

**Halton Hills Public Library Board**

Wednesday, January 13, 2021

Zoom Video Conference

7:00 p.m.

**Minutes**

**Present:** Ted Brown, Lisa Caissie, Betsy Cosper, Larry Hawes, Matt Kindbom, Ann Lawlor, Keith Medenblik, Joanna Meler, James Schumacker, Tamara Smith (Chair), Marilyn Willis

**Staff Present:** Barb Elliott (Recorder), Brandi Gillett, Beverley King, Mary Querques, Dennis Roberts, Melanie Southern

**1.0 Declaration of Quorum**

- T. Smith declared a quorum was present and called the meeting to order at 7:00pm.

**2.0 Approval of Agenda**

- T. Smith indicated that Item 15.2) Board Succession would not require an In Camera discussion and that this item would be discussed as New Business Item 13.6.

Moved by M. Willis

That the agenda be approved as amended.

Seconded by T. Brown

**01/13/21-1**

**CARRIED**

**3.0 Declaration of pecuniary interest**

- None

**4.0 Presentation: HHPL Outreach and Partnerships**

- B. Gillett, HHPL's Community Librarian, presented information about the Library's outreach activities and approach to partnerships. Through these partnerships, HHPL is able to positively impact a large number of residents through barrier-free access to joint services and programs. A three-tier approach to partnerships provides an effective avenue to work together with community groups and service providers. Partnership tiers consist of:
  - Strategic Partnerships are with organizations that directly align with the library's vision, mission, values, goals and strategic plan. HHPL currently has 13 strategic partners.
  - Program Partnerships facilitate cross-promotional opportunities and increase the library's reputation as a community hub for information and services. The library

offers support through the provision of space, planning, delivering content, marketing support, and other resources.

- Community Partnerships support personal and community development by strengthening relationships with local organizations and providing resources.

## 5.0 Minutes

### 5.1 December 9, 2020

- The attendance of Board members attending this meeting was confirmed.

Moved by J. Meler

That the Minutes of December 9, 2020 be approved as amended.

Seconded by B. Cospier

**01/13/21-2**

**CARRIED**

### 5.2 In Camera December 9, 2020

- The attendance of Board members attending this meeting was confirmed.

Moved by M. Kindbom

That the In Camera Minutes of December 9, 2020 be approved as amended.

Seconded by J. Schumacker

**01/13/21-3**

**CARRIED**

## 6.0 Consent Agenda

Moved by T. Brown

That Consent Agenda items:

**6.1** Independent article (Dec. 17, 2020) re: Winter Wonder

**6.2** Independent article

**6.3** (Jan. 7, 2021) re: What's Going On This Weekend?

**6.4** Media Release (Jan. 7, 2021) re: HHPL Celebrates Family Literacy Day

be approved.

Seconded by M. Willis

**01/13/21-4**

**CARRIED**

## 7.0 Correspondence

- None

## 8.0 Business Arising

- None

## 9.0 Council Update

- T. Brown and A. Lawlor noted that an update regarding pandemic restrictions is expected very soon.

## 10.0 Friends of the Library Update

- J. Meler reported that the Friends had not met since November 2020 and that their next meeting is scheduled for January 21.

## 11.0 Community Connections Update

- T. Smith commented that her experiences with curbside holds pick-up have been very positive. M. Southern noted that in general, having no appointments for item pick-up is working well and has been well-received by patrons; the previous appointment system often resulted in missed appointments and/or patrons dropping in at a different time.

## 12.0 Financial Report

### 12.1 Month End Report (November)

- M. Southern reported:
  - It is anticipated that spending will be approximately 13% below target at year-end.
  - The 2021 Budget was approved by Council in December.
  - After consultation with the Town, normal staffing levels have been maintained during the current closure period which began on December 26. Staffing is required to facilitate curbside pick-up as regular library hours are still in place, and staff is also working on a number of collection maintenance projects during this period. Several staff are also providing support for the Town website.
- The Month End Report was received as information.

## 13.0 New Business

### 13.1 PS2200 Forms

- M. Southern asked that Board members please return their signed PS2200 Related Party Disclosure self-declaration statement as soon as possible.

### 13.2 Report No. LBD-2021-002 re: Chief Librarian's Report – January 2021

- M. Southern discussed highlights from the January 2021 Chief Librarian's Report:
  - The province-wide shutdown due to the increased number of COVID-19 cases necessitated the return to curbside pick-up. All necessary protocols and precautions have been put into place to protect staff and patrons. When possible, staff is working from home.
  - Family Literacy Day will be on January 27; M. Southern will be reaching out to the Mayor, Councillors, and Board members to encourage their participation by sharing photos of themselves reading with family members, on social media.

### 13.3 Report No. LBD-2021-001 re: Library Marketing Strategy and Communication Approach

- M. Southern presented Report No. LBD-2021-001, which outlines HHPL's marketing strategy and communication approach, to target key user groups and residents

through a series of campaigns and key messages focusing on five areas including General Awareness, Collections, Programs and Events, Services and Resources, and Technology and Maker. The effectiveness of these initiatives will be measured and reported in the quarterly metrics report. Targets for measuring success will be set by considering information gathered from sources such as the library comparator statistics report, which is based on information gathered by the Province in the annual survey.

Moved by K. Medenblik

That Report No. LBD-2021-002 dated January 8, 2021 regarding Library Marketing Strategy and Communication Approach be accepted.

Seconded by B. Cospers

**01/13/21-5**

**CARRIED**

#### **13.4 Library Board Objectives**

- Items 13.4.1, 13.4.2 and 13.5 were discussed together.

##### **13.4.1 Review of 2020 Objectives**

- There was consensus that work towards many of the objectives was not able to advance in a meaningful way due to the obstacles presented by the effects of the COVID-19 pandemic.

##### **13.4.2 2021 Proposed Objectives – Discussion**

- L. Caissie will work with A. Lawlor, B. Cospers and M. Kindbom to review the 2020 Board Objectives in conjunction with the 2021 Work Plan to develop draft 2021 Board Objectives.

#### **13.5 2021 Library Work Plan – Review of October Presentation**

- M. Southern provided a detailed review of the Library's 2021 Work Plan.

At this point in the meeting there was consensus that further discussion of Items 13.4.1, 13.4.2 and 13.5 be placed on hold until the February Board meeting, pending the review noted in Item 13.4.2 above.

#### **13.6 Board Succession**

- Tabled

#### **14.0 Health & Safety Report**

- M. Southern reported that there had been no Health & Safety incidents since the December Board meeting.

**15.0 In Camera Session**

**15.1 Staffing Update**

Moved by M. Kindbom  
Seconded by K. Medenblik

That the meeting move In Camera.

**01/13/21-6**

**CARRIED**

Moved by J. Schumacker  
Seconded by B. Cospers

That the meeting move Out of Camera.

**01/13/21-8**

**CARRIED**

Rising Report:

- The Board received information regarding staffing updates.
- The Board passed In Camera Motion # 01/13/21-7 regarding staffing updates.

**16.0 Next Meeting**

Wednesday, February 10, 2021  
7:00 p.m.  
Zoom Video Conference

**17.0 Adjournment**

Moved by M. Kindbom  
Seconded by M. Willis

That the meeting be adjourned.

**01/13/21-9**

**CARRIED**

The meeting adjourned at 10:15 p.m.

**Signed:** \_\_\_\_\_  
Tamara Smith, Chair  
Halton Hills Public Library Board

**Signed:** \_\_\_\_\_  
Melanie Southern, Chief Librarian  
Halton Hills Public Library

APPROVED: February 10, 2021

DATED: February 10, 2021