

OAKVILLE PUBLIC LIBRARY BOARD

MINUTES

THURSDAY, MAY 24, 2018

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

A meeting of the Oakville Public Library Board was held on Thursday, May 24, 2018, in the Trafalgar Room of the Oakville Municipal Building, commencing at 7:00 p.m.

Present: Councillor Jeff Knoll, Chair
Steven Bright, Vice-Chair
Pankaj Sardana
Bill Smith

Regrets: Councillor Marc Grant
Mark Bettiol
Preet Sekhon
Joan Sweeney Marsh (Special Advisor)

OPL Staff: Lynn Horlor, Chief Executive Officer
Florence De Dominicis, Director of Community Engagement
Simona Dinu, Director of Customer Experience
Tara Wong, Director of Innovation and Integration
Virginia Kuypers, Development Officer

Town Staff: Catharine Hewitson, Acting Senior Manager of Financial Planning
Belinda Wiersma, Senior Financial Analyst
Jill Marcovecchio, Council and Committee Coordinator

Also Present: Anne MacKay, Anne MacKay Consulting (Consultant)
Curtis Brown, Senior Research Associate – Project Lead, Environics Research (Consultant)
Kalpa Patel, Senior Research Associate – Project Manager, Environics Research (Consultant)

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

Call to Order

Councillor Knoll, Chair, called the meeting to order at 7:12 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, **APRIL 26, 2018**

Confidential Minutes of the Closed Session of the Board, **APRIL 26, 2018**

Moved by Pankaj Sardana

Seconded by Bill Smith

That the minutes of the regular meeting of the Oakville Public Library Board, dated April 26, 2018, and the confidential minutes of the closed meeting of the Oakville Public Library Board, dated April 26, 2018, be approved.

CARRIED

CONSENT ITEM(S)

1. **Status of Outstanding Board Reports**
 - **Report from CEO of the Oakville Public Library, May 24, 2018**

2. **Health and Safety Report for April 2018**
 - **Report from Manager of Human Resources, May 15, 2018**

3. **2018 Board Key Agenda Items**
 - **Report from CEO of the Oakville Public Library, May 24, 2018**

Moved by Steven Bright

Seconded by Pankaj Sardana

That the consent items be received.

CARRIED

DISCUSSION ITEM(S)

4. 2018 Fundraising Plan

- Report from Director of Community Engagement, May 14, 2018

Florence De Dominicis, Director of Community Engagement, introduced the library's consultant who has been retained to review the library's current fundraising status, and to prepare a plan to guide fundraising activities for the next several years. Ms. De Dominicis advised that the consultant was present to deliver her key findings and recommendations in the report to the board.

Anne MacKay of Anne MacKay Consulting, provided a PowerPoint presentation regarding the next steps for the library's fundraising plan for 2018. Ms. MacKay congratulated the board for the library's great strengths while encouraging the members to amplify what the library is doing and brag more moving to next steps. Ms. MacKay also recognized the work by Virginia Kuypers, Development Officer, and the fundraising team. Ms. MacKay advised that the key areas for the next stage in the library's fundraising program is to focus on vocal leadership, clear goals, and on-going community connection. Ms. MacKay explained the tie-in for fundraising to the library's strategic plan for the next two years.

Discussion ensued regarding library fundraising for board members (activity and potential) and staff (operational actions).

Anne MacKay responded to questions, advising of the importance of donor stewardship, making calls, and following up on calls that is timely and exquisite in terms of being nurturing. Ms. MacKay explained that the ambassador concept involves members visiting the library branches, talking to staff about programs and services, being fluent about an individual's (donor's) life goals, taking out books and e-resources, listening to what matters in the community, and making a connection with a donor. Ms. MacKay indicated that it is the little things that matter, talking to people, and promoting the library as an amazing organization in the town.

Anne MacKay responded to further questions, advising of how to create more awareness for the board and members depending on comfort level, such as talking to library staff, internal activities for libraries, including the library in a board member profile, and adding a board member to a LinkedIn profile.

Ms. MacKay explained that it was important for board members to be instilling and sharing the library with others, making themselves available, attending special events such as the author series, and representing their community, as well as checking out books, and observing what other public libraries are doing.

Anne MacKay responded to further questions, advising that the library has to determine the dollar value standard for a major gift, and to consider the number of donors and the amount of donations. Ms. MacKay indicated that every level of giving is meaningful, the larger the donation the more interaction with the donor, and the role of fundraising staff.

Florence De Dominicis advised that an author series event was well attended by board member Steven Bright and the public. Anne MacKay advised that a takeaway is to give thanks, value, and respect to those who attended the event.

Virginia Kuypers, Development Officer, responded to a question, advising that there are approximately 200 library donors at this time.

Florence De Dominicis responded to a question, advising that donors giving \$100 are recognized in the annual library report.

The board provided the following comments:

- exploring the ambassador concept for board members;
- heightening awareness for the library board and members;
- the role of board members (and Council representatives) in talking to people, calling and thanking donors, and spreading the word about the library; and
- accepting donations is easier than asking people for money.

The Chair asked if there are best practices on fundraising for board members from other public libraries, and that staff report back on guidelines for library fundraising.

Lynn Horlor, CEO, advised that Virginia Kuypers would review the information on library fundraising that was provided by the consultant and report back at a future board meeting.

Moved by Pankaj Sardana

Seconded by Bill Smith

That the 2018 Fundraising Plan Next Steps Presentation and Executive Summary, prepared by Anne MacKay Consulting, be received.

CARRIED

5. **Content and Collection Strategy Update**

- **Report from Director of Innovation and Integration,
May 16, 2018**

Tara Wong, Director of Innovation and Integration, advised that direction was provided at the April 26, 2018 board meeting for staff to investigate options to conduct a scientific survey of awareness for the library. Ms. Wong introduced the library's consultant who has been retained to conduct the survey, and has prepared a community library survey proposal for 2018. Ms. Wong advised that the consultant was present to deliver their survey content and approach, and to obtain board comments on the survey moving forward.

Curtis Brown, Senior Research Associate – Project Lead, Environics Research, provided a PowerPoint presentation regarding the proposed approach for the community library study for 2018. Mr. Brown outlined the issue/challenge of balance between physical and digital materials, research objective to gain a better understanding of residents' needs and expectations for library programming, methodology for an 11-minute survey of 400 Oakville residents aged 18 and over, and data analysis. Mr. Brown advised of the timing and next steps for the survey to be conducted in June 2018.

Kalpa Patel, Senior Research Associate – Project Manager, Environics Research, outlined the survey questionnaire, which includes key areas on current media habits, usage/perceptions of Oakville Public Library and demographics.

Curtis Brown responded to questions, advising of statistical information in terms of the benefactor rate, error rate, and drilling down for the survey. Mr. Brown advised that the survey which is to be conducted via telephone includes landline and cellphone numbers, indicating that there are more people who do not have landlines, and more calls are to be made using cellphones due to call screening. Mr. Brown advised that 10,000 calls would be made to obtain the desired response of a random and representative sample of 400 Oakville residents. He also advised of the cost to conduct the survey and deliverables.

Tara Wong responded to questions, advising that there was the potential to tie in survey information to geographic information system (GIS) mapping. Ms. Wong also advised that the library website will be redesigned with navigation being a key component, and there will be community consultation to inform the website.

Lynn Horlor, CEO, responded to a question, advising that the request for proposal for the library website redesign closes on May 25, 2018.

The board provided the following comments:

- ask questions regarding how long a cardholder, household language/language read, library branch, and using the library and what is offered in the survey;
- an awareness of existing programs and services delivered by the library including e-card services, and over and above digital products;
- the collection and using digital versus physical (paper) split, including digital tools, and e-learning platform Lynda.com on the library website;
- determine if there are other programs and services that the library should be offering (pushbacks are for children, teens, and seniors); and
- incorporate ideas, such as awareness of fundraising, intent for use (digital and physical), awareness of programs, and identify any gaps in services in the survey.

Tara Wong advised that she would follow up with the board members who were not present at the meeting to provide their comments on the survey to Environics Research, and that staff along with the consultant would report back on the survey at the July 26, 2018 board meeting.

Lynn Horlor, CEO, advised that she would follow up on funding the cost of the survey which was not budgeted, and within the CEO spending limit under the Board Procedural By-law.

Moved by Pankaj Sardana

Seconded by Steven Bright

That the public survey content and approach as presented by Environics Research and direction provided by the Oakville Public Library Board, be approved.

CARRIED

6. March 31, 2018 Library Financial Progress Report
- Report from CEO of the Oakville Public Library,
May 15, 2018

Lynn Horlor, CEO, reported on the financial progress report for the library for March 31, 2018 as provided in the PowerPoint presentation. The CEO advised that the library budget is expected to be on target of annual budget, expenditures on the variance watch list are being monitored, and capital projects that are to be closed and all other projects are active.

Moved by Pankaj Sardana

Seconded by Steven Bright

That the March 31, 2018 Financial Progress Report, be received.

CARRIED

**7. Performance and Measures Report - 2018 Quarter 1
- Report from Director of Customer Experience,
May 16, 2018**

Simona Dinu, Director of Customer Experience, reported on the performance and measures for the library for the first quarter 2018. Ms. Dinu advised of the changes that have been made to the report format including adding a Definitions section for data, updating active cardholders in line with ministry requirements, and separating out programs and events to align with the library structure. Ms. Dinu provided a high level review of the categories, and highlighted key performance and measures.

Simona Dinu responded to questions, advising that phone calls are received through the library main line 24 hours, and calls made to the executive team are directed. Ms. Dinu advised that data for digital circulation by vendor for the e-learning platform Lynda.com is based on the number of certificates that have been completed for a course by a customer, and there is a list of statistics that can be offered for each vendor. Ms. Dinu advised that the cost of subscriptions is based on the magazine. Ms. Dinu advised that data on Bibliocommons App sessions is reported under the Social Media Followers by Platform section as the library buys the app.

Tara Wong, Director of Innovation and Integration, advised that 12 additional holds lockers have been installed at Queen Elizabeth Park Community & Cultural Centre (QEPCCC).

Tara Wong responded to questions, advising of the cost of magazine subscriptions, and comparing data for digital circulation by vendor is a challenge.

Simona Dinu advised that cardholders are asked for their gender at the time of registration which is challenging from a customer service perspective, data has not been used or reported, and other organizations (libraries and government) have been getting away from collecting this information as it is a very confrontational issue. Tara Wong advised that staff want to discontinue collecting gender information, data is not being used, and the information can be obtained if needed.

The board asked that staff discontinue the practice of collecting gender information for cardholders as it was not a material data point.

The board asked that staff check with Halton Information Providers (HIP) on managing Internet Protocol (IP) collection for the database.

Tara Wong advised that she will follow up with HIP on IP collection.

The board was pleased with the report, and had no further changes to library reporting requirements. The Chair thanked Simona Dinu for her work on the comprehensive report indicating that it has progressed a long way.

Moved by Steven Bright

Seconded by Pankaj Sardana

That the Performance and Measures Report - 2018 Quarter 1, be received.

CARRIED

8. Policy Updates

- **Report from CEO of the Oakville Public Library, May 8, 2018**

Lynn Horlor, CEO, reported on the Election Related Resources Policy for the library as provided in the PowerPoint presentation.

The board discussed the scope of the policy, and fair use of library resources.

The board asked that staff clarify the provisions under Section 1 – Election campaigning for consistency in wording with revised town corporate policies.

The CEO advised that she would follow up on the policy with the Town Clerk.

The board approved the policy, and staff will report back with changes at the June 28, 2018 board meeting, if required.

Moved by Steven Bright

Seconded by Bill Smith

- 1. That the Election Related Resources Policy PS-002-OPL, be approved.**
- 2. That staff clarify consistency around the use of library resources to determine if the policy is consistent with revised town corporate municipal election policies.**

CARRIED

9. **CEO Update**

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

The Chair thanked staff for making the library's first annual fundraiser event on May 10, 2018 featuring Sean McCann a success, and recognized Florence De Dominicis, Director of Community Engagement, for her work in organizing the event and callout from the performer.

Lynn Horlor, CEO, provided an update on library matters and what's happening at the library with respect to the branding strategy, website redesign, staffing update, compensation strategy, events/special events, and facility updates as provided in the PowerPoint presentation.

The CEO advised that the library has contracted with Intent to conduct a branding strategy, and board members are needed to attend a workshop and participate in stakeholder interviews. Steven Bright and Bill Smith agreed to attend the workshop subject to availability, and Councillor Knoll offered to be involved as needed. The CEO will follow up with the members who were not present at the meeting to see if they want to be involved in the sessions.

The board asked that staff host an event for the reopening of White Oaks Library branch.

The CEO advised that an event will be planned for White Oaks Library branch, which is scheduled to reopen after Labour Day.

The board asked that staff also track cardholder information including library branches and new cardholders (in addition to the number and type of cardholders (employees), etc.) for the temporary book depot located at the ServiceOakville area of the town hall during renovations of White Oaks Library branch.

The CEO advised that cardholder information will be tracked for the book depot at the town hall.

The CEO advised the members of items coming forward to the July 26, 2018 board meeting for quorum purposes.

Moved by Steven Bright

Seconded by Pankaj Sardana

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

CARRIED

10. Meeting Attendance

- Verbal Report from CEO of the Oakville Public Library

Lynn Horlor, CEO, advised that a member's absences from board meetings was being brought forward for consideration under the Board's Procedural By-law.

Moved by Pankaj Sardana

Seconded by Bill Smith

That Steven Bright's board meeting absences be excused by the Oakville Public Library Board due to extenuating circumstances.

CARRIED

CONFIDENTIAL DISCUSSION ITEM(S)

C-1. Union Negotiations

- Confidential Verbal Report from Manager of Human Resources

Lynn Horlor, CEO, reported on the status of union negotiations, advising that staff will report back at the June 28, 2018 board meeting.

Moved by Steven Bright

Seconded by Bill Smith

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

CARRIED

NEW BUSINESS

There was no new business.

DATE AND TIME OF NEXT MEETING

Thursday, June 28, 2018
Oakville Municipal Building
Trafalgar Room - 7:00 p.m.

ADJOURNMENT

Moved by Steven Bright

Seconded by Pankaj Sardana

That this meeting be adjourned.

CARRIED

The meeting adjourned at 10:00 p.m.