



OAKVILLE PUBLIC LIBRARY BOARD

MINUTES

THURSDAY, JUNE 27, 2019

OAKVILLE AND TRAFALGAR ROOMS
OAKVILLE MUNICIPAL BUILDING
1225 TRAFALGAR ROAD, OAKVILLE

A meeting of the Oakville Public Library Board was held on Thursday June 27, 2019, in the Oakville and Trafalgar Rooms of the Oakville Municipal Building, commencing at 7:02 p.m.

Present: Councillor Jeff Knoll, Chair
Steven Bright, Vice-Chair
Councillor Janet Haslett-Theall
Andrew Cashman
Susan Fanelli
Paul McIntyre Royston
Pankaj Sardana
Bill Smith

Regrets: Preet Sekhon

OPL Staff: Tara Wong, Chief Executive Officer
Simona Dinu, Director of Customer Experience
Joseph Moncada, Director of Innovation and Integration
Krystyna Ransome, Executive Administrator

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

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

Call to Order

Councillor Knoll, Chair, called the meeting to order at 7:02 p.m.

Regrets

As noted above.

Declarations of Pecuniary Interest

No declarations of pecuniary interest were declared.

Confirmation of Minutes of the Previous Regular Meeting of the Board

Minutes of the Regular Meeting of the Board, **MAY 23, 2019**

Moved by Andrew Cashman

Seconded by Steven Bright

That the minutes of the regular meeting of the Oakville Public Library Board, dated May 23, 2019, be approved, as revised, as follows:

On Page 1 of the minutes dated May 23, 2019, the name Joseph Monacada, be revised to read, Joseph Moncada.

CARRIED

Confidential Minutes of the Closed Session of the Board, **MAY 23, 2019**

Moved by Andrew Cashman

Seconded by Steven Bright

That the confidential minutes of the regular meeting of the Oakville Public Library Board, dated May 23, 2019, be approved.

CARRIED

Consent Item(s)

1. May 2019 YTD Financial Status Indicators

- Report from Finance Department, June 6, 2019

The Board inquired as to revenue drivers, and the differences between revenue in 2018 and 2019.

Staff responded that in 2018 there was a significant fundraising event and as a result revenue was higher due to ticket sales.

It was noted that revenues aligned with cost are both showing positive on the graph.

Moved by Andrew Cashman

Seconded by Steven Bright

That the May 2019 YTD Status Indicators report be received.

CARRIED

2. Status of Outstanding Board Reports

- Report from CEO of the Oakville Public Library, June 13, 2019

Moved by Susan Fanelli

Seconded by Steven Bright

That the Status of Outstanding Board Report be received.

CARRIED

3. 2019 Board Key Agenda Items

- Report from CEO of the Oakville Public Library, June 13, 2019

Moved by Susan Fanelli

Seconded by Steven Bright

That the OPL 2019 Board Agenda Items report be received.

CARRIED

4. Health & Safety Report

- Report from Human Resources Manager, June 17, 2019

Responding to questions from the Board, staff noted that the increase in staff injuries this year are all isolated incidents.

Moved by Councillor Haslett-Theall

Seconded by Pankaj Sardana

That the Health & Safety report be received.

CARRIED

Discussion Item(s)

5. Investment Report

- Report from CEO of the Oakville Public Library, June 18, 2019

The committee noted that the staff report should indicate that the Oakville Community Foundation (OCF) is using Feira Capital to undertake investments, not just provide strategic direction.

Discussion occurred regarding the new fundraising committee and if they should have a say regarding where donor funds go. The Board suggested that a Board decision be made regarding where to hold the funds and the fundraising committee works within that decision.

It was addressed that this report has nothing to do with use of the funds, only where they are held.

Moved by Councillor Haslett-Theall

Seconded by Paul McIntyre-Royston

1. That any non-designated monies raised through fundraising efforts be directed to Oakville Community Foundation (OCF);
2. That \$385,000 of the funds currently held in the Development Fund be redirected to the OCF.

CARRIED

6. Staff Engagement Survey Options

- Report from CEO of the Oakville Public Library, June 15, 2019

Tara Wong, CEO, reported that different companies are being sourced to provide focus groups with OPL staff. The goal of the focus groups will be to receive data and insight from employees that can direct the management team towards any action that needs to be taken.

Moved by Councillor Haslett-Theall

Seconded by Pankaj Sardana

That the staff engagement measurement proposal be approved.

CARRIED

7. Fundraising Update

- Presentation from Director of Innovation and Integration

Joseph Moncada, Director of Innovation and Integration, updated the Board on the \$200,000 fundraising goal for 2019 and advised that letters have gone out to previous donors (1017 residents). Mr. Moncada noted that 13,521 members have selected email communication so a blast will be going to them. As well a mailer pamphlet will be going to 5,900 Glen Abbey adult card holders. Additional copies of the pamphlet will be available at OPL branches and community centres.

Responding to questions from the Board the following was noted:

- The mailer pamphlet is being printed externally from the town's printers as it requires a self-sealing envelope.
- Previously, the library program guide was mailed to one third of Oakville residents as part of the Oakville Beaver distribution.
- Staff will look into if the pamphlet can go into tax or hydro bills.
- The wording when requesting donations should always allude to "donor dollars complementing the town's investment".
- A recognition model for donors is currently being developed.
- Staff are working on corporate and legacy brochures.
- The landing page for fundraising on the new website will be very user friendly.
- There is a fundraising advertisement in the new town program guide.
- Communication will roll out via Twitter, LinkedIn, Facebook and Instagram in late July.
- YouTube isn't currently part of the social strategy as OPL build its internal content reserves.
- The biggest barrier for the social strategy is that there is a lack of content to post.

- Staff will look into putting a name on the bi-weekly editorial with the Oakville Beaver.
- The library is still looking for a sixth or seventh member to add to the fundraising committee.

Moved by Pankaj Sardana

Seconded by Andrew Cashman

That the Fundraising Update be received.

CARRIED

8. Fundraising Committee

- Report from Director of Innovation and Integration, June 14, 2019

Moved by Pankaj Sardana

Seconded by Susan Fanelli

That the proposal to create an adhoc fundraising committee of the Oakville Public Library (OPL) Board to oversee the implementation of the 2019-2020 fundraising plan be approved.

CARRIED

9. Exhibit Policy

- Report from Director of Customer Experience, June 17, 2019

Simona Dinu, Director of Customer Experience presented the policy to the Board. The following points were raised:

- Ms. Dinu noted that other public libraries do not post the price tags on the exhibits and that the customer can approach the desk and inquire about the price if they are interested.
- The Board noted that this contradicts the town's policy to display the price on exhibits in town facilities.
- The Board suggested that Ms. Dinu consult with the town's Culture Program Supervisor and Senior Manager of Cultural Services.
- The Board would like this policy referred back for further consultation.
- It was noted that exhibits on display should be tasteful to members of the public.
- Staff added that there is an appeal process included in the policy.

Moved by Susan Fanelli

Seconded by Andrew Cashman

That the Exhibit Policy OP-003 be referred back to staff for further consultation.

CARRIED

10. Room and Space Rental Policy

- Report from Director of Customer Experience, June 17, 2019

Simona Dinu, Director of Customer Experience presented the policy to the Board. It was noted that a new online system for room/space booking is being implemented this summer.

Regarding the section on lotteries and games of chance, it was clarified that those cannot be the primary use of the room rental. It can be done if it is a part of what they are doing in the space, but not the sole purpose. For example, renting a room to host a poker game is not permitted.

The Board offered a few grammatical revisions to the policy.

Responding to questions from the Board staff noted that there are a few community groups who rent rooms from the libraries quite regularly, and that room rental space in Oakville is at a premium.

Discussion occurred regarding the idea of making room rentals free and the follow points were made:

- A Board member suggested that rooms should be loaned out for free and not rented, and if room rentals are a core service that people depend on, perhaps it should be offered free of charge. It was also noted that there is a trend across Canada for libraries to start offering free room space.
- Colleen Bell, Commissioner of Community Services noted that due to upcoming changes from the Province, there could be a financial impact on Ontario libraries. Ms. Bell added that there is a need in the community for free community space, however perhaps this discussion should be deferred until it is known how changes from the Province will affect the library.
- A Board member noted that there is a section in the policy that allows for rental fee discretion when appropriate.
- Another Board member suggested against removing rental fees, as it would indicate the library isn't in need of funds, which would be inaccurate.
- The library brings in about \$18,000 in rental fees per year.
- Oakville community centres also charge for room space.
- A Board member inquired as to the permissions wherein if a donor wished to contribute \$20,000 a year to allow for all room rentals to be covered and free to the community. The Board and staff responded that this concept would have to be further assessed.
- Ms. Dinu requested that the 3rd last paragraph in the policy be removed, as it is duplicated information.

Moved by Bill Smith

Seconded by Susan Fanelli

That the Room and Space Rentals Policy OP-002 be approved, as amended to include the following changes:

- a. The last bullet on the second page under “Conditions of Use” should read:
No games of chance, including lotteries, are permitted as the primary use.
- b. The third paragraph from the bottom on the third page should be removed.

CARRIED

11. CEO Update

- Report from CEO of the Oakville Public Library, June 18, 2019

Tara Wong, CEO, provided the following updates to the Board:

- Ms. Wong participated in the towns Emergency Management exercise in June. All library branches have emergency lighting generators. There currently is no need for library facilities in emergency management at this time.
- The renovation at Glen Abbey is on track and the depot opened on June 4, 2019.
- Woodside had the parking lot expanded and repaved as part of the new regional EMS construction project
- The grand opening for Sixteen Mile was on June 8, 2019 and was very well attended.
- The express locker at St. Luke’s launched on June 11, 2019, and there are 21 lockers available for holds pick up.
- Staff Development Day was on June 14, 2019, 135 staff attended and staff feedback from the day was reviewed with the Board. It was noted that the feedback should be shared with staff.
- There is a new program guide, which will now be distributed seasonally (vs. bi-annually) and focus more on the programs, with locations and times being available online. The new guide includes a page on fundraising. Ms. Wong noted that any feedback regarding the new program guide can be addressed more quickly as they are now being done seasonally, which has actually dropped the cost of the guides. The idea of the new guides is to direct people to the website. Colleen Bell, Commissioner of Community Services noted that there are two community development officers in the Recreation and Culture Department that can assist with spreading the word to those without computer access.
- Upcoming events were presented.
- Responding to questions from the Board Ms. Wong noted that an update regarding the website redesign will be coming forward to the July Board

meeting, and although the website redesign is delayed, no additional funds have been required.

Moved by Pankaj Sardana

Seconded by Steven Bright

That the CEO Update, be received.

CARRIED

CLOSED SESSION

Moved by Susan Fanelli

Seconded by Bill Smith

That the Oakville Public Library Board resolve into a closed meeting session for the purpose of dealing with personal matters about an identifiable individual including municipal or local board employees with respect to Item C-1 – 2019 CEO Goals and Item C-2 - Personal Matters Regarding an Identifiable Individual.

CARRIED

Prior to resolving into closed session, the Board took a 5 minute recess.

The Board resolved into closed session at 8:45 p.m.

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

Confidential Discussion Item(s)

C-1. 2019 CEO Goals

- Confidential Report CEO of the Oakville Public Library, June 15, 2019

Moved by Councillor Haslett-Theall

Seconded by Susan Fanelli

That the 2019 CEO goals be approved.

CARRIED

C-2. Personal Matters Regarding an Identifiable Individual

- Confidential Verbal Report from Commissioner of Community Services

Moved by Pankaj Sardana

Seconded by Paul McIntyre-Royston

That the confidential verbal report from the Commissioner of Community

Services, be received.

CARRIED

New Business

Request for Report

Moved by Councillor Haslett-Theall

Seconded by Pankaj Sardana

That staff report back in September 2019 on the handling of book donations and other non-monetary donations, including disposal of such items.

CARRIED

Date and Time of Next Meeting

Thursday, July 25, 2019
Oakville Municipal Building
Oakville and Trafalgar Rooms - 7:00 p.m.

Adjournment

Moved by Steven Bright

Seconded by Susan Fanelli

That this meeting be adjourned.

CARRIED

The meeting adjourned at 9:35 p.m.