

**OAKVILLE PUBLIC LIBRARY BOARD**

**MINUTES**

**THURSDAY, JUNE 28, 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, June 28, 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 (*Arrived at 7:25 p.m.*)  
Preet Sekhon  
Bill Smith

**Regrets:** Councillor Marc Grant  
Mark Bettiol  
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  
Tricia Agnew, Manager of Human Resources  
Marcus Logan, Manager of Community Information

**Town Staff:** Colleen Bell, Commissioner of Community Services  
Belinda Wiersma, Senior Financial Analyst  
Kim Leite, Project Manager of Information Systems  
Jill Marcovecchio, Council and Committee Coordinator

**Also Present:** Jason Allen, Strategist, Thrillworks (Consultant)  
Karen Wood, Vice President, Thrillworks (Consultant)

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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**

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, **MAY 24, 2018**

Moved by Steven Bright

Seconded by Bill Smith

**That the minutes of the regular meeting of the Oakville Public Library Board, dated May 24, 2018, be approved.**

CARRIED

**CONSENT ITEM(S)**

1. **Status of Outstanding Board Reports**
  - **Report from CEO of the Oakville Public Library, June 28, 2018**
  
2. **Health and Safety Report for May 2018**
  - **Report from Manager of Human Resources, June 18, 2018**
  
3. **2018 Board Key Agenda Items**
  - **Report from CEO of the Oakville Public Library, June 28, 2018**

Moved by Bill Smith

Seconded by Preet Sekhon

**That the consent items be received.**

CARRIED

**DISCUSSION ITEM(S)**

**4. Financial Reports – May 31, 2018**  
**- Report from CEO of the Oakville Public Library,  
June 15, 2018**

Lynn Horlor, CEO, reported on the financial reports for the library for May 31, 2018 as provided in the PowerPoint presentation. The CEO advised that the budget is on target of annual budget spent, expenditures on the variance watch list are being monitored, and capital projects approved for 2018 have been included and all projects are very active.

Staff responded to questions regarding library fine revenue. Simona Dinu, Director of Customer Experience, advised that staff would report back on the customers who are being charged library fines. Belinda Wiersma, Senior Financial Analyst, advised that fine revenue has increased year to date from last year. The CEO advised that the fines vary under the Library's approved rates and fees, and fine revenue is recognized when it is collected. Tara Wong, Director of Innovation and Integration, advised that a fine is to a maximum of \$30.00.

The CEO advised that the board has provided prior direction to staff in terms of reviewing library fines as part of a report for a future board meeting.

Moved by Steven Bright

Seconded by Bill Smith

**That the May 31, 2018 Financial Reports, be received.**

CARRIED

**5. Policy Updates**  
**- Report from CEO of the Oakville Public Library and  
Manager of Community Information, June 18, 2018**

Lynn Horlor, CEO, reported on the Election Related Resources Policy for the library as provided in the PowerPoint presentation. The CEO advised that staff have clarified the policy in terms of holding candidate meetings at the library with the Town Clerk, which was brought forward at the May 24, 2018 board meeting, and has been amended to provide consistency with town corporate policies for board approval.

The board asked that staff further clarify the provisions under Section 3 – Oakville Public Library Staff and Volunteers as it relates to board member, volunteer, and compensation for municipal elections.

Colleen Bell, Commissioner of Community Services, advised that staff are not permitted to campaign and use resources during hours of work when they are receiving compensation, and the same would apply to members not actively campaigning at an event where they are representing the board. Commissioner Bell also reviewed the scope of the policy, and advised that she would follow up with the Town Clerk, and send an email to the members providing clarification on the policy.

The Chair asked that the board approve the policy as amended, and that staff report back at the July 26, 2018 board meeting, if required.

The CEO also reported on the Display and Distribution of Community Information to the Public Policy for the library. The CEO advised that staff are preparing procedures to the policy, which provides for posting approved information on OPL community channels (information boards, display spaces, etc.).

Marcus Logan, Manager of Community Information, advised that the process for customers and staff has been more streamlined, and the approval of images going up on OPL community information channels under the policy.

Moved by Steven Bright

Seconded by Pankaj Sardana

1. **That the Election Related Resources Policy PS-002-OPL as amended be approved subject to further clarification regarding the wording of board member and volunteer that are acting within the context of the library, and receiving compensation; and**
2. **That the Display and Distribution of Community Information to the Public Policy - PS-003-OPL be approved.**

CARRIED

**6. Website Project Update**  
**- Report from Director of Innovation and Integration**

Tara Wong, Director of Innovation and Integration, advised that the contract for the library website refresh was awarded to Thrillworks, and advised that the consultant was present to provide an overview of their approach and timelines, and to obtain board comments on the website moving forward.

Karen Wood, Vice President and Jason Allen, Strategist, Thrillworks, provided a PowerPoint presentation regarding the library website project. Ms. Wood outlined the pre-work project initiation, phases of the process, key project activities, steps to finalize the website, and community engagement. Ms. Wood reviewed the schedule and deliverables outlining the proposed implementation plan for the project.

Jason Allen responded to questions, advising of library websites, and their role as a digital partner in providing clarity developing the OPL website.

Karen Wood responded to questions, advising that the consultant would look at other library websites, providing excellent customer service and easy sign up for library programs, and taking the website from less of a content space to more of a customer service space. Ms. Wood advised that the consultant would help the library work with the existing third party vendors to build as seamless an online experience for customers as possible for the website. Ms. Wood recommended setting up a hosting relationship directly to broker it in terms of maintaining control of the website, having direct relationships with service providers, and protecting the website build. She clarified that decisions on the library website would be made with the core web team, and the new website was subject to board approval. Ms. Wood also advised of their website experience with other digital media providers and integration, including the Burlington Public Library and working with third party vendors. She further advised of the goal to make the best website experience, and modify application programming interface (API) as possible given vendor capabilities.

Tara Wong responded to questions, advising that the timeframe for the website project was estimated 12 to 18 months, web hosting is provided in-house by Information Systems, and WordPress is the town standard for content management. Ms. Wong advised that the library is moving to a new discovery platform (Bibliocommons to Enterprise), tying into the new branding initiative moving forward, and looking at every digital channel so it's all connected. Ms. Wong also advised that there would be more control with the new website in terms of the ability to customize. As the new branding is brought forward, the strategy would dovetail how the website looks and feels, is connected to the discovery layer and ensuring all of the content is accessible within the catalogue and is not limited by third party APIs. She explained that families with multiple library cards will be able to load multiple accounts on a single app profile.

The board provided the following comments:

- keep the front end loading of the website tight;
- follow up by the consultant on successful library websites;
- provide access to customers and a consumer friendly user interface (UI) design to draw customers in, and not lose potential hits to the website;
- blend in and dovetail the website, and feel to the new discovery layer for consistency; and
- bring in different APIs from all vendors and search capability.

The board asked that staff try to ensure that the experience is the same using the new library website in terms of a common experience across all platforms.

Moved by Preet Sekhon

Seconded by Pankaj Sardana

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

CARRIED

**7. CEO Update**

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

Lynn Horlor, CEO, reported on the 2019 budget preparation and timelines, and 2019-2028 capital forecast for the library. The CEO provided an update on library matters and what's happening at the library with respect to the Branding strategy, Environics survey, RFID efficiencies, staffing update, event update and special/future events, and facility updates as provided in the PowerPoint presentation.

The CEO distributed revised drawings for the change to the canopy of the building for Sixteen Mile Temporary Library.

Florence De Dominicis, Director of Community Engagement, reported on the Branding strategy, advising that the workshop and stakeholder interviews have been completed, and the brand recommendation report has been received from the consultant. The CEO advised that the presentation on the Branding strategy is scheduled for the September 6, 2018 board meeting.

Tara Wong, Director of Innovation and Integration, reported on the Environics survey, advising that the field work has been completed, and the consultant's findings and recommendations would be presented at the July 26, 2018 board meeting. Ms. Wong advised that the information and demographics from the survey would help guide the new library website.

Tara Wong responded to a question regarding a key finding of the survey, advising that there was an interest in genealogy, and staff need to look at this program in terms of people who use the library, education, and how people communicate.

Staff responded to questions regarding the library survey. The CEO advised that Environics Research made 10,000 calls to reach the 400 desired respondent rate for the survey. Tara Wong advised that the calls were made to obtain the desired response from the random and representative sample of Oakville residents, and the margin of error has been adjusted for the survey results.

The board members who attended the Citizenship Ceremony on June 21, 2018 were pleased with the event, and stories that were read for citizenship. The board asked that staff provide a map of the world showing where citizens are from for future Citizenship ceremonies.

Marcus Logan, Manager of Community Information, reported on the new initiatives with Oakville Trafalgar Memorial Hospital (OTMH) as part of community outreach, advising that staff are exploring ideas with the hospital team for library services for patients. Mr. Logan advised that staff gave OPL cards with inspirational sayings to patients, and are promoting the online services offered by the library.

Simona Dinu, Director of Customer Experience, reported on the success of the temporary book depot located at the town hall during the renovations of White Oaks Library branch. Ms. Dinu advised of cardholder information that has been tracked, feedback received regarding location and limited collections for children's materials, service hours, and library communications for the book depot.

Simona Dinu responded to a question regarding library cards for the town hall book depot, advising that while staff had expected more cards to be taken out there are customers using the service already who have library cards.

Moved by Pankaj Sardana

Seconded by Steven Bright

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

CARRIED

**8. Oakville Public Library Board – Board Recruitment  
- Report from CEO of the Oakville Public Library,  
June 12, 2018**

Lynn Horlor, CEO, reported on the recruitment process for members and timeline for the Library board as provided in the PowerPoint presentation. The CEO advised that Joan Sweeney Marsh has withdrawn as Special Advisor to the board.

Colleen Bell, Commissioner of Community Services, indicated that staff would follow up with Sheridan College on potential Special Advisors, and asked that the board make a determination regarding the Special Advisor member (staff will report back on options for this role).

The CEO responded to a question, advising that the appointment of Council representatives to the board who have served a maximum of two consecutive terms was at Council's discretion.

The board asked that staff indicate a skills based board is desired and the skills required for recruitment of board members.

The CEO advised that skills would be included in advertising for board members, and the competencies under the Board Recruitment Strategy would be used to assess applicants.

Tara Wong, Director of Innovation and Integration, advised that staff would undertake marketing for board recruitment, such as hosting an open house at the library.

Moved by Bill Smith

Seconded by Steven Bright

**That the recruitment process for new Oakville Public Library Board Members in preparation for the new term of Council, be received.**

CARRIED

### **CLOSED SESSION**

Moved by Pankaj Sardana

Seconded by Preet Sekhon

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 – Union Negotiations, and personal matters about an identifiable individual including municipal or local board employees, with respect to Item C-2 – CEO Update and Mercer Market Survey.

CARRIED

*The Board resolved into closed session at 8:48 p.m.*

*The Board resolved back into open session at 9:30 p.m.*

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

#### **C-1. Union Negotiations**

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

Moved by Preet Sekhon

Seconded by Bill Smith

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

CARRIED

**C-2. CEO Update and Mercer Market Survey**

- **Confidential Report from Commissioner of Community Services and Manager of Human Resources, June 12, 2018**

*Staff direction was provided in closed session.*

**NEW BUSINESS**

There was no new business.

**DATE AND TIME OF NEXT MEETING**

Thursday, July 26, 2018  
Oakville Municipal Building  
Trafalgar Room - 7:00 p.m.

**ADJOURNMENT**

Moved by Pankaj Sardana

Seconded by Bill Smith

**That this meeting be adjourned.**

CARRIED

The meeting adjourned at 9:34 p.m.