

Halton Hills Public Library Board

Wednesday, February 9, 2022

Zoom Videoconference

7:00 p.m.

Minutes

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

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
Beth Ross, Principal, Beth Ross & Associates

Regrets: Larry Hawes

1.0 Declaration of Quorum

K. Medenblik declared a quorum was present and called the meeting to order at 7:02 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 L. Caissie

That the agenda be approved as presented.

Seconded by M. Kindbom

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CARRIED

4.0 Declaration of pecuniary interest

None.

5.0 Minutes of January 19, 2022

Moved by J. Schumacker

That the Minutes of January 19, 2022 be approved as presented.

Seconded by T. Smith

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CARRIED

6.0 Consent Agenda

None.

7.0 Correspondence

None.

8.0 Delegations/Presentations

8.1 TCI Management re: Strategic Planning Updates

G. Young updated the Board on the progress of TCI's work to date:

- Site visits to the Georgetown and Acton branches completed
- A good response was received for the Community (780+) and Staff (all staff) surveys
- Four of five focus group sessions have been completed
- Branding survey will be released to the community very soon
- Technical interviews with select staff are underway
- Presented information on the topic of "Library Trends" to the Town's Senior Management Team on January 26
- Seven stakeholder groups have been identified and meetings are scheduled over the next several weeks

J. Linton briefly reviewed information from the surveys and focus groups that is being used to begin work on the SWOT analysis. The SWOT analysis will be a focus in the next Board workshop.

Benchmarking Report:

B. Ross provided a preliminary benchmarking report, based on information collected by the Province of Ontario for the annual public libraries survey. This will provide information about areas to potentially address through strategic actions as the strategic plan is developed. It was noted that due to the pandemic, 2019 statistics are being used as they are more reflective of typical library use and operations.

HHPL was compared with nine public libraries based on similar populations, branch configuration, or funding level. HHPL's community use was generally on average in the areas of per capita annual circulation, turnover rates of the physical collection, visits, and program attendance. HHPL was just slightly above average in expenditures on materials per capita. Staff and benefits expenditures were above average, but it was noted that this comparison does not consider the local labour market and compensation levels. It was suggested that a focused salary review would be a better indicator.

9.0 Business Arising

9.1 Board Objectives Review

B. Cospers presented the proposed Board Objectives for 2022. While based on the 2021 objectives, proposed initiatives have been enhanced or added to reflect current activities with respect to the pandemic and include strategic planning and branding work.

Moved by T. Smith
Seconded by J. Meler

That the proposed 2022 Board Objectives be approved.

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CARRIED

The Board thanked B. Cospers and M. Willis for their work in preparing the 2022 objectives.

9.2 Board Legacy Report

M. Southern reported that she will be attending the Ontario Library Service training workshop on February 15 and will report back at the March meeting.

10.0 Updates – including sub-committees

10.1 Advocacy Committee

No update

10.2 Friends of the Library

M. Southern reported that the Friends met on January 18 and approved \$1,400 to support a number of library programs. It was noted that the Friends' booksales in 2021 were popular and resulted in a revenue increase of approximately 23% over 2020. The next meeting of the Friends of the Library meeting will be on March 17.

10.3 Council Update

A. Lawlor reported that the process had started to designate as heritage sites, the old post office, and the lawn bowling club in the Downtown Georgetown area.

10.4 Community Connections Update

With respect to the recent Community Library Survey, L. Caissie inquired about the status of the draws for iPads. M. Southern responded that the two winners would be announced in the upcoming media release about the Library's Branding Survey.

11.0 Financial Report

11.1 Month End Report (Preliminary Year-end)

M. Southern reported that as expected, the Library will be approximately 8% under budget for 2021. M. Querques will report back on the status of the Library Capital Reserve account, at the next meeting.

12.0 New Business

12.1 Report No. LBD-2022-009 re: 2021 Year End Metrics

M. Querques presented information and statistics regarding library usage during 2021.

Highlighted items:

- Total circulation in 2021 increased to within 14% of 2019 pre-COVID levels. Circulation of physical items increased 26% over 2020.
- While in-person visits were approximately 8.5% higher than 2020, they were still 50% below 2019 pre-COVID levels. It was pointed out that when this is considered along with the noted increase in 2021 circulation, those visiting the Library are using the resources at a much higher rate.
- Programming offered and attendance decreased in 2021 (vs 2020) which was attributed to changes in the frequency of Children's programming and registration restrictions that limited enrolment. Digital fatigue was also noted as possible explanation for a decrease in online attendance.

12.2 Report No. LBD-2022-008 re: 2021 Library Accomplishments

M. Southern provided an update to the Library's 2021 accomplishments previously outlined in the 2022 Library Business Plan. Several additional accomplishments were highlighted as they occurred after the development of the business plan:

- Magnus cards – HHPL co-led this project with the Town and implemented the app to assist people in navigating Town facilities and services including the Library, Activan Service and Recreation and Parks Services.
- Developed three videos to be a charity of choice with Community Foundation of Halton North (CFHN). These videos aired during CFHN's 2021 fundraising webathon in October.
- Staff day took place in December 2021 with the purpose of engaging all staff in the Strategic Planning & Brand Development project.

12.3 Annual Report 2021 – Draft Outline

M. Southern shared the draft outline for the 2021 Annual Report for comment and feedback. Several suggestions regarding the design will be considered for the final draft.

12.4 Report No. LIB-2022-007 re: Chief Librarian's Report – February 2022

M. Southern noted highlights from the Chief Librarian's Report – February 2022:

- Bingepasses are being introduced through Hoopla and will provide bundles of magazines, videos, TV shows and movies based on specific themes or topics.
- A number of events have been planned for Black History Month one of which is "An Evening with Rob Green", a presentation by actor and singer-songwriter Rob Green about an enslaved African man.
- One Book, One Halton Hills will launch on February 15. This is earlier than in past years and was done to allow the theme of the book to be incorporated into year-round programming.
- I Read Canadian Day takes place on February 16 which highlights the importance of Canadian authors, creators, and content. Board members were encouraged to

participate by posting a photo of themselves reading Canadian content on social media.

- A student from Lakehead University is completing her social work placement for the Honours Bachelor of Social Work program. This placement runs from January through June and supports the Community Librarian work with HHPL's community partners.

12.5 Best of OLA Super Conference

The Ontario Library Association's 2022 Super Conference took place virtually from February 1-4; the theme of this year's conference was "Gather". The conference was attended by several Board members and a number of staff, who highlighted a few of the sessions they attended. B. Cosper congratulated B. King on her very informative and well-done presentation about the Moccasin Identifier Project.

13.0 Health & Safety Report

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

14.0 Next Meeting

Wednesday, March 9, 2022

7:00 p.m.

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15.0 Adjournment

Moved by M. Willis

That the meeting be adjourned.

Seconded by J. Schumacker

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CARRIED

The meeting adjourned at 8:54 p.m.

Signed: _____

Keith Medenblik, Chair
Halton Hills Public Library Board

Signed: _____

Melanie Southern, Chief Librarian
Halton Hills Public Library

APPROVED: March 9, 2022

DATED: March 9, 2022