

Woodstock Public Library Board

Meeting Minutes

November 13, 2018

A special meeting of the Woodstock Public Library Board was held on November 13, 2018 at 5:00 pm in the Meeting Room of the Woodstock Public Library.

a) The following Board members were present:

Chris Landry, Chair
Brenda Turnbull, Vice-chair
Ethel Boyd, Trustee
Rebecca Farrell, Trustee
Tony Pihowich, Trustee

b) The following Board members sent regrets:

Councillor Connie Lauder
Councillor Deb Tait

c) The following persons were also present:

Karen Scott, CEO (Acting)
Lori Peixoto, Recorder

1. Call to order/Chairperson's Remarks

Chair Landry calls the meeting to order at 5:00 pm.

The Chair announces that this special meeting was called in order to review the Draft 2019 Revenue Fund (Operating) Budget prior to the submission deadline.

2. Approval of the Agenda

Motion 18-94

MOVED by Vice-chair Turnbull and seconded by Trustee Boyd to approve the Agenda.

Motion carried.

Chair Landry notes to those members of staff in attendance that as per the approved Agenda, the Board will now move into the Committee of the Whole In-camera. The CEO states that the session will include discussion on negotiations as well as matters pertaining to an identifiable individual.

Members of the staff leave the room.

3. Committee of the Whole In Camera

Motion 18-95

MOVED by Trustee Farrell and seconded by Vice-chair Turnbull that the Board move into Committee of the Whole In-camera.

Motion 18-99

MOVED by Trustee Farrell and seconded by Trustee Pihowich that the Board concur with the decisions made in the Committee of the Whole In-camera.

Motion carried.

Members of the staff are invited back in the room.

4. Draft 2019 Revenue Fund (Operating) Budget

The CEO begins by noting that this budget was a complicated one to prepare, and she took direction from the Strategic Plan. In looking at staffing support, there are two areas in need – marketing and outreach.

The need for a role in marketing is not new, but it is becoming imperative to fill. The City has a position of the same title, and the CEO presented the plan to the HR Manager to get his opinion. Everything seems to be in line, and the CEO confirms she has done her due diligence in preparing this Business Case. The CEO discusses what the role would entail, and how much it would relieve the workload of the eBranch Manager, Manager of Public Services, and the librarians. Trustee Pihowich asks if other libraries have similar roles, and the CEO confirms that they do.

Vice-chair Turnbull asks to go on the record in stating her disappointment at the absence of Council representation at this evening's meeting. The notice of the meeting went out to all members of the Board three weeks ago, and it's felt that the councillors had opportunity to send regrets when the meeting was initially scheduled. It's important to have assurance that the councillors will stand behind the decisions made regarding the budget submission this evening.

Chair Landry agrees with being frustrated at the lack of support with the councillors' absence.

Chair Landry asks about the proposed marketing position. Do other libraries have a marketing librarian? Are those positions unionized? What was the HR Manager's take on the plan? The CEO states that the role of the Marketing Coordinator is more of a directional position, rather than an operational role in that they will support Management more strategically. The individual could mentor and supervise, eventually. There will be no direct reports immediately, but in the future, it's a great possibility. Trustee Pihowich suggests the role of temporary summer students may fall under the umbrella of this marketing position. Vice-chair Turnbull states this is a definite direction the Library should be moving toward as marketing is essential in everything we do. The CEO states that the role will be fulsome enough without having to schedule the individual for desk coverage or programming. There will be a lot of work at the onset with marketing strategies, but strategy then turns into a marketing plan which then turns into a marketing calendar. This would include tasks in social media, information published in What's on Woodstock, the Library's website, support to librarians doing outreach, and more. This will be a full-time role, keeping the individual very busy.

Vice-chair Turnbull states that in all the years she's attended the OLA Super Conference, it's evident that the need for marketing roles in libraries will continue to increase. The CEO notes that we haven't even touched on fundraising, but the role will take on a significant presence in that as well.

Chair Landry suggests the CEO have some information readily available for Council including how many libraries of a similar size have a person dedicated to marketing.

The CEO requests a change in the programming revenue line as well as the expenditure line. The Library is hoping to move away from paid programming, especially summer activities. With more drop-in activities this past summer, we saw an increased attendance of 39%. The current budget shows expected revenue for Programmes being \$3,000. The CEO is requesting a reduction of \$2,000 in the revenue line, to a maximum of \$1,000. There will still be a need for special ticketed events to which there will be revenue received. The CEO states that the Library would like to raise the programming expenditure line by \$4,500 to \$10,000. There are many well-received events for which it would be ideal to offer the presenter an honorarium, or at times, there is a fee associated with bringing in experts to present in their field. An example would be the popular storm-chasing presentation. The Library would like to offer more of the same in the future.

Chair Landry agrees to seeing revenue lines being reduced. A lot of libraries have no-fee programs, and it feels like Woodstock is moving closer to that. The CEO

notes that the Manager of Public Services would like to see free programming across the board. Vice-chair Turnbull states that she is in support of that. It's a respectful gesture to offer our presenters an honorarium for their time and expertise, and we need more of a budget to do so.

The CEO notes the increase in Wages and Benefits. This increase is due to the percentage increase for all staff – union and non-union.

The CEO speaks to the second staffing position being requested for approval. This newly created position would be a community outreach librarian. There are many opportunities in the community that the Library could capitalize on including high schools, daycares, retirement homes, and attending various community events such as Street Fest, etc. This librarian would organize all of our outreach programs. This need is taken from the strategic plan – 'strengthening our community'. The CEO notes that approximately 2/3 of this position's time would be spent in outreach. The position wouldn't have a lot of reference desk time. That said, service points are our #1 priority, so if needed, the individual would cover desk time. Ideally, the position would focus on children, teens and families, however, Management did not put an age restriction on this title. Vice-chair Turnbull cautions an age restriction on a position like this with the aging population in our community. There is much outreach that can be done with seniors as well. Regardless, outreach is necessary, and the position is supported.

The CEO addresses the request for wireless hotspots. This would be a new offering of the Library. The ask is for 20 wireless device models that have ability to plug into a USB port, and will send out a wireless signal that 15 devices can tap into. It's essentially free internet. The CEO speaks to the stats provided by the CRTC, indicating that 18% of Canadians don't have appropriate data access due to cost restraints. Other libraries are providing this new service with great success. The CEO would like Woodstock to get started, noting the biggest impact will be the data cost. The CEO is asking for \$10,800 in the operational budget, annually, for this program.

There is discussion around the table with the details of offering such a program and what demographic it intends to serve. The Board agrees that the CEO should prepare to answer many questions of Council on how the program will work. The Board would agree to a pilot project, and asks that the CEO be prepared with statistics and stories from other libraries that currently run the wireless hotspot program.

The CEO summarizes that this budget is a big ask at 9.4%, and asks the Board if they can support every ask here. The last few budget years have been between 3-5% increases – mostly wages and benefits. We haven't been asking for more than the status quo. It's an unusual budget for us, but the Strategic Plan supports it. In addition, we did not ask for anything other than access to our reserve funds in the capital budget request.

Chair Landry asks if there are further questions regarding the operating budget request. The Chair agrees that it's a large ask, and there will likely be some pushback at Council, so it's best to be fully prepared.

Motion 18-100

MOVED by Vice-chair Turnbull and seconded by Trustee Farrell to approve the Draft 2019 Revenue Fund (Operating) Budget as presented.

Motion carried.

Vice-chair Turnbull suggests, again, being very prepared ahead of presenting to Council.

Chair Landry states that it's the hope of the Board that the questions asked today will represent any questions that may be asked of Council.

The CEO states that she will attempt to connect with Councillor Tait and Councillor Lauder regarding this budget submission.

5. Adjournment

MOVED by Trustee Pihowich and seconded by Vice-chair Turnbull to adjourn.

Vision

Your Destination for Discovery

Mission

The Woodstock Public Library is a community based accessible centre that responds to changing needs by providing up-to-date resources in a welcoming environment.