

Halton Hills Public Library Board

Wednesday, April 13, 2022

Zoom Videoconference

7:00 p.m.

Minutes

Present: Ted Brown, Betsy Cospers, Matt Kindbom, Ann Lawlor, Keith Medenblik (Chair),
Joanna Meler, James Schumacker

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

Guests: Greg Young, Director, TCI Management Consultants
Jon Linton, Director, TCI Management Consultants
Susan McGibbon, Chief Experience Officer, 360 Collective

Regrets: Lisa Caissie, Tamara Smith, Marilyn Willis

1.0 Declaration of Quorum

K. Medenblik declared a quorum was present and called the meeting to order at 7:00 p.m.

2.0 Land Acknowledgement

We would like to begin by acknowledging that the land on which we gather is part of the Treaty lands and Territory of the Mississaugas of the Credit First Nation on Treaty 19.

3.0 Approval of Agenda

Moved by B. Cospers

That the agenda be approved as presented.

Seconded by J. Meler

04/13/22-1

CARRIED

4.0 Declaration of pecuniary interest

None declared.

5.0 Minutes of March 9, 2022

Moved by B. Cospers

That the Minutes of March 9, 2022 be approved as presented.

Seconded by M. Kindbom

04/13/22-2

CARRIED

6.0 Consent Agenda – None

7.0 Correspondence

7.1 Email from L. Hawes (March 20, 2022) re: Resignation from Board

The correspondence of May 20, 2022 was received.

8.0 Delegations/Presentations

8.1 TCI Management re: Overview of work to date

G. Young reported that the firm of Key Gordon, which was to be responsible for the branding and logo design portions of the TCI contract, is unable to complete the required work at this time. After discussions with the Strategic Planning Working Group, it was decided that S. McGibbon (as Lead) and her firm 360 Collective, would take over Key Gordon's responsibilities as they have branding experience. S. McGibbon provided a review of the designer's credentials and indicated that there would be no impact to the project budget or hours required, and that work would be delivered as scheduled.

S. McGibbon provided an overview of the Environics research used to determine the makeup of the core base of library members. It was noted that of the 8 market segments that comprise most of HHPL's member base, the majority (6) are families, and that 92% of members reside within the boundaries of the Town.

S. McGibbon reviewed work completed for the Brand Blueprint and introduced the draft Vision, Mission and Values and discussed how information from the brand survey was used to form an understanding of members' connection to the community, what makes it unique and special, and how this applies to the role of the Library in the community. The aim is to have the Library brand be its own entity but align with the characteristics of the community as reflected in the brand identity.

G. Young discussed the draft Strategic Plan Framework including proposed Goals, and highlighted changes resulting from conversations at the last Board strategic planning workshop.

Further information and updates will be provided at the May Board meeting.

9.0 Business Arising – None

10.0 Updates – including sub-committees

10.1 Advocacy Committee – No update

10.2 Friends of the Library

M. Southern reported that the next Friends meeting will be held on April 14 and that an update would be provided to the Board at the May meeting.

10.3 Council Update

T. Brown reported that the old post office on Main St., and the lawn bowling club on Edith St., had been officially designated as heritage sites. Both properties are near to the Georgetown Branch.

10.4 Community Connections Update

No updates.

11.0 Financial Report

11.1 Month End Report (verbal update)

M. Southern reported that due to network issues, copies of this month's financial report is unavailable. Information that is available indicates that as of the end of February, spending is at the expected level. Staffing gaps are now being filled.

12.0 New Business

12.1 Report No. LBD-2022-014 re: Overview of HHPL's social media engagement (Facebook, Twitter, Instagram)

M. Southern and D. Roberts provided information on the status of HHPL's social media platforms in comparison to other library systems, and outlined strategies to increase social media engagement. It was noted that while each platform attracts different users and offers different features, the percentage of cardholders engaging with HHPL through Facebook, Twitter, and Instagram is generally at the same level or above, when compared to similar-sized libraries.

Moved by M. Kindbom

That Report No. LBD-2022-014 regarding Overview of HHPL's social media engagement be received as information.

Seconded by J. Meler

04/13/22-3

CARRIED

12.2 Report No. LBD-2022-015 re: Social Media Policy

C. Hanman presented the new Social Media Policy for Board consideration. This policy is being introduced to guide staff when posting on social media, and how to respond to other postings.

Moved by J. Schumacker

That Report No. LBD-2022-015 dated April 7, 2022 regarding the Board Policy Recommended Addition – Social Media Policy be received and approved as presented.

Seconded by B. Cospers

04/13/22-4

CARRIED

12.3 Annual Report 2021 – draft

M. Southern presented the final draft of the HHPL 2021 Annual Report for Board consideration.

Moved by M. Kindbom

That the Annual Report 2021 be approved.

Seconded by J. Schumacker

04/13/22-5

CARRIED

12.4 Report No. LBD-2022-016 re: Use of Corporate Resources during an Election Year

M. Southern provided the Town’s policy regarding the Use of Corporate Resources (PLCY-2022-0001) during an Election Year, to inform Board members of the expectations when dealing with candidates and political parties, and the use of library resources during campaign periods. This policy applies to all Board members and Town staff.

Moved by J. Meler

That Report No. LBD-2022-016 dated April 7, 2022 regarding the Use of Corporate Resources during an Election Year be received as information.

Seconded by A. Lawlor

04/13/22-6

CARRIED

12.5 Report No. LBD-2022-013 re: Chief Librarian’s Report – April 2022

Highlights noted from the Chief Librarian’s Report – April 2022:

- The mask mandate was lifted on March 21 and to date there have been no related issues. Staff and patrons can continue to wear masks if they wish.
- HHPL is participating in the One eRead Canada program. During April there will be unlimited copies of “The Break” by Katherena Vermette available to borrow from OverDrive.
- Website renewal work is progressing. A number of areas to consider for change/improvement have been identified.
- The Acton Reading Deck will be launched on May 14. A number of activities are being planned.

Moved by B. Cospers

That Report No. LBD-2022-013 dated April 7, 2022 regarding the Chief Librarian’s Report – April 2022 be received as information.

Seconded by T. Brown

04/13/22-7

CARRIED

13.0 Health & Safety Report

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

14.0 Next Meeting

Wednesday, May 11, 2022

7:00 p.m.

Zoom Videoconference

15.0 Adjournment

Moved by J. Meler

Seconded by M. Kindbom

04/13/22-8

The meeting adjourned at 8:37 p.m.

That the meeting be adjourned.

CARRIED

Signed: _____

Keith Medenblik, Chair

Halton Hills Public Library Board

Signed: _____

Melanie Southern, Chief Librarian

Halton Hills Public Library

APPROVED: May 11, 2022

DATED: May 11, 2022