

**Halton Hills Public Library Board**

Wednesday, September 14, 2022

Hybrid: Georgetown Branch Boardroom and Zoom

7:00 p.m.

**Minutes**

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

**Staff Present:** Clare Hanman, Beverley King, Lori Mazza Brenton (recorder) Mary Querques, Melanie Southern

**Regrets:** Keith Medenblik

**1.0 Declaration of Quorum**

B. Cosper declared a quorum was present and called the meeting to order at 7:02 p.m.

**2.0 Land Acknowledgement**

B. Cosper read an Indigenous Land Acknowledgement.

**3.0 Approval of Agenda**

Moved by M. Kindbom

That the agenda be approved as presented.

Seconded by L. Caissie

**09/14/22-1**

**CARRIED**

**4.0 Declaration of pecuniary interest**

None declared.

**5.0 Minutes**

**5.1. Minutes of June 8, 2022**

Moved by M. Kindbom

That the Minutes of June 8, 2022 be approved as presented.

Seconded by L. Caissie and T. Brown

**09/14/22-2**

**CARRIED**

**5.2. In Camera Minutes of June 8, 2022**

Moved by T. Brown

That the In Camera Minutes of June 8, 2022 be approved as presented.

Seconded by T. Smith

**09/14/22-3**

**CARRIED**

**5.3. Minutes of June 13, 2022**

Moved by J. Schumacker

That the Minutes of June 13, 2022 be approved as presented.

Seconded by T. Brown

**09/14/22-4**

**CARRIED**

**5.4. In Camera Minutes of June 13, 2022**

Moved by T. Brown

That the In Camera minutes of June 13, 2022 be approved as presented.

Seconded by T. Smith

**09/14/22-5**

**CARRIED**

**5.5. Minutes of July 13, 2022**

Moved by J. Schumacker

That the Minutes of July 13, 2022 be approved as presented.

Seconded by M. Kindbom

**09/14/22-6**

**CARRIED**

**6.0 Consent Agenda**

Moved by T. Smith

That Consent Agenda item:

6.1. Report No. LBD-2022-031 2023 Holiday Closure Schedule be approved

Seconded by J. Schumacker

**09/14/22-7**

**CARRIED**

**7.0 Correspondence**

None.

**8.0 Delegations/Presentations**

None.

**9.0 Business Arising**

**9.1. Report No. LBD-2022-032 re: Board Policy Review – Service Policy (Second Review)**

M. Southern presented the Board Policy Review – Service Policy (Second Review) report for approval. There were no additional changes.

Moved by T. Brown

That Report No. LBD-2022-032 regarding the Board Policy Review be received and approved.

Seconded by J. Schumacker

**09/14/22-8**

**CARRIED**

**9.2. 2023 Operating Budget and Capital Budget & Forecast 2023-2032**

The Town asked the Library to review all budgets to best support this year’s budget constraints. M. Southern reported on changes made to the 2023 Operating Budget and Capital Budget & Forecast for 2023-2032.

Operating Budget:

- This document shows the direction given by the Board in July 2022 to reduce fines by \$4,000 per year with the goal to eliminate fines within five years.

Capital Budget:

- Two changes were made to the Capital Budget:
  - The Library will renew its Integrated Library System (ILS) for three years, moving the review to 2026. This delay will support the Town budget process. We will increase the 2026 budget from \$150,000 to \$180,000. This is a more accurate project cost.
  - The furniture in Acton will be delayed by one year, allowing for \$23,000 to be put towards the collective budget. It was noted that the Library does not want to delay the furniture in Georgetown because it is showing high usage.

Moved by A. Lawlor                      That the 2023 Operating Budget and Capital Budget & Forecast 2023-2032 be approved.

Seconded by M. Willis  
09/14/22-9

**CARRIED**

**10.0 Updates – including sub-committees**

**10.1. Advocacy Committee**

No meeting. No update.

**10.2. Friends of the Library**

M. Southern reported that the Friends of the Library resumed their weekly pop-up book sale on Saturdays in the plaza. The plaza has been a very positive opportunity for the Library. Early in August, the Executive voted to increase the price of books to \$1.00. Children’s books remain \$0.50. Even with the increase, it is still a good bargain and one of the cheapest sources for used books in town. For comparison, CFUW and Hillsvie Active Living Centre sell their books for \$1.00 and books at Wastewise are \$2.00. The next Executive is September 15, 2022. The Library is thankful for the work done over the summer by the Friends of the Library.

**10.3. Council Update**

A. Lawlor reported highlights from the September 6, 2022, Council meeting:

- Most of the content had to do with budgets and updates from the 2021 fiscal year. In general, the auditor gave a clean report as far as financial statements were concerned.

- As a Town, including the Library, financials are in good condition. That said, the Town as a whole, did end 2021 in a deficit position, which does not happen very often. This is reflective of Covid, inflation, and the uncertain economic times that we're in right now.
- Council approval a minimal increase in expenditures next year, considering the significant financial uncertainty.
- The Town has to pay huge insurance increases.
- There is an expectation that inflation will affect salary budgets and push staff salary increases.
- The Town has had relatively slow growth this fiscal year and building activity has not brought in a significant income. Next year will not be much busier.
- T. Brown noted that the cost of fuel has gone up dramatically and that contributes significantly to inflation.
- The Library's presentation to Council on the new Strategic Plan and logo was well received. There were comments about people liking the logo and the Library's vigorous and upbeat approach.

#### **10.4. Community Connections Update**

None.

### **11.0 Financial Report**

#### **11.1. Month End Report (June and July)**

- M. Southern reported that at the end of July 2022 the Library is within 6% of the budget. This is mainly due to wage gapping. The Library has recently hired staff for several positions.
- Capital Projects are also within 6% of the budget.
  - The Reading Deck will be closed. Furniture was received.
  - The website is underway. An update on the website is provided in the Chief Librarian Report.
- The Month End Report was received for information.

### **12.0 New Business**

#### **12.1. HHPL 2023 Business Plan**

B. King presented HHPL's 2023 Business Plan:

- The plan reflects the Library's new vision, mission, and objectives outlined in the new Strategic Plan.
- The departmental overview is the same structure as the previous year with a few minor edits.
- The organization chart was updated.
- Core activities have minor updates and remain similar to last year's.
- The previous year's accomplishments reference the Library's current Strategic Plan.

- The Environmental Scan has been transitioned to the new Strategic Plan, but the content is similar to last year's. New challenges and opportunities were identified. Three highlights include:
  - The opportunity to develop a plan to promote and increase staff and board diversity under Welcoming and Inclusive;
  - The challenge of managing increasing prices, inflationary impact, and limited availability of online resources and materials under Enriching Lives; and
  - The challenge of recruitment and retention, also under Enriching Lives.
- This year the Town identified Operational and Quality of Life as Performance Indicators. The Library chose the following indicators as representative of the new Strategic Plan and Work Plan:
  - System Circulation – increase by 5% (we are within 5% of pre-Covid numbers)
  - Library Cardholders – HHPL is at the top of our comparators, with 29-30% of library cardholders per capita. Board suggested increasing from 1% (which represents approximately 600 card holders) to 2%, recognizing the launch of the new brand and website redesign and the upcoming library card campaign.
  - Library Visits – increase by 15% (30% would take us to pre-Covid numbers)
  - Connecting community through programs – increase participation by 5%. There is a shift away from virtual programs to in-person programs. Patrons are also interested in less formal programs rather than registered programs. Many patrons and staff also still have low Covid-risk tolerance, which the Library is accommodating.
  - Better educated residents through Library programs and services through community engagement– increase news articles and social media traffic by 5%. The Library's social media base is growing slowly (currently there are approximately 8,000 social media followers). Staff are interested in monitoring what audiences like and building on those types of posts.
  - Increase subscription to Library newsletters, book news and HHPL Library enews – increase subscribers by 5%, recognizing the enhancements to the website and launch of new book news subscription service will provide value-added content.
- The Town's Senior Management Team will review the final document on October 19. The final, formatted Business Plan is anticipated to be ready for the November Board meeting.

Moved by T. Smith

That the Halton Hills Public Library's 2023 Business Plan be received and approved as amended.

Seconded by L. Caissie

**09/14/22-10**

**CARRIED**

## **12.2. Report No. LBD-2022-029 re: Q2 Metrics Report**

M. Querques reported on Q2 Metrics (April, May, and June 2022):

- The community is returning to use the Library's programs, services, and collections.
- There were over 2,000 additional active card holders, which is a 50% increase or 500 new card holders that signed up during this time.

- System circulation increased 14% over Q2 2021 and within 14% of this time in 2019 (pre-Covid).
- There is a reverse back from digital usage to physical usage.
- New items have been added to the collection: Book bundles, backyard explorer kits, and the popular ephemera collection (passes, tickets, seeds). The Community loves the Library's puzzles and board games.
- Patron comments show that the Library is delivering the collections, programs, and services that the community wants.
- In person visits are still 38% of Q2 2021.
- Website visits have returned to normal, we're within 4%.
- Children's programs attendance is still within pre-Covid numbers for this time of year.
- There was a significant increase in the Wi-Fi usage (200% increase), which represents staff using the Wi-Fi as the Town recovers from the Cyber incident.
- There has been phenomenal engagement on social media.

Report LBD-2022-029 also included the updated Work Plan and infographic, which was presented by M. Southern:

- Infographic featured some Collection highlights, including passes and tickets. People are pleased with what the Library provides.
- Quarterly highlights include the Acton Reading Deck, One Book, and Wines & Spines. It was a busy quarter, with June in particular.
- M. Southern provided information on some of the changes to the Work Plan:
  - 1.3.2 – Increased access to resources to reduce barriers. This is advanced from Q3 to Q2. Sensory kits were launched in April 2022, and they were well received.
  - Review and affirm our literacy approach has been delayed to Q4 when it is less busy (it was supposed to be executed in Q2 during March Break and summer preparation).
  - We delayed varying service hours. Exam cram was supposed to be in January; that was not feasible. June was also not the time to do extended hours and exam cram. During this time, the Library worked out processes, signage and other nuances.
  - 4.2 – Investigate video creation options has been advanced from Q4. This is not feasible with the current budgetary guidelines. That being said, the Library continues to make gains with videos (CFHN and Welcome videos).

### **12.3. Strategic Plan and Brand Project update (verbal) – reference video link**

M. Southern provided an update on the Strategic Plan and Brand Project:

- For accessibility and clarity purposes, tweaks were made to the new logo's colour. It was made darker and bolder to make it a stronger image.
- The anticipated four-page document on the Strategic Plan is not yet available but should be ready for next month's Board meeting in advance of Ontario Public Library Week.
- The Library has had to switch designers as the first one did not have the capacity or resources to produce a quality product.
- A video was shared showing an animated version of the new logo. The dots in the logo can represent individuals or different communities. It gives a sense of bringing people

together. It is active and vibrant and demonstrates that HHPL is intelligent, sophisticated, and fun.

- One of the benefits of the new logo is its ability to be dynamic and morph as needed. Part of the logo's strength is that it is dynamic, but its weakness is that it is complex. We are working with a new designer to find a happy medium.
- Suggestions and feedback from the Board regarding the design of the logo will be considered for the final version.

#### **12.4. Report No. LBD-2022-030 re: Chief Librarian's Report – September 2022**

Highlights noted from the Chief Librarian's Report – September 2022:

- Nothing to report on Covid.
- The video created for Community Foundation Halton North (CFHN) was shared: <https://www.youtube.com/watch?v=GXP07T-X00I>. The video shows the animated version of the logo, which was done by the Library's co-op student (W. Stevenson). CFHN's webathon will be October 1.
- Kyle, the Corn Snake, has been returned. He may return next year due to his popularity.
- The Library website refresh is underway. More information on this will be available next month.
- The Summer Reading Program went well. A full report on this to come in October.
- There has been a return to partner programming (Elizabeth Fry Society, ErinoakKids, HMC Connections, and others).
- Connecting the Dots: Strategic Plan training for staff took place on September 12, 2022. Staff were given an opportunity to review the Strategic Plan and how their individual roles support it.
- The lighting above the stairs is being removed. It is difficult to maintain. The project will take a week and this time of year was chosen because it's a quiet programming period.
- T. Smith asked if the Library will be doing anything to mark the passing of Queen Elizabeth II. M. Southern replied that the Library is closed on Monday mornings so the funeral won't be televised. A book of condolences has been set up at both locations for the public to come in and sign. Information about the Queen has been posted to the HHPL website and on the Library's social media channels. The Library has taken a reflective and somber approach by creating quietly respectful displays, muted social media content, and several collection displays.

#### **13.0 Health and Safety Report**

Nothing to report.

#### **14.0 Next Meeting**

Wednesday, October 12, 2022

7:00 p.m.

Location TBD – If the meeting is going to be hybrid, it must be in Georgetown. If it will be in person, it can be in Acton. A poll will go out to determine the Board's preference.

B. King introduced L. Mazza Brenton as the new Executive Assistant.

B. Cosper welcomed B. King to her new position as Chief Librarian.

A poll will go out to determine a date for a social gathering to say goodbye to M. Southern.

**15.0 Adjournment**

Moved by M. Willis

That the meeting be adjourned.

Seconded by A. Lawlor

**09/14/22-10**

**CARRIED**

The meeting adjourned at 8:33 pm.

**Signed:** \_\_\_\_\_

Betsy Cosper, Chair  
Halton Hills Public Library Board

**Signed:** \_\_\_\_\_

Beverley King, Acting Chief Librarian & CEO  
Halton Hills Public Library

APPROVED: October 12, 2022

DATED: October 12, 2022