

OAKVILLE PUBLIC LIBRARY BOARD

MINUTES

THURSDAY, OCTOBER 25, 2018

**PALERMO AND BRONTE ROOMS
OAKVILLE MUNICIPAL BUILDING
1225 TRAFALGAR ROAD, OAKVILLE**

A meeting of the Oakville Public Library Board was held on Thursday, October 25, 2018, in the Palermo and Bronte Rooms of the Oakville Municipal Building, commencing at 6:00 p.m.

Present: Councillor Jeff Knoll, Chair
Steven Bright, Vice-Chair
Councillor Marc Grant
Pankaj Sardana
Preet Sekhon

Regrets: Mark Bettiol
Bill Smith

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
MC Scorsone, Senior Marketing and Communication Coordinator
Danika Bernard, Technology Librarian

Town Staff: Gord Lalonde, Commissioner of Corporate Services and Treasurer
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 7:23 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, **SEPTEMBER 12, 2018**

Confidential Minutes of the Closed Session of the Board,
SEPTEMBER 12, 2018

Moved by Councillor Grant

Seconded by Pankaj Sardana

That the minutes of the regular meeting of the Oakville Public Library Board, dated September 12, 2018, and the confidential minutes of the closed meeting of the Oakville Public Library Board, dated September 12, 2018, be approved.

CARRIED

CONSENT ITEM(S)

1. **Status of Board Reports**
 - **Report from CEO of the Oakville Public Library, October 25, 2018**

2. **Health and Safety Report for September 2018**
 - **Report from Manager of Human Resources, October 16, 2018**

3. **2018 Board Key Agenda Items**
 - **Report from CEO of the Oakville Public Library, October 25, 2018**

Moved by Councillor Grant

Seconded by Preet Sekhon

That the consent items be received.

CARRIED

DISCUSSION ITEM(S)

4. Oakville Public Library Branding Strategy
- **Report from Director of Community Engagement,
October 11, 2018**

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

Ms. De Dominicis advised that the proposed logo has been redesigned and issues have been addressed, the second logo option has been brought forward for consideration, and an agency presentation of the proposed logo would be provided as requested at the September 12, 2018 board meeting.

Ms. De Dominicis also advised that there has been stakeholder engagement and community input on the new OPL logo.

Ben Hagon, President and Creative Director, Partner, Intent, provided a PowerPoint presentation regarding the additional work that has been done for the new brand and logo which is a refresh and contemporary upgrade from the current logo, and applications for the Oakville Public Library. Mr. Hagon presented the redesign of the first logo option which connects the community with people coming together at the library as the preferred approach; and the second logo option which is a destination and a place concept inspired by location, and a more traditional approach to library logo design after more than 15 years of the ship. Mr. Hagon reviewed the project, observations, objectives, approaches, and next steps. He provided a copy of the presentation to show how the logo looks printed.

Ben Hagon responded to questions, advising that the colours of the new logo would not change, and the secondary colour palette which is complementary and flexible provides colour options for business and library cards.

The board considered the logo options providing further context and representing different concepts, including connections (first logo) and place (second logo). The board was pleased with the selected brand platform and redesigned new logo for the Oakville Public Library.

Moved by Steven Bright

Seconded by Preet Sekhon

That the OPL new logo presented by Intent, based on stakeholder engagement and community input, be approved.

CARRIED

Tara Wong, Director of Innovation and Integration, demonstrated a mock-up of the OPL app with the proposed logo on her cell phone for the Chair. A screen shot of the logo on the app interface was provided as part of the consultant's presentation.

5. Financial Reports as of September 30, 2018

- Report from CEO of the Oakville Public Library, September 30, 2018

Lynn Horlor, CEO, reported on the financial reports for the library for September 30, 2018. The CEO advised that a full projection to the end of the year would be provided at the November 22, 2018 board meeting. The CEO reported that there were no concerns with operating, and capital would be dealt with under Item 7 - CEO Update as part of facility updates.

Moved by Councillor Grant

Seconded by Steven Bright

That the September 30, 2018 Financial Reports, be received.

CARRIED

6. Library Overdue Charges

- Report from Director of Customer Experience and Director of Community Engagement, October 17, 2018

Simona Dinu, Director of Customer Experience, reported on options to phase out charging overdue fines on library materials and alternative solutions for the loss in revenue further to the direction that was provided at the September 12, 2018 board meeting.

Simona Dinu responded to questions advising that staff are looking at the introduction of a new baby card for children under the age of three to support literacy and bringing children to the library at an early age, and the type of information that is to be provided on the library card. Ms. Dinu also advised that staff are looking at other cards including children and adult, and class visits at schools to promote literacy.

Simona Dinu responded to further questions, advising that staff are looking at expanding beyond children's materials for borrowing and reading level, customers who would benefit from an Access card for fines and extended times for materials at an operational level, and the program and costing to turn off fines for automatic renewals of library materials that qualify for renewal.

Simo Dinu responded to further questions, advising that key messages for children and literacy in terms of eliminating fines for children's print collection materials would be sent to the public being mindful of all audiences, and the timing to implement eliminating these fines would be after January 1, 2019.

The board provided the following comments:

- start with children's fines for print collection materials to support literacy, and coming to the library;
- there are reduced fees for children in the community for buses and programs; and
- children are future taxpayers of the town.

The board asked that staff:

- pursue options to phase out charging overdue fines on library materials and alternative solutions for the loss in revenue for the 2019 Budget submission, including eliminating fines for children's print collection materials, automatic renewals, a new baby card that is not limited to this type of card (children and adult), and an Access card;
- look at partnering with Halton Multicultural Council, and providing library cards to extend the time to pay overdue fines (a type of Access card); and
- report back at the November 22, 2018 board meeting on eliminating fines for children's print collection materials, and implementing for Family Day on February 18, 2019.

Moved by Councillor Grant

Seconded by Pankaj Sardana

- 1. That staff pursue options to phase out charging overdue fines on library materials and alternative solutions for the loss in revenue for the 2019 Budget submission as discussed at the board meeting; and**
- 2. That the 2019 Oakville Public Library Rates and Fees be approved eliminating fines for children's print collection materials.**

CARRIED

7. **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/program update, new collections, town service level agreements, facility updates, alternative service delivery, and future meetings as provided in the PowerPoint presentation. The CEO played a YouTube video for a kick-off event for Ontario Public Library Week from October 14 to 20, 2018. The CEO advised that staff are talking with St. Luke's Anglican Church & Community Centre regarding leasing space, and asked for board approval to follow up with the church on the pilot library site.

The CEO responded to questions, advising of a guest speaker for an *In Conversation With* event, and the process for board members to be appointed by Council. The CEO advised that staff would provide information regarding board recruitment for the next term to the members.

Tara Wong, Director of Innovation and Integration, reported on the library website update and website redesign project. Ms. Wong advised that the next step is the design phase, and the website was being built in WordPress and has shifted to another vendor Kentico.

Tara Wong responded to questions regarding the website redesign. Ms. Wong advised that staff would report back on the design of the website for the November 22, 2018 board meeting, and that two designers from the vendor would provide a different design. Ms. Wong also advised that the vision of the website is dependent on vendor functionality (validation) against the website, and the application programming interface (API) function between the website and third party vendor. Ms. Wong further advised that there are multiple uniform resource locators (URLs) which direct hits to the library web address, and a digital contractor has been hired to look at the content of the library web page.

Simona Dinu, Director of Customer Experience, responded to a question, advising that staff are looking at providing books to patients in hospitals as part of the placement of Book Nooks, and other library services. Tara Wong advised that staff have met with the chief librarian at the hospital.

Gord Lalonde, Commissioner of Corporate Services and Treasurer, responded to a question, advising that staff are having discussions with Oakville Galleries regarding their continued use of space at the Central Library branch.

The board asked that staff:

- ensure the functionality of the website design;
- look at providing books to patients in hospitals as part of the placement of Book Nooks; and
- follow up with St. Luke's Anglican Church & Community Centre to lease space as a pilot library site.

Moved by Pankaj Sardana

Seconded by Preet Sekhon

That the CEO Update, 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 8:39 p.m.

The Board resolved back into open session at 9:21 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 Preet Sekhon

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

CARRIED

C-2. CEO Recruitment Process

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

Staff direction was provided in closed session.

NEW BUSINESS

There was no new business.

DATE AND TIME OF NEXT MEETING

Thursday, November 22, 2018
Oakville Municipal Building
Palermo and Bronte Rooms - 7:00 p.m.

ADJOURNMENT

Moved by Steven Bright

Seconded by Pankaj Sardana

That this meeting be adjourned.

CARRIED

The meeting adjourned at 9:21 p.m.