

**OAKVILLE PUBLIC LIBRARY BOARD**

**MINUTES**

**THURSDAY, FEBRUARY 22, 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, February 22, 2018, in the Trafalgar Room of the Oakville Municipal Building, commencing at 7:00 p.m.

Present: Councillor Jeff Knoll, Chair  
Mark Bettiol  
Pankaj Sardana  
Preet Sekhon  
Bill Smith

Also Present: Colleen Bell, Commissioner of Community Services  
Belinda Wiersma, Senior Financial Analyst  
Jill Marcovecchio, Council and Committee Coordinator

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

Staff: Lynn Horlor, Chief Executive Officer  
Simona Dinu, Director of Customer Experience

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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 7:02 p.m.

**Regrets**

As noted above.

**Declarations of Pecuniary Interest**

There were no declarations of pecuniary interest.

**Confirmation of Minutes of the Previous Regular Meeting of the Board**

Minutes of the Regular Meeting of the Board, **JANUARY 25, 2018**

Moved by Mark Bettiol

Seconded by Bill Smith

**That the minutes of the regular meeting of the Oakville Public Library Board, dated January 25, 2018, be approved.**

CARRIED

**CONSENT ITEM(S)**

1. **Status of Outstanding Board Reports**
  - **Report from CEO of the Oakville Public Library, February 22, 2018**
  
2. **Monthly Health and Safety Report for January 2018**
  - **Report from Manager of Human Resources, February 7, 2018**
  
3. **2018 Board Key Agenda Items**
  - **Report from CEO of the Oakville Public Library, February 22, 2018**

Moved by Mark Bettiol

Seconded by Bill Smith

**That the consent items be received.**

CARRIED

**DISCUSSION ITEM(S)**

**4. Year End Comprehensive Financial Report - December 31, 2017  
- Report from Senior Financial Analyst and CEO of the  
Oakville Public Library, February 9, 2018**

Lynn Horlor, CEO, reported on the year end comprehensive financial report for the library for December 31, 2017 as provided in the financial reports and PowerPoint presentation. The CEO advised that staff reported on the preliminary year end financial reports at the January 25, 2018 board meeting, and the comprehensive financial reports are pre-audit. The board requested that the surplus for 2017 be carried over to fund unbudgeted impacts (costs) in 2018 at the September 7, 2017 board meeting. The CEO advised that the surplus for the library will be included in the report on the surplus distribution from the Financial Planning department for Council's consideration. The consolidated financial statements and audit findings report for 2017 will be presented by the library's external auditors at the April 26, 2018 board meeting.

The board asked what is the amount of \$82,500 for revenues under budget in terms of percentage. Staff have already committed to reviewing fine revenue and will report back as part of the 2019 budget bringing a five-year historical report and recommendations.

The CEO responded to questions, advising that there is gapping for vacant full time positions, resulting in a savings in personnel services. Staff will follow up on whether any of the variances in utilities are related to equipment with Brian Piers in the Facilities and Construction Management department. The CEO advised of how library endowment funds held with the Community Foundation of Oakville (CFO) and Halton Information Providers (HIP) trust fund are managed, and explained the increase in value of the trust fund for the data management of the program. The CEO also advised that Stephen Davies, Consultant, Transformation by Design, presented the service delivery model review project for HIP at the December 1, 2016 board meeting, and the HIP partners are developing a strategic plan with the consultant.

Moved by Mark Bettiol

Seconded by Pankaj Sardana

**That the Year End Comprehensive Financial Report dated December 31, 2017, be received.**

CARRIED

5. **2017 Data Statistics and Performance Measures**  
- **Report from Director of Customer Experience,  
February 22, 2018**

Simona Dinu, Director of Customer Experience, reported on the library's 2017 annual performance measures as provided in the statistical report. Ms. Dinu advised that a list of accomplishments has been added to the report, noting that the accomplishments are important as it relates to program data. Ms. Dinu reviewed the categories and highlighted the performance measures.

The board provided the following comments which have been broken out into the categories in the statistical report:

**Total Use and Circulation**

- provide more information regarding the limitations for digital materials such as users who hit their caps or monthly quotas on some products; and
- provide more details on the digital offerings and the costs.

Simona Dinu responded to questions regarding library transactions, payment for usage, and limit on the number of items that can be borrowed (downloaded) monthly for digital offerings using apps from third party providers/vendors and/or platforms. Ms. Dinu advised that there are different platforms, and the digital circulation represents more than one platform. Ms. Dinu also advised that the collection strategy may assist in addressing how metrics are collected, different platforms, and making a decision on which metric to use to collect data, indicating that there are challenges in comparing data. Staff have discussed the timing and reporting, and indicated that they will be reviewing the frequency of metrics collection, but will continue to report to the board on a quarterly basis.

Lynn Horlor, CEO, advised that staff would report back with additional information on performance measures at a future board meeting.

**Branch Visits**

Simona Dinu responded to questions regarding collection of branch visits at the Central Library branch, and advised that staff may be observing user behaviour over a period of time in order to determine what percentage of customers visit both floors versus one floor. Ms. Dinu advised that branch visits are important in terms of staffing purposes. Ms. Dinu also advised that the SmartGates used for counting were not fully implemented in the library branches for 2017 (real data was not available for two months), and data is reliable back to March 2017. Ms. Dinu explained that there are significant variances in visits by library branch as the previous footfall collection methods using traditional people counters were not very accurate.

The CEO responded to a question, advising that as part of 2018 budget, staff utilizes data from the security gates to reallocate additional hours to the north, by reducing hours during low demand at other library branches.

#### Use of Technology in Branches

- clarify the definition of a wireless session (i.e., MAC address); and
- compare the number of wireless sessions for the library to the town.

The CEO advised that staff will report back on wireless sessions at a future board meeting. Staff will provide which statistics are included in the annual provincial library survey to the board.

Colleen Bell, Commissioner of Community Services, advised that staff would provide more information regarding a comparative analysis on wireless sessions for the library and town. Commissioner Bell gave an example that Wi-Fi is a transaction.

#### Programs

- the data for a three-year trend appears to be negative at times, while there could be an increase from year to year; and
- children's programs attendance may be affected by the full-day every day kindergarten.

Simona Dinu responded to a question, advising that a three-year trend is used if data is available.

#### Cardholders

- the consistency of population numbers used in various reports such as best planning estimates (BPEs) and Census numbers as the numbers are sometimes different depending on the sources used; and
- increasing the number of children who have library cards.

Simona Dinu responded to questions, advising that an account is not purged if money is owed to the library, and that the library regularly purges accounts if money is not owed and library card has not been used for three years. In 2017, accounts that had money owing, but were inactive for longer than seven years have been purged, and this will continue in the future.

#### Digital Presence

- clarification that all sessions such as website, Bibliocommons, and mobile are included in the data.

Simona Dinu responded to questions regarding website sessions.

Most Popular Titles – 2017

- *Harry Potter and the Cursed Child* is listed as one of the most popular titles but does not show up anywhere else; and
- look into forwarding the most popular book titles for categories to the Oakville Beaver to publish in the library section of the paper.

Simona Dinu responded to questions, advising that a survey of public library use was completed for Annual Count Week in November 2017, for gathering data and reporting to the Ministry of Tourism, Culture and Sport. The data is collected for one week and some of it is extrapolated to a full year (multiplied by 50 weeks).

Moved by Mark Bettiol

Seconded by Pankaj Sardana

**That the 2017 Data Statistics and Performance Measures, from the Director of Customer Experience, be received.**

CARRIED

**6. 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 implementing agenda board management using Diligent Boards, town service delivery review, development strategy, branding strategy drivers/opportunities, special initiatives/events, and facility updates as provided in the PowerPoint presentation.

The board asked that PowerPoint presentations be posted to Diligent prior to the meeting. Staff will also look at posting materials that are distributed at the meeting to Diligent prior to the board meeting.

The CEO responded to a question, advising that staff demonstrated *Makerspace* at the Family Day event.

The CEO advised that the proposals for the Sixteen Mile Temporary Library branch for a modular structure exceeded capital budget, there is a new strategy for construction, and resubmission to propose a full service model. The CEO is requesting more funds from the town for the additional costs. Staff will advise the board once the contract has been signed and provide drawings.

Colleen Bell, Commissioner of Community Services, advised that Council approval is required to fund the additional \$350,000 that was over budget from development charges. Commissioner Bell advised that the type of construction materials would not be specified unless there was a land issue, and it will be a very sturdy structure that can be repurposed.

The CEO advised that the holds locker for books is on order for Sixteen Mile Temporary Library branch, and additional holds lockers are on order for Queen Elizabeth Park Community and Cultural Centre (QEPCCC).

The board asked that staff provide holds locker education, and suggested that a holds locker be installed at the GO Station. The CEO advised that staff would look at the signage for holds lockers.

The board asked if there is an opportunity for high school students to be involved in making videos for the library to earn their volunteer hours. Simona Dinu, Director of Customer Experience, advised that staff have considered this.

The CEO advised that the final design for White Oaks Library branch has been confirmed and will be tendered in March 2018, the library will be closed in mid May 2018, and a communication plan will be released once the request for proposal has closed and the date of closure has been confirmed.

The CEO advised that she is reviewing the previous feasibility studies done for the Central Library branch, and staff will provide an update at the March 22, 2018 board meeting.

The CEO asked for board support for the library's first annual fundraiser to be held on Thursday, May 10, 2018 at 8:00 p.m., featuring "*Help Yourself: The Sean McCann Story*". The CEO will resend the information as this event is approaching and provide details to the board members. A member asked to have tickets sent so they could sell them. The CEO committed to sending each board member 10 tickets to sell for the special event.

Moved by Mark Bettioli

Seconded by Pankaj Sardana

**That all Board material be circulated electronically where possible within limited exceptions with the deployment of Diligent Boards with a target date of September 2018.**

CARRIED

Moved by Preet Sekhon

Seconded by Bill Smith

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

CARRIED

**7. Technology Update**

**- Report from Director of Innovation and Integration**

Lynn Horlor, CEO, reported on the technology update for the library as provided in the PowerPoint presentation. The CEO advised that a number of technology projects are close to being completed, and provided an update regarding the status of the website refresh project. An agenda board management project using Diligent Boards was also added for the library as requested by the board.

Colleen Bell, Commissioner of Community Services, responded to questions, advising that the town website refresh was completed in terms of making it a responsive design and accessibility, and interview responses was part of the consultation. Commissioner Bell advised that staff would follow up on the vision for the town website refresh with Jane Courtemanche in the Strategy Policy and Communications department.

The CEO responded to questions, advising that the library website refresh would comply with *Accessibility for Ontarians with Disabilities Act (AODA)* requirements, and include website mobility as a requirement in the request for proposal.

Moved by Pankaj Sardana

Seconded by Mark Bettiol

**That the Technology Update, from the Director of Innovation and Integration, be received.**

CARRIED

**CONFIDENTIAL DISCUSSION ITEM(S)**

**C-1. Union Negotiations**

**- Confidential Verbal Report from Manager of Human Resources**

Lynn Horlor, CEO, reported on the union negotiations, advising that progress is being made.

Moved by Mark Bettiol

Seconded by Pankaj Sardana

**That the confidential verbal report from the CEO of the Oakville Public Library, be received.**

CARRIED

## **NEW BUSINESS**

### **1. Library Advocacy**

Lynn Horlor, CEO, reported on library advocacy and funding of public libraries as provided in the PowerPoint presentation. The CEO asked for board direction for staff to prepare a report to Council or alternatively the Chair to take it forward to Council.

The Chair will bring forward a Notice of Motion to the April 3, 2018 Council meeting for consideration.

Moved by Pankaj Sardana

Seconded by Preet Sekhon

**That authority be delegated to the Board Chair to work with staff to draft and approve a resolution for Council's consideration regarding the funding of public libraries.**

CARRIED

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

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

## **ADJOURNMENT**

Moved by Mark Bettiol

Seconded by Bill Smith

**That this meeting be adjourned.**

CARRIED

The meeting adjourned at 9:35 p.m.