark Bettiol

Seconded by Steven Bright

That the applicants identified in Appendix A to the confidential report from the CEO, dated October 15, 2017, be submitted to the Clerk's department for inclusion in the staff report going forward to the Administrative Services Committee regarding citizen appointments to the Oakville Public Library Board of Directors.

CARRIED

C-3. Halton Information Providers (HIP) Contract Update

- **Confidential Verbal Report from Manager of Community Information**

(Item not previously listed.)

Staff direction was provided in closed session.

NEW BUSINESS

There was no new business.

DATE AND TIME OF NEXT MEETING

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

ADJOURNMENT

Moved by Pankaj Sardana

Seconded by Steven Bright

That this meeting be adjourned.

CARRIED

The meeting adjourned at 9:36 p.m.