

**OAKVILLE PUBLIC LIBRARY BOARD**

**MINUTES**

**THURSDAY, JANUARY 25, 2018**

**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, January 25, 2018, in the Trafalgar Room of the Oakville Municipal Building, commencing at 6:00 p.m.

**Present:** Councillor Jeff Knoll, Chair  
Steven Bright, Vice-Chair (*Arrived at 6:05 p.m.*)  
Mark Bettiol (*Left at 7:30 p.m.*)  
Councillor Marc Grant  
Bill Smith

**Also Present:** Colleen Bell, Commissioner of Community Services  
Anne MacKay, Owner, Anne MacKay Consulting  
Jessica Warren, Council and Committee Coordinator

**Regrets:** Pankaj Sardana  
Preet Sekhon  
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 (*Arrived at 6:25 p.m.*)

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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 6:00 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, **DECEMBER 14, 2017**

Moved by Mark Bettiol

Seconded by Councillor Grant

**That the minutes of the regular meeting of the Oakville Public Library Board, dated December 14, 2017, be approved.**

CARRIED

**CONSENT ITEM(S)**

1. **Status of Outstanding Board Reports**
  - **Report from CEO of the Oakville Public Library, January 25, 2018**
  
2. **Monthly Health and Safety Report for December 2017**
  - **Report from Manager of Human Resources, January 15, 2018**
  
3. **2018 Board Key Agenda Items**
  - **Report from CEO of the Oakville Public Library, January 25, 2018**

Moved by Bill Smith

Seconded by Mark Bettiol

**That the consent items be received.**

CARRIED

#### **DISCUSSION ITEM(S)**

#### **4. Development Strategy**

##### **- Presentation from Anne MacKay, Anne MacKay Consulting**

Anne McKay, owner of Anne MacKay Consulting engaged the committee in a brainstorming session about fundraising for the Oakville Public Library Board. Ms. MacKay asked the Board why they chose to work with the Oakville Public Library (OPL), and the following reasons were noted:

- History of working in publishing, and interest in libraries.
- Interest in how the media has changed libraries and how they will adapt.
- Contributing to the Oakville community, and a commitment to community and literacy.
- Interest in libraries due to spending a lot of time as a child in community libraries.
- Belief that the service is valuable.
- To increase public involvement in the library process.
- To ensure the values of community is reflected in library management decisions.
- To ensure libraries remain important to families in the community.
- Involvement with other community groups and want to see where the library is headed.

Ms. MacKay asked the Board what they wished the community knew about the library and the following points were made:

- The library is more than just books.
- Library staff are professional in library science, and library guests should be encouraged to ask questions.
- Libraries are evolving from just books.
- Libraries are about both content creation and content distribution.
- The library is separate from the town.
- The library requires community support.
- Libraries are funded through the public tax base and philanthropy.
- That library funds are spent effectively.
- The library system is expanding, changing and evolving.
- Libraries bring together people from different cultures.

- The library has high usage rates and is valued by the community.
- The library is a democratic space.

The Board was asked what they would want to know before donating to an organization, and responded with the following:

- Information regarding management of funds.
- The organization's strategic objectives, in point form.
- Information regarding the leadership board and senior staff, including their experience.
- Peer comparison and key metrics.
- History of the organization.
- What the organization does, and how.
- Information regarding how the organization is unique and why they need donations.
- Background on how the organization deals with problems.
- Basic understanding of the organization's governance structure and how they connect to the community.
- Information about any partnerships the organization maintains.
- Morals of the organization.
- How the organization recognizes donors.
- List of other donors (peer to peer).
- Information regarding how the organization is viewed and their reputation.

Ms. MacKay asked the Board what they would wish for the Oakville Public Library 20 years from now, and the Board responding with the following:

- The community to reflect positively on the Board from 20 years ago.
- The library should be a civic hub.
- The library should be an open and welcoming space through whatever format is available.
- Oakville Public Library should be a place to share ideas.
- The library should be a physical space that provides digital context.
- The library meets the need of the growth of the town.
- The library to still be a relevant service.
- The Oakville Public Library currently has scored 89% on a citizen survey, the Board would like the score to be over 90%.
- That the library be utilized by a higher percentage of the population.
- That the library evolves over the years, and may be considered as a tourist destination or involved with the publishing industry.

Ms. MacKay asked the Board how they felt about discussing fundraising with potential donors, and what they would discuss. The Board made the following points:

- Deliverables for the strategic plan.
- Ensure Board members are comfortable talking about the organization.
- Find out what appeals to specific donors, talking points.
- Board members should have the tools to clarify why external funding is needed, present a “case for asking”.
- Brag worthy items should be brought up when fundraising, including a list of accomplishments. (Self-checkout etc.)
- Points should be clear.
- Clarify what is provided through the tax base and what requires philanthropy.
- Discuss using fundraising money for a specific item.
- Prepare for objections when people ask why they should donate.
- Look at fundraising as a hand up, not a hand out.

Ms. MacKay asked the Board what they think would make fundraising possible at the Oakville Public Library (OPL), the Board provided the following feedback:

- A clear vision and a clear message for need.
- Timelines and dates.
- Lists of potential donors.
- Ensure donating is simple and easy to do.
- Make staff contacts available to donors, people should know who to contact.
- Ensure that the organization believes in its work so possible donors will as well.
- Ensure there is a high standard of treatment.
- Extraordinary stewardships, and knowing the audience.
- Making donors feel special and exclusive.

Ms. MacKay inquired as to what the Board thinks is the community perception of the Oakville Public Library is in terms of being an organization worthy of donations, the Board responded with the following:

- Concerns that people see the Library as a town facility, and may not be aware that the OPL fundraises.
- Many people who do donate, do not use the library.
- People in Oakville tend to have a positive disposition towards the library.
- There is a lack of awareness that the library needs donations.
- It was noted that using the term “invite” when asking for donations has a positive feedback. People respond favorably when they are “invited” to donate.

- There should be endorsement by community members to donate, making it seem exclusive.

Ms. MacKay asked the Board what would make an organization worthy of a gift, and the Board responding with the following points:

- The organization may match someone's beliefs and values.
- The organization may be aligned with an important life event.
- Donors want to know that donations are going somewhere specific.
- The organization has role models and sets a good example.
- People may be more inclined to donate if asked by someone they trust.
- The organization provides acknowledgment of the gifts received.
- The organization has a clear impact by acknowledging receipt of the gift, providing clarity of use of the gift and provides follow up with an update of the impact of the gift.
- These points are important to retain donors.

Ms. MacKay asked the Board to list some cues that may be a way of identifying possible OPL donors and the Board noted the following:

- Hearing from people that their kids don't read enough.
- Hearing that someone has money they aren't sure what to do with.
- People may express interest in the library.
- Hearing people talk about their positive library experiences.
- People may ask for a tour of a branch or to be signed up for a newsletter list.
- People noticing gaps in service.

Ms. Mackay thanked the Board for their active participation in the brainstorming exercise and left the meeting.

Moved by Councillor Grant

Seconded by Steven Bright

**That the presentation regarding the Development Strategy, from Anne MacKay, Anne MacKay Consulting, be received.**

CARRIED

**DISCUSSION ITEM(S)**

**5. Preliminary Year End Financial Reports - December 31, 2017**

- **Report from CEO of the Oakville Public Library**
- **Preliminary Year End Financial Reports - December 31, 2017**  
(Distributed at meeting.)

Lynn Horlor, CEO, reported on the 2017 preliminary year-end financial reports and provided a PowerPoint presentation. The CEO advised that there is a surplus for 2017 estimated to be \$373,000 which is 4.3% of the total budget. The CEO reviewed the pre 2018 capital projects and the 2017 closed projects. The CEO further provided an update on the capital forecast noting a reduction for the 2022 future Creation Zone funding from \$2,000,000 to \$800,000 and that the permanent build site at Sixteen Mile has been moved from 2026 to 2024 The CEO noted these items will go to the Budget Committee meeting on February 7, 2018.

Moved by Steven Bright

Seconded by Bill Smith

**That the Preliminary Year End Financial Reports December 31, 2017, be received.**

CARRIED

**6. Community Engagement Overview**

- **Report from Director of Community Engagement**
- **Listing of 2018 Special Events**

Florence De Dominics, Director of Community Engagement provided a Power Point presentation updating the Board on the libraries community engagement. The following points were included:

- Marketing and Communication
  - Internal and external communication
  - Visual Communication
  - Strategic Planning
- Outreach and Partnerships
- Fundraising and Special Events
- Information Oakville and HIP
- Friends of the Oakville Public Library

The Board inquired as to where the pop-up book sale will take place and staff responded that this will happen at the Central Library branch.

A list of events and request for board presence was distributed, and board members were asked to volunteer for various events. They were to contact Florence if they are interested. The CEO informed the Board that name tags have been ordered for use at library special events.

Moved by Bill Smith

Seconded by Steven Bright

**That the Community Engagement Overview, from the Director of Community Engagement, be received.**

CARRIED

**7. 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.

The CEO advised that the re-organization started January 15, 2018, and that staff are in the training process.

The CEO reported that the Board should be able to receive training and start using Diligent Boards for agenda management in February or March. It was noted that one member still needs an iPad for this program.

The CEO informed the Board that Mercer has been engaged to assist with the compensation study and that it is being completed for both union and non-union positions. The study will likely come to the Board in March 2018.

The CEO reported that the Oakville Public Library has 34 staff attending the Ontario Library Association conference over the course of three days, and four staff are presenting sessions.

Colleen Bell, Commissioner of Community Services reported to the Board that the library will be involved in the town's service delivery review, and that the town is working with KPMG to review all services provided.

The CEO reported that Aiden Lee has been recruited to design art for an empty wall at the Iroquois Ridge Library Branch.

The Spring/ Summer 2018 Program Brochure was distributed to the Board for review.

The CEO provided an update that the diaper drive event was very well received, and that the issues with the HNHB-LHIN have been resolved.

The CEO identified two pilot projects that the library is working on. The "LovemyOPL" project will consist of staff going around Oakville to sign people up for library cards and market the technology accessible through the library. The second project was providing support during exam week at the Central Branch to provide students with snacks and positive messages while they are studying for exams.

The CEO provided an update regarding union negotiations. Negotiations are scheduled for February 21-22 and four days in both March and April. The CEO also informed the Board that the library is in full compliance with Bill 148.

The CEO provided an update on the Sixteen Mile temporary branch. There have been three submissions to the RFP. The library is currently in negotiations with the top vendor, and we hope to announce the week of January 29, 2018. The CEO will provide an update to the Board after the announcement. The CEO reported that White Oaks branch is getting funding of \$175,000 from the Halton District School Board (HDSB), and that the Library will close mid-May. HDSB offices are being shifted to create additional public space.

The CEO reported that she is starting to review work completed to date on the feasibility study at the Central Branch, and that the Board will receive another update in February or March. The CEO also reported that the book nook at the YMCA is being improved, and will provide marketing materials and a charging station. The Chair noted that the book nook at the Oak Park Neighborhood Centre is also in need of improvements.

The CEO provided an update regarding the 1<sup>st</sup> Annual Fundraiser for the Oakville Public Library and the following points were mentioned:

- The Board is encouraged to sell 10 tickets each.
- A second reach out to Council for help with tickets will take place closer to the date.
- There are 100 VIP tickets at \$100 each that include a \$50 tax receipt and 355 regular tickets at \$50 each including a \$25 tax receipt.
- Many silent auction items are experiences or activities and some of the items will include things made of old books.
- The Chair offered to donate a VIP pass for the Film.ca cinemas to the auction.

The CEO reported that the Ontario Library Association (OLA) and the Federation of Ontario Public Libraries (FOPL) are working on an advocacy campaign and are asking public and school libraries to meet with their local

MPPs. Their goal is to get improved provincial funding for both schools and public libraries. The OPL will be working with the other Halton Libraries to make our pitch to the MPP's in the area. It was noted that Daiene Vernile is the new Minister of Tourism, Culture and Sport.

Responding to questions from the committee the CEO noted that the Olympics and athletes could be acknowledged at the libraries through possible visual displays in the branches.

Tara Wong, Director of Innovation and Integration, responded to a question regarding the use of the self-checkout stations at the libraries for collecting donations, and explained that this could be looked at in the future when the stations are more fully functional.

Moved by Steven Bright

Seconded by Bill Smith

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

CARRIED

### **NEW BUSINESS**

There was no new business.

### **DATE AND TIME OF NEXT MEETING**

Thursday, February 22, 2018  
Oakville Municipal Building  
Trafalgar Room - 7:00 p.m.

### **ADJOURNMENT**

Moved by Steven Bright

Seconded by Councillor Grant

**That this meeting be adjourned.**

CARRIED

The meeting adjourned at 8:20 p.m.