

RICHMOND PUBLIC LIBRARY BOARD

REGULAR MEETING

Wednesday, October 28, 2015

Present: Simon Tang, Chair
Susan Koch, Vice Chair
Chak Au, Council Liaison
Mark Bostwick
Diane Cousar
Kash Chahal
Peter Kafka
Robin Leung

Greg Buss, Chief Librarian and Secretary to the Board
Susan Walters, Deputy Chief Librarian

Regrets: Traci Corr

1. Call to Order

The meeting was called to order at 5:30 pm.

2. Approval of Agenda

MOVED: That the agenda be approved as presented.

BOSTWICK/COUSAR.....CARRIED

ACTION

EDUCATION SESSION

3. (a) An outline of educational session topics was included for information.

(b) Community Programming and Outreach Development

Lee Anne reported that there are many reasons to do community programming, but one of the main reasons is that programs enliven the space.

Programming has cycles and all times of the year are not equal. Participation in January is much lower than summer, for example. Outreach is programming done outside of the library. Examples are attending events at adult facilities and the Wild Things event this past weekend at Richmond Nature Park.

Outcomes of outreach are learning from the community, who share their expertise, and community engagement.

The Board asked about Pop-Up library programs feedback. Lee Anne noted that at the Wild Things event, 50% of attendees had library cards, and many participants come from outside of the community. Staff brought books to the adult facilities for checkout and registered new members.

The Board asked about programmers who sell products. Lee Anne reported that we have clear guidelines on selling in the library. Most presenters are able to present information on a topic and understand their role. They want to work with us because most of their organizations don't have presentation space.

ACTION

The Board asked if we keep statistics on how much staff time is involved with programming. Lee Anne noted that we don't, but keeping track of hours for marketing and other staff may be useful.

Greg reminded the Board that during the strategic planning process the consultants noted that participation numbers were high but questioned the effectiveness of our programming. Staff considered what types of programming to not continue, such as Chinese New Year and Remembrance Day, as those events are more effectively produced by other community agencies. We now do Veterans' Week and other events instead.

Lee Anne introduced our Community Programmers, Beverly Walker and Stella Au. Community Programmers have specialized skills and focus on community needs and community building. The programmers noted that people want to connect. A year from now they know they will have been successful if they can show quantitative increases in numbers of participants and qualitative numbers, increased connections with the community's needs, increased strategic partnerships and community contacts. They have seen that people want to venture out of their community and want connections that are complementary, not competitive and that the library is front line community for new residents.

BUSINESS SECTION

4. Approval of Minutes

MOVED: That the minutes of the regular meeting of September 30, 2015 be approved as presented.

KAFKA/BOSTWICK.....CARRIED

5. Business Arising

None.

6. Correspondence

None.

COMMUNITY

7. Report from Councillor Au

Councillor Au reported that the City has completed the Community Needs Assessment. The full report will be published later this year. The assessment shows a high level of citizen participation in city services. 97% have used city services and 80% have used the library. Age is not a barrier. When asked where they get their information about city programs, the responses indicating newspapers, the program guide, a friend or the city website all declined from 2009, when the last assessment was taken. Social media was added in the 2015 version, but only 17% of respondents indicated it as their source for information. The answer will have implications for the library too.

8. Report from the Friends of the Library

(a) A letter dated September 25, 2015 from the City of Richmond thanking the Friends for donating books for the Seniors Services Annual Garden Party was included.

Alison Cormack and Betsy Blair sent regrets, but informed the Board by email that the fall sale went well and proceeds were approximately \$26,000 which will be applied to the library's wish list. The Friends AGM is scheduled for Saturday,

November 28th.

ACTION

9. Customer Comment Forms

A summary of comments was included for information.

BOARD

10. Items for Decision/Discussion

(a) Report to City Finance Committee on 2016 Budget

A draft of the report was included for discussion. City staff will present to the Finance Committee on November 16 and to Council on November 23rd. The Board asked for an explanation of in-house book acquisition, which is books not purchased from a vendor and not pre-processed. Staff sometimes purchase directly from bookstores when material is urgently needed.

Greg noted that Radio Frequency Identification (RFID) will change the check-in procedures more than anything else. RFID is a tremendous advantage but is capital intensive. He is in the exploratory stages, meeting with vendors in November. He plans to add a capital request during the summer 2016 budget preparation for the 2017 budget for the RFID equipment.

The Board asked if the different costs between paper and electronic can be determined, including what it costs to maintain both. Greg noted that the print stream cost more and the cost per circulation is more, but a detailed cost comparison has not been made.

The Board noted that other libraries get more support from their municipalities and have lower per capita numbers than us. If we cut branch hours we could reduce our % increase in budget, but that will also result in lower numbers, more like other libraries. It is possible to keep the budget % the same, or service level the same, but hard to do both. We are developing new library services, a new stream and different delivery, which costs more and requires more investment.

(b) Meeting of Audit Committee

The Board discussed meeting with the Auditors prior to the audit process and decided it is not necessary this year. They will meet in spring to review the audit with the Auditors.

- i. The Audit Planning Letter was provided on table.

(c) 2016 Trustee Recruitment Update and Review of Process

A summary of the 2016 process was included. Diane and Susan interviewed 15 candidates. A recommendation will be forwarded to Council for the November 9th meeting.

The recruitment committee recommended removing the intellectual freedom question from the interview questions template.

(d) Call for Nominations for 2016 Board

Simon reminded the Board that anyone interested in standing for Chair or Vice Chair can contact him or Greg in advance of the January meeting, at which Chair and Vice Chair will be elected. A list of trustees by years of appointment was provided on table.

STAFF:
Schedule a
meeting in April

STAFF: forward
recommendation
to Clerk's Office

Prepare 2016
question
template.

ACTION

(e) Draft Board Self-Evaluation Survey

A draft of the 2015 Self-Evaluation Survey was provided for discussion. As there were no suggestions for improvements, the survey will be sent as presented. A summary of responses will be prepared for the November 25th meeting.

STAFF: publish link to the survey, prepare summary.

(f) Report on 2015 Additional Levels Expenditures and Impact

Susan Walters's report on purchases relating to the 2015 Additional Levels approved by Council on February 10, 2015 was included for discussion.

\$200,000 was received to support collections. \$85,000 was spent on over 5,400 new books to refresh Steveston, Ironwood and Brighthouse, and \$115,000 was spent on over 2,000 new eBooks and eAudiobooks.

\$27,000 was received to support creating the Kids Computer Learning Centre, which helped purchase 15 laptops, 2 iPads, a wireless printer, a presentation system, a mobile green screen, a TV, chairs and tables to support a variety of programming.

(g) Dayson Donor Recognition Event

Shelley noted that this event is a special reception to honor the *Ben and Esther Dayson Charitable Foundation* for the many donations from over the past 12 years, and not a fundraising event. However, two types of tasteful wish lists (text and visual) will be placed in the reception area for guest viewing. Members of the Dayson family, Mayor Brodie and members of the Richmond Jewish community will be in attendance. All Board members were encouraged to attend the event.

INTERLINK11. InterLINK Report

(a) The Annual Report 2014 was enclosed.

Mark reported that InterLINK held an all-day session on October 17th for strategic planning and focussed on better metrics about services provided.

The next meeting on November 24th will be Mark's last meeting. This is a good time for a new person as InterLINK is going in a new direction. Greg agreed, InterLINK will have an increasingly important role. Simon asked for a volunteer InterLINK representative. Interested Board members should let him know.

BRITISH COLUMBIA LIBRARY TRUSTEE ASSOCIATION12. British Columbia Library Trustees Association Report

a) The October 2015 Bulletin was included for information.

Susan Koch reported that BCLTA attended the Union of BC Municipalities conference in September. A new online Trustee Orientation Program (TOP) was launched. A new Executive Director was recruited in April and recently resigned. BCLTA is recruiting on Charity Village.

STAFF OPERATIONS13. Deputy Chief Librarian's Verbal Report

Greg reported that he is delighted to be back after a two month absence. He is pleased and proud of the progress the library has made and will maintain that momentum.

ACTION

Greg acknowledged Susan and her team for their leadership during his absence.

14. Update on City Facilities Strategic Plan

Susan reported that the consultants have completed a second draft of the plan that includes a proposed 11,000 square foot library for Steveston as a shared space in the new Community Centre. The priority for the consultants is to present to city staff and then it will go to Council.

15. Program Reports

- (a) Lee Anne Smiths' report on Large and Special Event programming for the final quarter of 2015 was included. Lee Anne presented program and attendee statistics in a graph format that highlights the popularity of some topics.
- (b) Shelley Civkin's report on Love, Lust and Relationships was included. Shelley noted that the program was well received.
- (c) Shelley's report on Giant Menorah Lighting for Hanukkah was included. Shelley noted that about 450 people attended this event last year. A proposed fire juggler was replaced with a musician in the final program due to insurance issues. All are welcome to this event on December 7th.

16. Project Reports

- (a) Mark Ellis's report on the City Computer Donations was included. Mark noted that the donations are good quality computers but that there will be ongoing costs for maintenance.
- (b) Mark Ellis's final report on Sierra Migration was included. Mark noted the project is closing next week, with minor issues still being worked on. Greg noted that it was no accident that the project went so well. Mark and his staff did a great job in the implementation of this integrated library system.
- (c) Stephanie Vokey's update on the Fines and Loans Communication Plan was included. A detailed plan for implementation January 1, 2016 is in place. The Board asked if a customer's fine amount can be shown. Mark noted that notices in the old (Virtua) system included the fine amount. If that can be done on the new system (Sierra) we will put that in place. After \$5 the customer will be blocked from everything, including ebooks, but they can pay their fine online. All staff and board currently have the privilege of not paying fines, but that will be eliminated in January.
- (d) Stephanie's report on the Behind the Scenes: Becoming a Champion was included. Marketing and promotion for this event tested our new marketing and public relations activities which included: posters, programs, press releases, event announcements, online and print advertising, promotion on TVs at the Richmond Oval, our website marquee banner, Facebook and Twitter campaigns, a banner bug graphic panel and a quality event program that attendees used to collect autographs from panelists.

ITEMS FOR INFORMATION

17. Third Quarter Reports

- (a) Bob McGall highlighted sections of the third quarter financial report and projected a modest surplus at year end. The Board requested that staff limit the surplus. Greg noted that all operating expenses including books and supplies will be exhausted.

ACTION

A modest surplus will be good as our accumulated surplus has been depleted.

- (b) Bob McGall's report on third quarter statistics was included. The map shows Richmond cardholders at nearly 50% of population, but as Councillor Au noted, 80% of Richmondites noted in this year's facilities assessment that they use the library. The discrepancy could be family cards. The Board discussed family use, gate counts, metrics and what measurements may be most helpful.

Councillor Au noted that Parks and Recreation is moving from output to outcome measurements.

The Board asked if staff will be allowed to override fines for low income customers, or if, for example, grandparents will be stopped from taking out books for their grandchildren. Shaneena Rahman noted that staff won't stop people from borrowing. Staff will use this as an education opportunity and will be careful how exceptions are presented, following the communication plan.

18. Robin will attend the Richmond Chinese Community Society Fundraising Dinner on October 31st.
19. Peter reminded the Board of the Board social event on Tuesday, December 1st from 5:30 to 7:30. The new trustees will be invited, once their names have been publicly announced.
20. An opportunity to Celebrate With Books was presented.
21. A notice from the Canadian Library Association was included stating that *Felicitier* issue #1, Spring 2015 Vol. 61 titled "Future Skills, Future Professionals" will be the final issue in this format.
22. The Board Calendar and Work Plan were provided for information.

OTHER BUSINESS

None.

NEXT MEETING

The next Board meeting is scheduled on **Wednesday, November 25, 2015.**

ADJOURNMENT

There being no further business, the Chair declared the meeting adjourned at 7:50 p.m.

CHAIR

CHIEF LIBRARIAN


