

Halton Hills Public Library Board

Special Meeting

Wednesday, July 14, 2021

Zoom Videoconference

7:00 p.m.

Minutes

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

Staff Present: Barb Elliott (Recorder), Clare Hanman, Beverley King, Mary Querques,
Melanie Southern

Regrets: Ted Brown, Joanna Meler

1.0 Declaration of Quorum

- K. Medenblik declared a quorum was present and called the meeting to order at 7:05 p.m.

2.0 Approval of Agenda

Moved by T. Smith

That the agenda be approved as presented.

Seconded by J. Schumacker

07/14/21-1

CARRIED

3.0 Declaration of pecuniary interest

- None declared

4.0 Review of draft RFP for Strategic Plan and Branding

- M. Southern presented the draft RFP for a renewed Library Strategic Plan and Branding for Board review, and consideration of the timeline for completing the RFP process. Council recently approved that this project, budgeted for \$65,000, be brought forward from 2022 so that future budget implications can be identified by May 2022 to ensure their inclusion in the 2023 budget process. Also, the HHPL Website Renewal project scheduled for 2022, will be dependent on the new brand.
- The draft RFP was reviewed in detail with suggested revisions being noted. There was some concern that there may be a challenge in finding a qualified firm that is able to do both the strategic plan and branding within the budgeted amount. It is expected that by grouping these projects together, an economy of scale will be realized for such things as consultations; the RFP will state that that firms can work either independently on both aspects of the project, or with another firm.

- The process for review, revision and approvals will be clearly identified so that the Board is kept fully informed and will be aware of when their approvals are required. It is also expected that one or more Board members will be part of the Advisory Team that will be responsible for providing input to shape the finalized draft Strategic Plan.
- In view that it is expected the strategic planning process will take approximately 6 months to complete, two options regarding the RFP timeline were provided for consideration:
 - Option 1: The recommendation for the preferred proponent would be presented to the Board at the September 15 Board meeting and would offer a more aggressive timeframe that may provide the potential for community consultations in the fall.
 - Option 2: The recommendation for the preferred proponent would be presented to the Board at the October 13 Board meeting, would provide a longer posting and review timeframe but would result in less time for consultations prior to the holiday season and budget process.

There was concern that Option 1 may not provide sufficient time for many firms to respond due to the release being during the summer months. There was general agreement to move forward with Option 2.

- There was agreement that the weighting of criteria be adjusted to: Experience and Project Team Credentials (30%); Approach, Methodology, Work Plan and Value Added (40%); Work Schedule and Fees (30%).
- M. Southern will make the discussed revisions to the draft RFP and confirm the changes to the brand development section with T. Smith prior to issuing the RFP.
- M. Southern will discuss adding the HHPL logo to the RFP template, with the Town Purchasing Manager.

Moved by M. Kindbom

That Report No. LBD-2021-035 dated July 9, 2021 Regarding the Library Strategic Plan and Brand Development – Request for Proposals Report be approved as amended;

AND THAT the Library Board confirms its timeline preference for Option 2 as outlined in this report.

Seconded by B. Cospers
07/14/21-2

CARRIED

5.0 Adjournment

Moved by T. Smith
All in favour.
07/14/21-3

That the meeting be adjourned.

CARRIED

The meeting adjourned at 8:25 p.m.

Signed: _____
Betsy Cospers, Vice Chair
Halton Hills Public Library Board

Signed: _____
Melanie Southern, Chief Librarian
Halton Hills Public Library

APPROVED: September 15, 2021

DATED: September 15, 2021