

OAKVILLE PUBLIC LIBRARY BOARD

MINUTES

THURSDAY, JULY 26, 2018

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

A meeting of the Oakville Public Library Board was held on Thursday, July 26, 2018, in the Trafalgar Room of the Oakville Municipal Building, commencing at 7:00 p.m.

Present: Councillor Jeff Knoll, Chair
Councillor Marc Grant
Mark Bettiol (*Arrived at 7:21 p.m.*)
Pankaj Sardana
Preet Sekhon
Bill Smith

Regrets: Steven Bright, Vice-Chair

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
Lisa Williams, Manager of Collections Operations
Danika Bernard, Technology Librarian
Virginia Kuypers, Development Officer

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

Also Present: Curtis Brown, Senior Research Associate – Project Lead, Corporate and Public Affairs, Environics Research (Consultant)
Kalpa Patel, Senior Research Associate – Project Manager, Corporate and Public Affairs, 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 7:04 p.m.

Lynn Horlor, CEO, introduced Danika Bernard, Technology Librarian.

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, **JUNE 28, 2018**

Confidential Minutes of the Closed Session of the Board,
JUNE 28, 2018

Moved by Pankaj Sardana

Seconded by Bill Smith

That the minutes of the regular meeting of the Oakville Public Library Board, dated June 28, 2018, and the confidential minutes of the closed meeting of the Oakville Public Library Board, dated June 28, 2018, be approved.

CARRIED

CONSENT ITEM(S)

1. Status of Outstanding Board Reports

- Report from CEO of the Oakville Public Library,
July 26, 2018

2. Health and Safety Report for June 2018

- Report from Manager of Human Resources, July 13, 2018

3. **2018 Board Key Agenda Items**

- **Report from CEO of the Oakville Public Library,
July 28, 2018**

Moved by Councillor Grant

Seconded by Pankaj Sardana

That the consent items be received.

CARRIED

DISCUSSION ITEM(S)

4. **Environics Research 2018 Community Study Report on Findings**

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

Tara Wong, Director of Innovation and Integration, advised that the library's consultant was present to report back on their findings and recommendations further to the community library survey that was conducted in June 2018.

Curtis Brown, Senior Research Associate – Project Lead, Corporate and Public Affairs, Environics Research, reported on library services that Oakville residents are using and what is driving the library, and other information such as getting survey respondents to use the library. Mr. Brown clarified how postal codes were divided by region in the town to obtain the sample size. Mr. Brown presented the conclusions and recommendations, advising of the value of the library in the community and key takeaways such as striking a balance for printed and digital materials as part of the collection strategy, opportunity for digital offerings and ensuring/encouraging access, developing an online only strategy for certain types of resources, offering events/workshops to encourage less active cardholders to be more active coming to the library, and offering items/programs to engage and involve youth as active members.

Kalpa Patel, Senior Research Associate – Project Manager, Corporate and Public Affairs, Environics Research, provided a PowerPoint presentation regarding the community study report on findings for 2018. Ms. Patel explained the methodology for the quantitative study that was conducted from June 17 to 26, 2018 involving a representative sample of 409 Oakville adults aged 18 and over. Ms. Patel reviewed the survey findings, including library membership, library/website visitation, most common sources for media, awareness of library offerings, barriers to library use, media preferences, interest in library programs, and factors encouraging library use.

Curtis Brown responded to questions, advising that postal codes for the area north of Dundas Street have been included in the mapping and population figures. Mr. Brown explained the survey responses related to interest in Science, Technology, Engineering, and Math (STEM) programming for children.

Lynn Horlor, CEO, responded to questions, advising that staff would undertake marketing and make changes at the library, as needed after reviewing the consultant's report, and provide a summary of the report to library staff.

Tara Wong, responded to questions, advising that the survey responses related to STEM programming for children is based on age for the program. Ms. Wong advised that staff would review how to diverse to other areas, programming to target groups by age, focusing on programs and services such as genealogy, and making a shift in library programming based on the survey responses and library users. Ms. Wong also advised that staff would report back on the consultant's community study report on findings and recommendations. Ms. Wong indicated that staff have not been giving out cards for digital offerings as the cards are outdated.

Florence De Dominicis, Director of Community Engagement, responded to a question, advising that there is an interest in library programs although it may not always be reflective in attendance.

Simona Dinu, Director of Customer Experience, responded to a question, advising that customers may have an interest in library programs and using the library but may not necessarily follow thru with this.

Virginia Kuypers, Development Officer, responded to a question, advising that staff organize speaker events with local service clubs such as the Rotary Club.

The board provided the following comments:

- the interest in genealogy programs, and a lower awareness for digital and media preferences by survey respondents; and
- customers using library services in north Oakville normally would not go downtown to the library.

The board asked that staff:

- provide a revised copy of the PowerPoint presentation made by the consultant;
- report back on the consultant's findings and recommendations;
- share the consultant's findings (summary) with library staff starting with managers;
- review survey data to refine responses related to commuter hours and convenience by postal code and create a data map; and

- consider providing additional cards to update digital offerings, doing more advertising, and outreach to promote all library programs (marketing will be part of staff's response to the consultant's report).

Moved by Pankaj Sardana

Seconded by Preet Sekhon

That the Environics Research 2018 Community Study Report on Findings, from the Director of Innovation and Integration, be received.

CARRIED

5. Fundraising Guidelines for Board Participation

- **Report from Development Officer and Director of Community Engagement, July 12, 2018**

Florence De Dominicis, Director of Community Engagement, advised that direction was provided at the May 24, 2018 board meeting for staff to report back on best practices and guidelines for board participation in library fundraising as part of the development plan.

Virginia Kuypers, Development Officer, reported on the ways that board members can support the library fundraising program as provided in the PowerPoint presentation. Ms. Kuypers recognized board member Bill Smith for his high number of ticket sales to the library's first annual fundraiser event held on May 10, 2018 featuring Sean McCann.

Virginia Kuypers responded to questions, advising that other libraries have informal fundraising committees which are involved in selling tickets and spreading the word. Ms. Kuypers advised that friend-raisers are hosted as small events, and that she would assist members on engagement to achieve collaborative results, as well as provide guidance for library advocacy and fundraising using key messages. Ms. Kuypers explained how donations may be made to the Oakville Public Library, as well as giving thru CanadaHelps.org. She indicated that in-kind donations for time and talent is a step towards getting a major donor and leads to building relationships. Ms. Kuypers also advised that staff would be looking at the library giving program and ways of reaching out to people, promoting online donations, demographics to find potential donors, targeting younger professionals aged 35 to 55 for growth, and encouraging executives to volunteer time along with donating a \$500 gift.

Lynn Horlor, CEO, responded to a question, advising that donations may be allocated to the Oakville Public Library as part of United Way giving program.

The board provided the following comments:

- finding and involving people who have a passion for the library;
- volunteering time as well as making a donation;
- businesses, organizations, and charities are competing for volunteers and donations;
- allocating staff resources for fundraising activities; and
- allocating dollars to the United Way giving program for other causes within the community.

The Chair asked that board members contact Virginia Kuypers to assist them with library advocacy and fundraising.

Moved by Mark Bettiol

Seconded by Councillor Grant

That the Fundraising Guidelines for Board Participation, from the Development Officer and Director of Community Engagement, be received.

CARRIED

6. CEO Update

- Report from CEO of the Oakville Public Library

Lynn Horlor, CEO, provided an update on library matters and what's happening at the library with respect to the Branding strategy, RFID efficiencies, Halton Information Providers (HIP) strategy, staffing update, event/program update, new collections, MagnusCards app, alternative service delivery, and facility updates as provided in the PowerPoint presentation.

Tara Wong, Director of Innovation and Integration, advised that staff would send a YouTube clip of the media interview with staff on the Sport Lending program to the board members due to technical difficulties.

Ms. Wong advised that staff would be looking at holds lockers as well as Bibiliotecha Beta test lockers, and borrowing eBooks and books. Ms. Wong also advised that staff promote audio books as part of the Fit Lit program.

The CEO advised that town staff and the design team have made changes to Sixteen Mile library as part of site plan review for the application. The CEO advised that staff would report back on options for the temporary White Oaks Library depot at the town hall during renovations of the branch for the September 6, 2018 board meeting.

The CEO asked that the September 6, 2018 board meeting be changed from 7:00 p.m. to 6:00 p.m. to deal with agenda items. The CEO advised of a possible tour of the White Oaks Library branch prior to the board meeting at the town hall.

Moved by Pankaj Sardana

Seconded by Preet Sekhon

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

CARRIED

Moved by Councillor Grant

Seconded by Mark Bettiol

That the meeting time for the September 6, 2018 Oakville Public Library Board meeting be changed from 7:00 p.m. to 6:00 p.m.

CARRIED

CLOSED SESSION

Moved by Mark Bettiol

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

CARRIED

The Board resolved into closed session at 8:29 p.m.

The Board resolved back into open session at 8:56 p.m.

CONFIDENTIAL DISCUSSION ITEM(S)

C-1. Union Negotiations

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

Moved by Pankaj Sardana

Seconded by Preet Sekhon

That the confidential verbal report from the Manager of Human Resources and CEO of the Oakville Public, be received.

CARRIED

C-2. CEO Recruitment Strategy Update

- **Confidential Report from Commissioner of Community Services and Manager of Human Resources, July 13, 2018**

Moved by Pankaj Sardana

Seconded by Preet Sekhon

That the *CEO Recruitment Strategy Update*, be received.

CARRIED

NEW BUSINESS

There was no new business.

DATE AND TIME OF NEXT MEETING

Thursday, September 6, 2018
Oakville Municipal Building
Trafalgar Room - 6:00 p.m.

(Note: Quorum could not be achieved for the September 6, 2018 board meeting and the meeting has been rescheduled to Wednesday, September 12, 2018 at 6:00 p.m.)

ADJOURNMENT

Moved by Councillor Grant

Seconded by Bill Smith

That this meeting be adjourned.

CARRIED

The meeting adjourned at 9:01 p.m.