

**BROCKVILLE PUBLIC LIBRARY**  
**MONTHLY BOARD MEETING – September 10, 2007 at 4:00 p.m.**

**CALL TO ORDER:** At 4:00 p.m.

**PRESENT:** M. Wicklum, N. Van Ulden, C. Quick, J. Cullen, G. Beach, H. Alexander, J. Huether and M. Williams.

**ABSENT:** J. Wlodarczyk

**APPROVAL OF THE AGENDA:** It was moved by J. Cullen and seconded by H. Alexander that the agenda be approved as amended with the addition of three items under new business. CARRIED

**DECLARATION OF ANY CONFLICT OF INTEREST:** No conflict of interest was declared.

**MINUTES OF THE LAST MEETING:** It was moved by C. Quick and seconded by J. Huether that the minutes of June 11, 2007 be approved as presented. CARRIED

**CHAIRPERSON'S REMARKS:** M. Wicklum welcomed everyone back and commented that the Board was facing a heavy workload over the next few months.

**IN CAMERA: PERSONNEL MATTER:**

It was moved by H. Alexander that the meeting move In Camera. CARRIED

The Board moved In Camera at 4:07 p.m. It was moved by G. Beach that the meeting move out of Camera without reporting. CARRIED The Board moved out of Camera at 4:16 p.m.

**BUSINESS ARISING FROM THE MINUTES:**

1. Service Review Committee: M. Wicklum reported that the Service Review Committee had met in June, July and August. She said that she had hoped to have a report ready for the Board at this meeting but had decided to call one more meeting of the Service Review Committee in September to finalize the committee's findings.
2. Directional Signage: G. Beach reported that on August 29, 2007 he had sent an email to Mr. Conal Cosgrove, the City's Director of Operations, asking for his assistance in getting directional signage installed for the Library. Councilor Beach commented to Mr. Cosgrove that the Library Board had made this request to the City two years ago, and had set aside funds from its capital fundraising campaign for this marketing project. Councilor Beach told the Board he had not yet heard from Mr. Cosgrove and would follow up with him by phone. He also offered to contact Rob Hunter, the marketing director for the DBIA.

**CORRESPONDENCE:** From City Clerk Sandra Seale dated July 4 2007, information regarding in camera meetings as set out in the Municipal Act; from the Ministry of Culture dated July 18 2007, on the subject of government consultation with public library stakeholders

regarding library funding; from Chairman Margaret Wicklum, dated August 2007, to Mayor David Henderson regarding Councilor Gord Beach's appointment to the Library Board.

**ACCOUNTS:**

It was moved by N. Van Ulden and seconded by J. Huether that the Brockville Public Library Board approve of accounts payable for the Brockville Public Library for the month of June 2007 in the amount of \$58,064.35 and that this be authority to pay same. CARRIED

It was moved by H. Alexander and seconded by G. Beach that the Brockville Public Library Board approve of accounts payable for the Brockville Public Library for the month of July 2007 in the amount of \$66,593.34 and that this be authority to pay same. CARRIED

It was moved by G. Beach and seconded by C. Quick that the Brockville Public Library Board approve of accounts payable for the Brockville Public Library for the month of August 2007 in the amount of \$59,168.21 and that this be authority to pay same. CARRIED

**REPORT OF THE C.E.O.:** In addition to her written report which was distributed in the September board package, M. Williams reported as follows:

1. The electronic method of disseminating the board package has proven to be inefficient. Not all board members have the same version of word processing software, and one trustee does not have a home computer. Library trustees agreed they would pick up their packages each month at the Library, a saving of about \$10.00 per month in postage.
2. The Board received the annual reports for 2005 and 2006. The CEO commented that during these two years there have seen many improvements to services and collections and very positive feedback from customers.
3. Christmas Hours: The Library will be closed on Tues. Dec. 25 and Wed. Dec. 26; be open on Thurs. Dec. 27, Fri. Dec. 28, Sat. Dec. 29, and Sun. Dec. 30; and be closed on Tues. Jan. 1.
4. Lighting consultation: John Beckstead, a lighting consultant hired by the City, toured the Library on August. 28<sup>th</sup>. He looked at the types of lighting we are using and took light meter readings. He commented that the Library had the best lighting setup of any City building he had looked at to date. However, he also said we could lower lighting and heating costs by installing reflectors and removing some fluorescent tubes. The City is applying for a grant to do this lighting retrofit throughout the city.
5. Publicity/Marketing:
  - a) A new series of COGECO discussion programs was taped on June 29<sup>th</sup> to be aired starting in Sept. 2007. CEO M. Williams joined fellow panellists Brent Robillard and Russ Disotell to discuss the following topics: Are writing grants funding worth it? Are comic books and graphic novels good or bad? Is self-publishing "real" publishing? What can be done about illiteracy? Is Oprah's influence good for literature? How are public libraries relevant in the 21<sup>st</sup> century? Is the Internet killing literature? What is your view on the Law of Attraction?
  - b) Letters to the editor: Over the summer, the *Recorder and Times* published two letters from the CEO, one about the art gallery space available and the other about our wireless Internet service, both of which are supplied free of charge.

- c) In our *Recorder and Times* newspaper columns over the summer, staff wrote about our Library's contribution to tourism, the availability of new electronic resources, and improvements in collections thanks to private donations.
6. Telling Our Stories/Racontons nos histoires": Each trustee received a copy of a booklet containing the winning stories from FOPL's 2006 writing competition. FOPL (the Federation of Ontario Public Libraries) distributed one copy to each branch and also additional copies for City Councillors, and community leaders; to Premier McGuinty and provincial MPPs; to Mayors and Reeves across this province; and to the 150 public library CEOs who are not currently members of the Federation. As well, copies were handed out at the Association of Municipalities Conference in Ottawa, August 19-21; copies were sent to the Ministry of Culture with a direct mailing to Minister Di Cocco; and to the Lieutenant Governor's office with a direct mailing to Hon. James K. Bartleman. Before the end of September, 102 Ontario Members of Parliament along with Prime Minister Harper will also receive copies.

**NEW BUSINESS:**

1. Thanksgiving Sunday closure: It was moved by G. Beach and seconded by H. Alexander that the Brockville Public Library be closed on Thanksgiving Sunday for 2007 and henceforth from now on. CARRIED
2. New Children's Services Policy: In its September board package, the Board had received a draft policy, *Children's Services Policy – Photo/Video Release Form*, for its review. The Board requested that the CEO also draft a set of procedures to accompany this policy for the October meeting.
3. Advocacy: Chair M. Wicklum commented that the Library Board's commitment to advocating for the Library is evident in its ongoing efforts to secure signage directing citizens and visitors to our Library.
4. Draft 2008 budget: The CEO presented a preliminary draft 2008 budget which the Board reviewed.
5. AMO Conference: At the end of August Councillor G. Beach attended the annual conference of the Association of Municipalities of Ontario in Ottawa. He reported that he visited the Federation of Ontario Public Libraries' booth and asked what exactly they do for public libraries and why they do not lobby the Ontario government for more funding for public libraries. He also went to the Ministry of Culture booth but found that there was no one there representing the Ministry's library division.
6. Marine Discovery Centre: G. Beach reported on the proposed Marine Discovery Centre, part of the Fuller development project on the waterfront. He commented that there could be opportunities for the Library to partner with this new tourist attraction. The consultant's report is available on the City website.

**NEXT MEETING:** Monday October 15, 2007 at 4 p.m.

**ADJOURNMENT:** Moved by H. Alexander at 5:55 p.m.

## CEO'S REPORT – August 28, 2007

### **Budget:**

Due to the funding freeze in 2007, we had to cut \$18,000.00 from our 2007 budget. In order to accomplish this, we discontinued the talking-book service to the visually and physically handicapped; cut the book supplies budget; eliminated the marketing budget; cut the library materials budget (for books, a-v, etc.); cut utilities; cut the board development budget; and took \$4,935 from the reserve to pay for computer maintenance.

The Finance Committee met on July 25th to review a draft 2008 budget. At this meeting, it was agreed that we would ask City Council for a 1.5% increase over 2007. The City guideline is 2%. In early 2007, the City informed us that we can no longer carry forward a surplus to assist with the next year's budget. Therefore, in 2008 we will have to make up a further \$20,000.00. In order to do this, the Finance Committee recommends that we maintain all cuts made in 2007 and in addition:

- cut salaries and benefits
- cut the supply budget
- cut summer programming student's hours
- cut the library materials budget by \$10, 500.00
- further reduce the book supplies budget
- cut the staff development budget by \$1,000.00

We have not had to cut hours of service; for example, close Sundays in June and September. It should be noted that the CEO has reached the OMERS pension limit. This means that neither she nor the Board will have to pay into this plan, a saving to the Library of around \$5,000.00 annually. We are projecting a 2% increase in salaries as per City guidelines and the minimum wage will be going up. You will recall that in December 2006 when we began using Unicorn, the Board approved an increase in fines on children's overdue materials from 10 cents per item to 25 cents per item to match adult fines. We have seen an increase in fines that so far is holding. It should be noted, however, that our Unicorn Library Management System allows customers to renew items from home or from a library computer.

**Thanksgiving Sunday:** Staff is requesting that the Board close the Library on Thanksgiving Sunday as we did last year. Staff also requests that this change be made permanent.

### **Staff development:**

1. First aid/CPR training: Four staff updated their skills at a St. John Ambulance full-day course in June.
2. Staff Training Workshop: On Monday June 4<sup>th</sup> all staff participated in an in-house training workshop conducted by Amanda Robinson and Maureen Wharton. Staff had hands-on training on the new word processing software; were briefed on the Knowledge Ontario databases now available through our website; and heard about OLA Conference workshops attended in February by Ms. Robinson and Mrs. Wharton.

**Fundraising:** On October 19<sup>th</sup> I plan to attend a fundraising workshop presented by SOLS Funding Development Consultant Rob Lavery.

**Public relations/Marketing:**

1. Tourism Awareness Bus: On June 28<sup>th</sup> I participated in this Chamber of Commerce event which included a tour of the Brockville Arts Centre, visits to Fort Wellington and Homewood Museum and a river boat tour. I had the opportunity to talk to my fellow tourist ambassadors about the many services available at the Brockville Public Library for visitors to our area: Internet and WiFi access, local history collections, clean washrooms and air conditioning as well as information services. I pointed out that library staff is delighted to offer advice to visitors about the many ways to enjoy our beautiful 1000 Islands area.
2. On Friday June 29<sup>th</sup> I participated in a second series of talks about books and reading with fellow panelists Brent Robillard and Russ Dissotel with Doreen Barnes as moderator. We taped several brief programs for showing this fall.
3. We will be participating again this year in the First Baptist Church's Seniors' Expo. Last year was very successful with many opportunities to inform people about the services we offer to seniors and retirees and to hand out our brochures. The Church will handle the advertising for this event.
4. This summer staff took our *Visitor's Guide* to the Chamber of Commerce Tourism Office and to businesses in the downtown.

**Usage Statistics:**

1. From July 17 to August 11 we kept track of the number of people visiting the Library using the people counter on our security gates. During that four week period 10,751 people visited our Library.
2. In mid-June we inaugurated a guest book and invited visitors and patrons to sign it, tell us where they live and add their comments. We knew we were getting visitors from North America and Europe but we did not realize just how extensive it was. During July our free Internet and wireless Internet service have kept tourists and visitors in touch with family and friends in Switzerland, France, Germany, Italy, Australia, New Zealand, and the Czech Republic; Colorado, Arizona, Virginia, Delaware, and New York states; and Vancouver, St. Catherine's, Toronto, Hamilton, Calgary, Cornwall, Brantford and Belleville. Comments have been most complimentary and appreciative about the library and our staff.
3. A comparison of circulation statistics for July 2006 and July 2007 shows an increase in almost all categories. July 2007 total circulation was 16663 as compared with 14846 in July 2006. There has also been an increase in the number of requests for information: 258 requests in July 2007 as compared with 110 in July 2006. Patron access of our online databases has increased from 411 hits to 8423, perhaps a reflection of the recent availability of the Knowledge Ontario databases. A copy of this report is in your September board package.

**Interlibrary Loan Service:** The Southern Ontario Library Service (SOLS) has added a third van day to our schedule. The SOLS van will now be coming on Monday afternoons, as well as on Wednesday and Friday mornings. This increase in service is based on the volume of Interlibrary Loan materials we handle, both for our own and for Ontario patrons. This is good news because Canada Post only guarantees a reduced library book rate until January 2008. The reduced rate has been in effect for decades. The Canadian Library Association, along with library systems across Canada, is expressing support for a private member's bill to guarantee access to a special postal rate for mailing books.

**CAP (Community Access Program):** Industry Canada has renewed its CAP program once again and our application for funding has been approved. We have hired a university graduate, Ashleigh Dolan, who completed a two-week placement with us this past spring as part of her teacher's training. We are receiving funding for 420 hours, effective Sept. 2007 to March 30, 2008. The Ontario CAP is managed by the Ontario Library Association. Brockville Librarian Amanda Robinson is our CAP supervisor.

**Computers:** Using CAP funding we have been able to replace three aging public computers. As you will recall, our 2007 budget request for minor capital funding for five computers, made in accordance with our Technology Plan, was denied by City Council.

**Building Maintenance:**

1. On Tuesday July 3<sup>rd</sup> an inspector with the Electrical Safety Authority visited the Library. He found one minor problem, a loose electrical outlet. No report was required.
2. Carpets and chairs will be cleaned on Monday Oct. 22 and Monday Oct. 29.

**Ontario Public Library Week, Oct. 15-21:** This traditional week of celebration in Ontario coincides again this year with Canadian Library Month. The theme is the same as last year, *Libraries: the world at your fingertips*. We have received posters and bookmarks from the Federation of Ontario Public Libraries which collaborated with representatives in all the Provinces and with colleagues across Canada to develop these marketing items.

The Brockville Public Library will celebrate the many ways we contribute to the education, literacy and life-long learning of our Brockville and area patrons. We will launch a membership drive during October with a chance to win prizes; offer a workshop on how to search our online catalogue and databases, and how to use the patron features of our Unicorn system; and have a special event for children and families. Our Friends of the Library have arranged for David Sheridan (teacher and artist) to give a talk on Wed. October 17 about the murals that he and his students have painted.

**Children's Department:** Again this year the TD Bank provided the promotional materials for summer programs and reading club with *Lost Worlds* as the theme. This year we kicked off our summer events with our 7<sup>th</sup> annual Storyfest featuring two storytellers: Mig-wich who told tales from his Canadian Indian background, and Ruth Stewart-Verger who used string figures to illustrate her stories. Brockville City Councillor Louise Severson was our special guest and she read to children and their parents while awaiting the arrival of Mig-wich. 33 people attended these Storyfest events. 135 children registered for our Summer Reading Club and 65 children completed their reading. 456 children and 321 adults participated in 29 programs. 67 kids and adults attended the final pizza party with pizza donated by Pizza Hut and drinks donated by McDonald's Restaurant.

**Telling our stories:** The Federation of Ontario Public Libraries has published a booklet, *Celebrating the Magic of Public Libraries: the best stories from the 2006 Telling our Stories Contest*. As you will recall, I was a member of this provincial marketing task force. Copies will be available at the September board meeting.

Margaret Williams, CEO and Chief Librarian