

**Halton Hills Public Library Board**

Wednesday, November 10, 2021

Zoom Videoconference

7:00 p.m.

**Minutes**

**Present:** Ted Brown, Betsy Cospers, Larry Hawes, 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  
Beth Ross, Principal, Beth Ross & Associates  
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 Approval of Agenda**

- There was agreement to discuss New Business item 12.2) Strategic Plan immediately after the Consent Agenda.

Moved by M. Kindbom

That the agenda be approved as revised.

Seconded by B. Cospers

**11/10/21-1**

**CARRIED**

**3.0 Declaration of pecuniary interest**

- None declared.

**4.0 Minutes of October 13, 2021**

Moved by J. Schumacker

That the Minutes of October 12, 2021 be approved.

Seconded by J. Meler

**11/10/21-2**

**CARRIED**

**5.0 Consent Agenda**

Moved by B. Cospers

That Consent Agenda items for Wednesday, November 10, 2021 be approved:

- 5.1** Report No. LBD-2021-052 re: One Book One Halton Hills (For Information Only)
- 5.2** Report No. LBD-2021-053 re: Outreach and Engagement Approach (For Information Only)
- 5.3** Report No. LBD-2021-056 re: Proposed 2022 Board Meeting Schedule

That Report No. LBD-2021-056 dated November 4, 2021 regarding the proposed 2022 Library Board Meeting Schedule be received;

AND FURTHER THAT the Halton Hills Public Library Board approves the Library Board Meeting Schedule for 2022.

- 5.4** Report No. LBD-2021-058 Revised Personnel Policy Manual

That Report No. LBD-2021-058 dated November 4, 2021 regarding Personnel Policy Manual Revisions (2<sup>nd</sup> Review) be received:

AND FURTHER THAT the Halton Hills Public Library Board approves the Library's 2021 Personnel Policy Manual as amended.

- 5.5** Revised Board Policy (previously approved): Diversity and Inclusion Policy (For Information Only)

Seconded by M. Kindbom

**11/10/21-3**

**CARRIED**

## **6.0 Correspondence**

- 6.1** Letter to Community Foundation Halton North (CFHN) re: Donation received
  - The Board reviewed the letter sent on their behalf to thank the CFHN for their donation of \$10,000 to the Halton Hills Public Library.

Moved by B. Cosper

That Correspondence be received.

Seconded by A. Lawlor

**11-10-21-5**

**CARRIED**

## **7.0 Business Arising**

- 7.1** Advocacy Committee Update
  - M. Southern reported that staff are seeking legal advice around the costs of setting up an endowment fund, and if there would be any potential conflicts or risks related to the Ontario Public Libraries Act and for the Town.

**7.1.1** Board Advocacy Committee Minutes – September 22, 2021

**7.1.2** Webpage Update

- M. Southern provided an overview of the revised Advocacy webpage and asked that any feedback be forwarded to her by November 12. This webpage is expected to be made available to the public on November 15.

Moved by T. Brown

That the Advocacy Committee update and Advocacy Committee Minutes of September 22, 2021 be received.

Seconded by M. Kindbom

**11/10/21-6**

**CARRIED**

## 8.0 Council Update

- It was noted that Council is scheduled to discuss the new design for the McGibbon project in Downtown Georgetown. The library would eventually be affected by this development due to its proximity to the downtown area.

## 9.0 Friends of the Library Update

- M. Southern reported that the Friends raised approximately \$1,200 over the summer through their pop-up booksales.
- The next meeting will be held December 2.
- M. Southern will prepare a letter on behalf of the Board, to thank the Friends for their hard work and contributions to HHPL.

## 10.0 Community Connections Update

- K. Medenblik noted positive comments received about library services and Wi-Fi, from members of the public who sometimes use library space instead of working from home.

## 11.0 Financial Report

### 11.1 Month End Report (September)

- M. Southern reported that the library is approximately 8% under budget primarily due to staffing gaps. Interviews to fill vacant positions are underway.
- Ward Budget Briefings are scheduled to begin on November 22. To date, no changes to the 2022 Library budget have been requested.

Moved by J. Meler

That the Financial Report be received.

Seconded by B. Cospers

**11/10/21-7**

**CARRIED**

## 12.0 New Business

### 12.1 Presentations/Delegations – None

### 12.2 Strategic Plan (discussed after item 5.0) Consent Agenda)

- 12.2.1** Report No. LBD-2021-055 re: Strategic Plan and Brand Development  
Process Overview and Consultant Discussion

- M. Southern introduced consultants Greg Young, Director, TCI Management Consultants, Jon Linton, Director, TCI Management Consultants, Beth Ross, Principal, Beth Ross & Associates, and Susan McGibbon, Chief Experience Officer, 360 Collective, who will be working with the Board and staff to develop the new library strategic plan and brand. During a question-and-answer period, the consultants provided the Board with information around how members of the community, staff and Board will be engaged during each phase of the strategic plan and brand development
- M. Southern provided an overview of the proposed methodology and workplan which will move through three phases beginning in October 2021, and completion scheduled for September 2022 with the final presentation to the Board:
  - Phase 1: Data Collection and Analysis - TCI will be collecting and reviewing demographic data and projections, best practices, current library trends, and providing community consultation through surveys and focus groups
  - Phase 2: Facilitation, Evaluation and Consultation - the HHPL Planning Team will be working with TCI to develop the Strategic Plan
  - Phase 3: Brand Development - TCI will develop three logo designs for consideration by the Strategic Planning Team
- The Board will be polled through an electronic survey to determine their preferred options for virtual workshops and availability to participate.
- K. Medenblik thanked the consultants for attending.
- The consultants left the meeting.

Moved by B. Cospier

That Report No. LBD-2021-055 dated November 4, 2021 regarding the Strategic Plan and Brand Development Process Overview be received.

Seconded by J. Schumacker

**11/10/21-4**

**CARRIED**

#### **12.2.2** Progress to date

- B. King informed the Board that the staff working group and consultants have met twice, and that work to prepare the staff and community surveys, and determining the focus groups is progressing well. Board members were asked to consider participating in the distribution of surveys at the upcoming Georgetown BIA Holiday Markets and the Acton Farm Markets.
- There was agreement that for now, the Board would receive verbal progress updates about strategic planning activities rather than formal

reports. If feedback is required, an email will be sent prior to the Board meeting.

**12.3** Report No. LBD-2021-057 re: 2021 Quarter 3 Metrics Report

- M. Querques presented the Quarter 3 Metrics Report noting that the circulation of physical and digital items, and patron usage habits, are moving toward pre-COVID levels.
- Year to date social media engagement has increased by 14% compared to 2020 levels. This was attributed to increased fall programming, active boosting of social media posts, and having a staff member dedicated to engaging the community.

Moved by A. Lawlor

That the Quarter 3 Metrics Report be received.

Seconded by J. Schumacker

**11/10/21-8**

**CARRIED**

**12.4** Report No. LBD-2021-054 re: Board Policy Review (Code of Conduct for Library Users Policy, Internet Use Policy, Home Library Service Policy, Zero Tolerance of Violence and Vandalism Policy (First Review))

- B. King presented for consideration, proposed revisions to Code of Conduct for Library Users Policy, Internet Use Policy, Home Library Service Policy, Zero Tolerance of Violence and Vandalism Policy. Proposed changes reflect changes in legislation, modifications requested by staff, general housekeeping changes, and current best practices in public libraries.

Moved by M. Kindbom

That Report No. LBD-2021-054 dated November 4, 2021 Regarding the Board Policy Review – Code of Conduct for Library Users Policy, Internet Use Policy, Home Library Service Policy, and Zero Tolerance of Violence and Vandalism Policy be received be given final approval as presented.

Seconded by T. Brown

**11/10/21-9**

**CARRIED**

**12.5** Report No. LBD-2021-051 re: Chief Librarian's Report – November 2021

- M. Southern noted several highlights from the November 2021 Chief Librarian's Report:
  - It has been clarified that proof of vaccination is not required for programs held in open spaces, but that library staff will be responsible for verifying the vaccination status of anyone attending programs in enclosed program rooms or using rental spaces within the library.
  - As part of the ongoing commitment to Truth and Reconciliation a number of educational programs were held during Treaties Recognition Week.

- Special Remembrance Day Grab & Go kits were assembled and distributed. Kits included Veterans Services and Flanders Fields poppy seeds and a poppy craft.
- The Community Knitting Project is ongoing and in September, 46 blankets were donated to Home Library Service or Library Connect patrons.
- 2021 Staff Day on December 6 will focus on providing information to engage and prepare staff for the upcoming strategic planning and branding process.
- Seven staff members attended the virtual OLA Child & Youth Expo, a professional development conference focused on programming, services and readers' advisory for children and youth.

Moved by T. Brown

That the Chief Librarian's Report – November 2021 be received.

Seconded by B. Cosper

**11/10/21-10**

**CARRIED**

C. Hanman and D. Roberts left the meeting.

**12.6** In Camera re: Item regarding personal matters about an identifiable individual

Moved by A. Lawlor

That the meeting move In Camera.

Seconded by M. Kindbom

**11/10/21-11**

**CARRIED**

Moved by M. Kindbom

That the meeting move Out of Camera.

Seconded by J. Schumacker

**11/10/21-12**

**CARRIED**

Rising Report:

- The Board reported that information had been received regarding a personnel issue.

**13.0 Health & Safety Report**

- M. Southern reported that there had been no health and safety incidents reported since the October meeting.
- M. Southern reminded the Board that the 2022 Ontario Library Association Super Conference will be held virtually from February 1 – 5. Anyone interested in attending should contact B. Elliott to arrange for registration.

**14.0 Next Meeting**

Wednesday, December 8, 2021  
7:00 p.m.  
Zoom Videoconference

**15.0 Adjournment**

Moved by J. Meler  
Seconded by B. Cospers  
**11/10/21-13**

That the meeting be adjourned.

**CARRIED**

The meeting adjourned at 8:36 p.m.

**Signed:** \_\_\_\_\_  
Keith Medenblik, Chair  
Halton Hills Public Library Board

**Signed:** \_\_\_\_\_  
Melanie Southern, Chief Librarian  
Halton Hills Public Library

APPROVED: December 8, 2021

DATED: December 8, 2021