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**WEDNESDAY, NOVEMBER 27, 2024**

**5:30PM - 7:30PM**

Brighthouse Library Board Room

**Board Present:**

Caty Liu, Chair  
Denise Hui, Vice Chair  
Councillor Chak Au  
Ashley Sandhu  
Angeline Singh (joined at 5:50pm)  
Jennifer Gervès-Keen  
Sherine Merhi  
Yvonne Yong

Susan Walters, Chief Librarian and  
Secretary to the Board

**Staff Present:**

Anne Bechard  
Charles Leung  
Eva Yu  
Kevin Samara  
Shaneena Rahman

**Friends of the Library:**

Debbie Newton

**Guests:**

Stephanie Vokey, Coordinator of  
Marketing and Public Relations

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**1. Call to Order and Welcome**

The meeting was called to order at 5:35pm, with C. Liu providing the welcome.

**2. Approval of Agenda**

MOVED: THAT the agenda be approved.

S. Merhi/J. Gervès-Keen.....CARRIED

**3. Business Section**

**(a) Approval of Meeting Minutes**

An addition to item 7.0c was requested by S. Merhi.

MOVED: THAT the minutes of the regular meeting of October 30, 2024, be approved as amended.

D. Hui/S. Merhi.....CARRIED

**(b) Business Arising**

None.

**(c) Correspondence**

None.

**4. Presentations**

**(a) Patron Point Marketing Automation Platform**

S. Vokey, the Coordinator of Marketing and Public Relations, presented an overview of the functionalities and features of the software and how the library will be able to utilize dynamic data in our engagement with new, existing and inactive library cardholders. Options, filters and data will assist in the personalization of communications.

In response to questions from the board, staff confirmed that customer consent would be required for communications and more exploration will take place on how this tool could be used to reach out to inactive cardholders. The board noted their appreciation for the insight this presentation provided and recognize how the platform will support strategic priorities.

## 5. Community

### (a) Councillor's Report

Councillor Au shared information on the upcoming budget presentations, his engagement with the Islamic Art Experience, and noted the opportunity for RPL to share our Annual Reports and Strategic Plan with sister cities for enhanced collaboration.

### (b) Friends of the Library (FOL) Report

D. Newton noted that at the AGM the new executive was elected and includes a past RPL staff. She also noted that storage is an issue and the monthly feature sales at the Cambie Library help. The executive will review the Thompson Book Sale – it is a popular community event and a great way to move books, but requires significant volunteer resources.

### (c) Summary of Customer Comments

No questions.

## 6. Board – Items for Decision and/or Discussion

### (a) 2025 Operating and Capital Budget Report

E. Yu and S. Walters noted that they had nothing to add to the report but would be happy to answer any questions the board may have.

MOVED: THAT the Richmond Public Library Board approves the 2025 Operating and Capital Budgets to go forward to City Council for approval.

J. Gervès-Keen/D. Hui.....CARRIED

## 7. Standing Items

### (a) Roundtable Discussion

A. Sandhu noted that she attended the FOL AGM and voiced her appreciation for the FOL. S. Merhi reported on the Islamic Art Experience, thanking staff and Councillor Au for their support. J. Gervès-Keen noted that she and A. Sandhu participated in the Long Service Awards, enjoying the event and the meaningful appreciation from supervisors and positive energy from staff.

*A. Singh joined the meeting at 5:50pm.*

### (b) Steveston Community Centre and Library

None.

### (c) InterLINK Report

S. Merhi shared that InterLINK has finalized their new strategic framework having worked with Natalie Hill of SPUR Communication.

### (d) Finance Committee

See 6.0a.

(e) Fund Development Committee

D. Hui shared that the committee is very close to finalizing their annual donor appreciation letter and on track to send out the annual campaign letter before the end of month.

(f) Governance Committee

Y. Yong noted that significant work has been accomplished and that she is confident the committee will be able to move forward with other work in progress.

(g) Trustee Recruitment Committee

J. Gervès-Keen noted that the TRC had the opportunity to meet with 7 of the 8 shortlisted candidates and it was a pleasure to connect with residents interested in giving back to their community by serving on the Library Board. The TRC's recommendations are shared via a staff report at the December 12 Closed Council Meeting. All applicants will be notified by the City Clerk's office. C. Liu thanked the TRC for their work.

**8. Chief Librarian's Report**

S. Walters noted the library's budget presentation to the Finance Committee is scheduled for December 2 and to Mayor and Council on December 9. The 2024 annual cardholder email will be sent following the Fund Development Committee's letter to current donors. S. Walters thanked the management team for their oversight and work on key projects during her recent vacation.

**9. Operations**

(a) Collections and Discovery Services

No questions.

(b) Community Development and Service Design

No questions.

(c) Customer Experience and Community Branch Services

No questions.

(d) Innovation and Learning Development

No questions.

(e) Information Technology Operations

No questions.

(f) Marketing and Public Relations

The board commented on report statistics provided and would like to understand benchmarks, metrics and comparisons to ensure we are evaluating success.

**10. Items Included for Information**

None.

**11. Other Business**

(a) Appreciation for outgoing Board Trustees

On behalf of the Library Board, C. Liu thanked Y. Yong for her two years of service on the board and her work as the Chair of the Governance Committee. Y. Yong noted how much she has enjoyed her time on the board and learning that the library offers so much more than books to the community.

Caty also noted that elections for the role of Chair and Vice Chair will be held at the January meeting. If any trustees are interested in learning more about the roles, please reach out to Caty or Denise for more information.

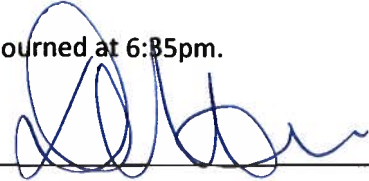
**Next Meeting**

The next Regular Board meeting is scheduled for **January 29, 2025, 5:30pm.**

**Adjournment**

There being no further business, the Chair declared the meeting adjourned at 6:35pm.

CHAIR



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CHIEF LIBRARIAN



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