

OAKVILLE PUBLIC LIBRARY BOARD

MINUTES

WEDNESDAY, SEPTEMBER 12, 2018

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

A meeting of the Oakville Public Library Board was held on Wednesday, September 12, 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
Councillor Marc Grant
Preet Sekhon
Bill Smith

Regrets: Mark Bettiol
Pankaj Sardana

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
Cathy Burke, Manager of Customer Experience
Justine Gerroir, Manager of Program Development
Marcus Logan, Manager of Community Information
Lisa Williams, Manager of Collections Operations
MC Scorsone, Senior Marketing and Communication Coordinator

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

Also Present: Ben Hagon, President and Creative Director, Partner, Intent
(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 6:05 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, **JULY 26, 2018**

Confidential Minutes of the Closed Session of the Board,
JULY 26, 2018

Moved by Bill Smith

Seconded by Preet Sekhon

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

CARRIED

CONSENT ITEM(S)

1. **Status of Outstanding Board Reports**
 - **Report from CEO of the Oakville Public Library, September 12, 2018**

2. **Health and Safety Report for July 2018**
 - **Report from Manager of Human Resources, August 21, 2018**

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3. **2018 Board Key Agenda Items**
 - **Report from CEO of the Oakville Public Library, September 12, 2018**

 4. **Iroquois Ridge Collection Refresh Update**
 - **Report from Manager of Collections and Director of Innovation and Integration, August 20, 2018**

 5. **Performance and Measures Report - 2018 Quarter 2**
 - **Report from Director of Customer Experience, September 12, 2018**

Moved by Councillor Grant

Seconded by Steven Bright

That the consent items be received.

CARRIED

DISCUSSION ITEM(S)

6. **Oakville Public Library (OPL) Branding Strategy**
 - **Report from Director of Community Engagement, August 21, 2018**

Florence De Dominicis, Director of Community Engagement, advised that the library's consultant was present to report on the rebranding process for the Oakville Public Library and selected platform.

Ben Hagon, President and Creative Director, Partner, Intent, provided a PowerPoint presentation regarding the branding strategy for the Oakville Public Library. Mr. Hagon explained the branding strategy for the proposed brand platform and logo for the library. Mr. Hagon presented a new OPL brand which is unique, differentiated, and will stand OPL apart after more than 15 years of the ship, and is recommended by the steering committee for board approval. Mr. Hagon reviewed the project, process, observations, objectives, uniqueness, concepts, and next steps.

Ben Hagon responded to questions regarding the design of the selected brand platform and logo option, and other brand platforms and logo options. Mr. Hagon advised that projection of the image, lines, and signage of the proposed logo would be reviewed. Mr. Hagon advised of the process that the steering committee followed in recommending the selected brand platform and logo option for board consideration. Mr. Hagon advised that applications of the

selected logo would be provided to give perspective and without doing additional work on the second logo option.

The board provided the following comments:

- the design and application of the gradient lines, shape and meaning of the lines, spacing, colour contrast, brightness, and font;
- the positioning of text versus actual logo and centering;
- how printed logo translates to signage;
- present other logo options to inform the board; and
- the animation behind the brand.

RECESS

The meeting recessed at 6:32 p.m. and reconvened at 6:51 p.m.

MC Scorsone, Senior Marketing and Communication Coordinator, responded to a question, advising that 10 weeks is required prior to launching the logo.

Lynn Horlor, CEO, advised that additional work would be done on the proposed logo.

Tara Wong, Director of Innovation and Integration, responded to a question, advising that staff would prepare an agency presentation of the proposed logo on different materials and ideas.

The board asked that staff:

- redesign and tweak the proposed logo, and provide applications for perspective;
- present the second logo option without doing additional work to the board;
- look at signage of the proposed logo;
- provide an agency presentation of the proposed logo on different materials and ideas to show how it would represent with a mock up on letterhead and business cards; and
- provide hard copies of the logos for the board.

Moved by Councillor Grant

Seconded by Steven Bright

- 1. That consideration of the new OPL logo presented by Intent, based on stakeholder engagement and community input, be deferred to a future board meeting for further review; and**

2. **That an Oakville Public Library Board meeting be scheduled for October 25, 2018 to deal with this item and other library matters.**

CARRIED

7. **Comprehensive Financial Report as of June 30, 2018**
- **Report from Senior Financial Analyst, August 29, 2018**

Lynn Horlor, CEO, reported on the comprehensive financial report for the library for June 30, 2018 as provided in the PowerPoint presentation. The CEO provided an update on financial matters including variances in operating and capital expenditures, and development reserve and trust fund balances. The CEO advised that the operating variance is being monitored, and the library is expected to be on budget at year end. The CEO further advised that donor cards would be mailed out this week to promote a strong fall campaign to raise additional funds for the library in the community.

The CEO responded to a question, advising of the assembly of the modules for Sixteen Mile Library branch, and the change in canopy on the front and side of the modular to cover the accessibility ramp. The CEO advised that change orders for the project would be assessed by staff.

Moved by Bill Smith

Seconded by Steven Bright

That the June 30, 2018 Comprehensive Financial Report, be received.

CARRIED

8. **RFID Post Implementation Process Review**
- **Report from Director of Innovation and Integration and Director of Customer Experience, August 22, 2018**

Lynn Horlor, CEO, reported on the RFID post implementation process review as provided in the PowerPoint presentation. The CEO advised that the library utilized LEAN methodology in implementing the RFID equipment, and the post review is to ensure that the equipment is being utilized as intended and consistent where possible in library branches.

Moved by Councillor Grant

Seconded by Preet Sekhon

1. **That the RFID Post Implementation Process review and recommendations, be received; and**

2. **That the additional equipment and software be considered when preparing the 2019 operating and capital budget.**

CARRIED

9. **Response Environics Research 2018**

- **Report from Director of Innovation and Integration, August 24, 2018**

Tara Wong, Director of Innovation and Integration, reported on the response to the findings and recommendations for the library survey that was conducted by Environics Research for 2018 as provided in the PowerPoint presentation. Ms. Wong reviewed the consultant's findings and staff's recommendations regarding services, programs, collections, and marketing.

Tara Wong responded to questions, advising that some magazine subscriptions have been decreasing and going digital, and staff would review which magazines are in demand for library branches. Ms. Wong advised that staff are looking at the best use of space for library programming, and are working on a social media strategy.

Tara Wong responded to further questions, advising that staff would be working on developing relationships with schools further to the findings from Environics Research regarding increasing awareness, working with library branches within the catchment areas to increase outreach into schools in communities is a priority, and finding different ways to get into the schools can be challenging depending on how willing the teachers are for the library. Ms. Wong also advised that the library participates in a town school curriculum program that provides resources for teachers, and a copy of the brochure was provided at a prior board meeting and the town website at the following link: [2018-2019 Oakville School Curriculum Companion](#).

Tara Wong responded to further questions, advising that a capital fundraising program tends to be out of price for a lot of people. Ms. Wong advised that Halifax Public Library fundraising offered \$5 book plates for donors to place in their favourite book at the library. Ms. Wong advised that staff would look at the possibility of adding a message for charitable library donations on receipts for hand held interact machines.

Tara Wong responded to a further question, advising that staff are meeting with libraries on the Lakeshore Road West route regarding options to establish a library presence as a collaborative group for customers along the GO Line from Toronto to Hamilton.

Simona Dinu, Director of Customer Experience, responded to questions, advising that there are no formal agreements between library and school boards but there is an agreement such as a memorandum of understanding which provides for regular library visits to schools. Ms. Dinu further advised that there is not a designated school liaison or relationship manager to work with school boards on the library team, and there is an option for a school to request a class visit by phone which is directed to a branch to arrange the visit.

Justine Gerroir, Manager of Program Development, responded to a question, advising that calls received from schools are directed to a library branch in the school catchment area for programming and outreach.

The board provided the following comments:

- increase digital magazines without losing customers who want physical magazine subscriptions;
- enhance school relationships and involvement with the library, and devote more time and energy on building school relationships;
- the value of books, and it's more than just putting a value on a product and/or equipment;
- use book plates for all books and materials that are donated to the library to increase awareness for fundraising and Oakville Public Library is a registered charity looking for donations from a dollar and up to enhance service; and
- the possibility of providing a book depot at the GO Station, potentially sharing resources with other libraries, and shared economies in providing collaborative library services.

The board asked that staff:

- look at Orkney Library in Scotland for social media;
- look at using book plates for books donated to the library;
- look at outreach and engaging schools for the next term of the board;
- look at putting a reminder on library receipts and emails to indicate that the library is a registered charity to raise awareness for fundraising; and
- look at book sharing along the GO Line.

Moved by Steven Bright

Seconded by Bill Smith

That the recommendations on how to implement findings based on the Environics Research 2018 Community Study Report on Findings, be received.

CARRIED

10. **Oakville Public Library 2019 Rates and Fees**
- **Report from Director of Customer Experience,
August 20, 2018**

Simona Dinu, Director of Customer Experience, reported on the rates and fees for the library for 2019 as provided in the PowerPoint presentation. Ms. Dinu advised that board direction was provided at the September 7, 2017 meeting for staff to report back on a business case for the continuation of library fines prior to 2019 budget preparation; and provide industry trends and best practices, impact on budget, and a 10 year review of revenue and options for new revenue sources.

Simona Dinu responded to a question, advising that staff would look at replacement of revenue for children's materials should overdue fines be eliminated as it would be ongoing, and budget pressures and operating impacts. Ms. Dinu also advised that staff would review the operating budget this and next year, and continue to monitor overdue fine revenue when it reaches a lower threshold such as \$40,000 in total. Ms. Dinu further advised that there would be consequences for overdue materials rather than payment of fines such as losing library privileges and imposing other limits, and indicated that families are reluctant to borrow materials which may be late or lost. Ms. Dinu explained that staff have reviewed the library fine structure by type of material rather than type of card, and would provide data to breakdown overdue fines by categories, and options to eliminate overdue charges.

Simona Dinu responded to a further question, advising that fast lanes are a type of library collection, which have borrowing timeframes of only one week

Simona Dinu responded to further questions, advising that by no longer charging overdue fines this may lead to possibly increasing the number of cardholders, eliminating barriers, and ensuring customers have a positive experience. Ms. Dinu also explained the purpose of library fines, overdue billing and replacement of books, fine revenue, impact of eliminating library fines, and fine practices of other public libraries. Ms. Dinu advised that phasing elimination of library fines is a preferred option in terms of social benefit and behavior, context of how the library is operating and serving customers, transparency, and fundraising.

Lynn Horlor, CEO, responded to questions, advising that funds would have to be transferred from the fundraising reserve every year to offset fines for children's materials and was not sustainable. The CEO advised that Council approval is required for rates and fees as part of the budget process, and staff would provide a breakdown of overdue fines by categories when the budget is brought

back, and options for replacement of fine revenue. The CEO also advised that some public libraries have fine free days.

Councillor Knoll transferred the Chair to Steven Bright in order to speak to this item.

Colleen Bell, Commissioner of Community Services, advised that there are very significant budget challenges, and any consideration of possibly eliminating library fines should be phased in over a period of time.

The board provided the following comments:

- teach children to be responsible to bring books back to the library;
- encourage cardholders to use the library; and
- how to raise money for the library, and eliminate library fines in terms of social responsibility.

The board asked that staff:

- consider the practicality and sustainability of eliminating/making up overdue fines from benevolent donors for library fundraising, and advising cardholders that their fine was paid by an individual or company;
- breakdown overdue charges into further categories other than children's materials by collection type and/or type of material; and
- advise if there is any type of imperial data to increase library fines.

Moved by Councillor Knoll

Seconded by Councillor Grant

- 1. That the 2019 Oakville Public Library Rates and Fees be approved except library fines; and**
- 2. That staff report back on potential scenarios to eliminate overdue charges including phasing for the October 25, 2018 board meeting.**

CARRIED

Councillor Knoll resumed the Chair.

- 11. 2019 Operating Budget Considerations**
 - **Report from CEO of the Oakville Public Library, August 29, 2018**

Lynn Horlor, CEO, reported on the operating budget considerations for the library for 2019 as provided in the PowerPoint presentation, indicating that there

are separate reports for Discussion Items 6, 8, 9, and 10 relating to budget. The CEO advised that Council direction was provided for tax increases to be at the rate of inflation for budget, a draft budget would be provided at a future board meeting, and all budget impacts would be itemized for board approval.

The CEO responded to questions, advising that the operation of designated town buildings for energy efficiency is managed by the Facilities and Construction Management department. The CEO further advised that there has been no response from the province regarding funding for libraries.

Moved by Preet Sekhon

Seconded by Bill Smith

1. **That the program considerations to be included in the 2019 Operating Budget be received; and**
2. **That the draft 2019 Operating Budget be brought forward to a future board meeting for approval.**

CARRIED

12. Considerations for the 2019-2028 Oakville Public Library Capital Forecast

- **Report from CEO of the Oakville Public Library, August 27, 2018**

Lynn Horlor, CEO, reported on the capital forecast considerations for the library for 2019-2028 as provided in the PowerPoint presentation. The CEO reviewed accomplishments, capital considerations, new ward structure for branch and incubator locations, and growth projects. The CEO advised that staff would bring forward a draft forecast for approval to a future board meeting.

The CEO reported that renovations have been completed to White Oaks Library branch which is scheduled to reopen on September 17, 2018, and town hall has not been considered as an alternative delivery site for a book depot. The board had no further direction regarding closing the temporary book depot at town hall having regard to logistics and costs.

The CEO responded to questions, advising that staff would follow up on a commercial building located at Bronte Road and Dundas Street West, which is a religious place for possible library space, and the religious aspect has been discussed at a previous board meeting. The CEO further advised that Burlington Public Library has a very good wayfinding for libraries and pools.

Colleen Bell, Commissioner of Community Services, provided an update on a meeting with the town staff Realty team on potential partnerships and

development opportunities for a future Trafalgar North library branch. Commissioner Bell advised that two possible locations north of Dundas Street are being considered, establishing a presence, securing the lands, and the parking issue has to be resolved. Commissioner Bell further advised that the potential for a youth centre and evolving this space within the context of parks and open space development on a property would be reviewed as part of the next master plan update.

Catharine Hewitson, Acting Senior Manager of Financial Planning, advised of development and serving the needs of the growth area and future with respect to the proposed Trafalgar North library.

The board provided the following comments:

- the temporary book depot at town hall was a good location and provided a convenient self-service option for customers;
- continue to explore other potential opportunities for library space in Palermo and under serviced areas;
- location and development has always been contemplated for a future Trafalgar North library; and
- provide wayfinding across town to mark library branches on streets, consider using students, and part of social media.

Moved by Councillor Grant

Seconded by Preet Sekhon

1. **That the capital considerations to be included in the Oakville Public Library Board 2019-2028 Capital Forecast be received; and**
2. **That OPL staff report back on the 2019-2028 Capital Forecast to a future board meeting.**

CARRIED

13. 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 special events and event update, facility updates, and alternative service delivery as provided in the PowerPoint presentation.

Tara Wong, Director of Innovation and Integration, reported on the library website update and statistical dashboard project.

Tara Wong responded to a question, advising that staff would update the board on the results of the public survey as part of public engagement on the statistical dashboard project.

Moved by Bill Smith

Seconded by Steven Bright

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

CARRIED

CLOSED SESSION

Moved by Councillor Grant

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 Recruitment Process.

CARRIED

The Board resolved into closed session at 8:55 p.m.

The Board resolved back into open session at 9:19 p.m.

CONFIDENTIAL DISCUSSION ITEM(S)

C-1. Union Negotiations

- **Confidential Verbal Report from Manager of Human Resources and CEO of the Oakville Public Library**

Moved by Councillor Grant

Seconded by Steven Bright

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

CARRIED

C-2. CEO Recruitment Process

- **Confidential Verbal Report from Commissioner of
Community Services and Manager of Human Resources**

Moved by Councillor Grant

Seconded by Steven Bright

**That the confidential verbal report from the Commissioner of Community
Services and Manager of Human Resources, be received.**

CARRIED

NEW BUSINESS

There was no new business.

DATE AND TIME OF NEXT MEETING

Thursday, October 25, 2018
Oakville Municipal Building
Palermo and Bronte Rooms - 7:00 p.m.

ADJOURNMENT

Moved by Bill Smith

Seconded by Steven Bright

That this meeting be adjourned.

CARRIED

The meeting adjourned at 9:21 p.m.