

AGENDA 2.1

MARKHAM PUBLIC LIBRARY BOARD

Regular Meeting

Minutes of Meeting held on Tuesday, October 23, 2018 7:02 p.m. Angus Glen Library, Meeting Room, 3990 Major Mackenzie Drive, Markham, ON L6C 1P8

Present from Board: Mr. Ben Hendriks, Chair
Mr. Alick Siu, Vice-Chair
Ms. Margaret McGrory
Mrs. Pearl Mantell
Ms. Jennifer Yip (up to 1.4)
Mrs. Marilyn Aspevig
Councillor Alan Ho
Ms. Isa Lee
Mr. Alfred Kam
Mrs. Yemisi Dina
Deputy Mayor Jack Heath

Present from Staff: Mrs. Catherine Biss, CEO & Secretary-Treasurer
Ms. Deborah Walker, Director, Strategy & Innovation
Mr. Larry Pogue, Director, Administration
Mrs. Diane Macklin, Manager, Marketing & Community Development
Ms. Andrea Cecchetto, Manager, Learning & Growth
Ms. Mary Dodge, Manager, Cornell Library
Mr. Ben Shaw, Project Coordinator Workforce Development
Ms. Megan Garza, Manager, Aaniin Library
Mr. Kenneth Cheung, Manager, Markham Village Library
Mr. Shaun McDonough, Research Analyst
Mr. Patrick Pan, Manager, Facilities & Workplace Safety
Mrs. Susan Price, Board Secretary

Regrets: Regional Councillor Joe Li
Ms. Aida DaSilva
Mrs. Lillian Tolensky

Guests: Mr. Stephen Abram, CEO, Executive Director, FOPL
Mr. David Harvie, Director of Library Services/CEO, Georgina Library

1.0 **Call to Order/Approval of Agenda**

Mr. Ben Hendriks, Chair, called the meeting to order at 7:02 p.m.

Moved by Mrs. Marilyn Aspevig
Seconded by Mr. Alick Siu

Resolved that the agenda be approved.

Carried.

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1.1 **Declaration of Conflict of Pecuniary Interest**

None.

1.2 **Delegation**

None.

1.3 **Chair's Remarks**

CHAIR'S INDEGENOUS LAND ACKNOWLEDGMENT

Before we begin today's meeting, we would like to give acknowledgment to the traditional land we are grateful to have the opportunity to gather on today.

We acknowledge our presence on the traditional territory of many Indigenous Nations who have and continue to call this territory home including the Wendat, Anishnabek Nation, the Haudenosaunee Confederacy, the Mississaugas of Scugog, Hiawatha, Alderville First Nation and the Metis Nation.

Mr. Hendriks informed the Board that he is currently reading "Seven Fallen Feathers" by Tanya Talaga. The book is about seven youth deaths in Thunder Bay and the systemic issues that led to those deaths. He advised it was a difficult read but worthwhile and informative.

The Chair commented on the Board plaque unveiling at Aaniin Community Centre that was also attended by Board Members, Marilyn Aspevig, Yemisi Dina and Jennifer Yip (all of whom had been a part of the Board since the planning of the Library). After the unveiling there was a drumming session performed by Jake Charles during which he described the meanings of the songs which accompanied the drumming. A Dream Catcher craft activity followed.

The Chair congratulated all returning Council members and newly elected Councillor Isa Lee.

The Deputy Mayor commented that in future he thought the Municipal All Candidates meetings should include a debate.

The Chair advised the Board that although the election is over and a new Council will be installed, the current Board will remain until new Board members are appointed. He told Members that wished to remain on the Board they would need to reapply. He informed the Board that he would investigate when applications could be submitted and advise the Board as soon as possible.

Mr. Hendriks was pleased to introduce, Mr. Stephen Abram, CEO and Executive Director of FOPL (Federation of Ontario Public Libraries).

1.4 **Mr. Stephen Abram, CEO Executive Director Federation of Ontario Public Libraries**

The Public Library Success Project: Lessons for the Library Sector

Mr. Abram is supporting Ontario Public Libraries in their endeavors for strategic advocacy.

He points out that the Public Library value proposition is strong and includes (but is not limited to):

- Excellent return on investment
- Strong Economic Development Impact

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- Great Employment Support
- Welcoming new Canadians and Refugees
- Provable early literacy development
- Ongoing support for Formal and Informal Education
- Serves the whole community equitably with inclusionary strategies
- Affordable access to community resources
- Broad digital access to resources, Government Services and e-government
- Supports cultural Vitality
- Recognized and Valued Leisure and Community activities for the majority of Ontarians
- Public Libraries are essential to people and families across Ontario
- Generate an important local impact
- Entrepreneurs depend on local public libraries
- Respect the needs of families in small town and rural Ontario
- Support job seekers
- Make a difference in seniors' quality of life

He also provided the following statistics and facts:

- Public Library Visits: 200 million visits per year
548,000 visits per day
22,831 visits per hour

Mr. Abram advised the Board that it would be expedient to prepare a "Legacy Document" to pass on to the incoming Board. He also recommended that the Board create new board member profiles representing necessary board skill sets for the Library moving forward.

2.0 **Consent Agenda:**

The Chair commented on Agenda item 2.3.5: Canadian Cities' Red Hot Library Development Continues and that it was interesting to receive information on different libraries.

Moved by Mrs. Pearl Mantell
Seconded by Mrs. Marilyn Aspevig

Resolved that the Consent Agenda comprising Agenda items 2.0 to 2.3. 5 and the same are hereby approved as written and the CEO of the Library is hereby authorized and directed to take such action that may be necessary to give effect to the recommendations as therein contained:

2.1 Minutes of Regular Meeting, September 24, 2018

2.2 Declaration of Due Diligence by the CEO

2.3 Communication and Correspondence:

2.3.1 Markham Economist & Sun: Doors Open Markham

2.3.2 YorkRegion.com: The beat goes on during culture days

2.3.3 snapdMARKHAM: Poetry Recital at Milliken Mills Library

2.3.4 OLA: Thank you to Staff Member

2.3.5 Ex Libris Association: Canadian Cities Red Hot Library Development Continues

Carried.

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3.0 **CEO's Highlights, October 2018:**

There was a comment on the picture of the MPL plaque unveiling at Aaniin Library, October 14, 2018 and a question as to where the plaque is located in the branch.

There was clarification on a "Lendery" which is a library of "things" like tools, household cleaning equipment etc. Customers will be asked what type of items they would like to have available. The Lendery will launch at Milliken Library in 2019.

There were comments on extended hours and the Bibliotheca's Open+ software. The CEO explained that MPL will await outcomes of the TPL Pilot before investigating this further for Markham.

The Deputy Mayor described the need for a multi-year strategy to increase library hours with targets (i.e. 9:30 to 9:00 on Monday to Saturday and 10 to 6 on Sunday) to be taken to Council.

Moved by Mr. Alick Siu

Seconded by Ms. Isa Lee

Resolved that the report entitled "CEO's Highlights, October 2018" be received.

Carried.

4.0 **Annual Monthly Policy Review:**

(To be undertaken at the January meeting)

5.0 **Internal Monitoring Reports:**

(Compliance list of internal monitoring reports and discussion led by members.)

5.1 **Executive Limitation: EL-2b Staff Treatment** **(Assigned to Ms. Margaret McGrory)**

Ms. McGrory stated that the report was very thorough and stressed the importance of good practices that are in place and drew attention to the hiring of a Manager of Workforce Development.

She did not receive any questions from the Board but did have some comments herself and noted considerable growth in staff training opportunities and advancement as 8 out of 10 positions were filled from within the library. Ms. McGrory further noted that management ensures each staff member knows at the beginning of the year the goals that have been set for them so that they know what will be evaluated during the performance appraisal.

The report confirmed that the CEO and MPL's practices relative to MPL's Staff Treatment comply with the requirements of EL-2b policy.

Moved by Ms. Margaret McGrory

Seconded by Mr. Alfred Kam

Resolved that the report entitled "Internal Monitoring Report; Executive Limitation EL-2b Staff Treatment" be received.

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Carried.

5.2 **EL-2c Budgeting/Forecasting**

Deferred.

5.3 **Executive Limitation: EL-2j Communication and Counsel to the Board (Assigned to Mrs. Pearl Mantell)**

Mrs. Mantell did not receive any questions or concerns from the Board.

Mrs. Mantell commended the CEO and Staff on their patient handling of any issues that may arise within the branches.

The report confirmed that the CEO and MPL's practices relative to MPL's Communication and Counsel to the Board comply with the requirements of EL-2j policy.

Moved by Mrs. Pearl Mantell
Seconded by Councillor Alan Ho

Resolved that the Internal Monitoring report entitled "Executive Limitation: EL-2j Communication and Counsel to the Board (June to September 2018)" be received.

Carried.

6.0 **Ends**

7.0 **Governance:**

7.1 **Resignation of Ms. Ivy Ho from Markham Public Library**

Moved by Mr. Alick Siu
Seconded by Mrs. Pearl Mantell

Resolved that the resignation of Ms. Ivy Ho from the Markham Public Library Board effective September 21, 2018 be received;

And that Council will not need to replace Ms. Ivy Ho for this term as its membership is currently within the range identified in its Terms of Reference, and the fact that it is so closed to the end of the term Markham Public Library Board will continue with fourteen members.

Carried.

8.0 **Ownership Linkage:**

8.1 **Input from Board Members**

The Chair asked if anyone had attended any events they would like to comment on.

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Ms. McGrory attended the Scholars Hub and was gratified to see that Staff had provided a library materials display based on that evening's topic and that attendees seemed to appreciate it.

The Chair reminded Members that the International Festival of Authors will be held October 26, 2018 and that tickets are available if they wish to attend.

There were some comments and discussion on the withdrawal of funding for the expansion of York University in Markham.

9.0 **Board Advocacy**

10.0 **Education:**

10.1 **Board Education Plan – 2019**

Staff explained that the education items are initial proposals for Board Education in 2019 and that some of the timing may be subject to change depending on when the new Library Board is installed. In addition to the education topics, Staff is also developing E-learning modules that will facilitate the onboarding of the new members.

The education topics are based on suggestions received from Board members at the September meeting. Staff will also be working on other subjects that were brought forward as time allows.

Moved by Ms. Margaret McGrory
Seconded by Mrs. Yemisi Dina

Resolved that the report entitled “Board Education Plan 2019” be received.

Carried.

10.2 **Spread the Word and Municipal Relationships**

Staff advised the Board that the purpose of this process is to extend the reach of the Library and raise awareness in the community. There are four main objectives and they are as follows:

1. **Explore Access and Use**

Utilizing surveys, addressing attitudes and behaviors, Staff can learn more about how people access and use library services and then develop the MPL card as a membership platform for a life-enhancing suite of services. The survey data is used to create 5 separate personas

1. Catalogue power users
2. Home away from home
3. All about the kids
4. I'm new here
5. Curious and social

Staff will take this information and attract similar users and diversify under persona sub-sections.

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2. Expand Messaging

Expand messaging channels -e-mail, text and social media platforms. Increase messaging about Library collections and resources.

To achieve these goals, the Marketing Team will review service changes, monitor social media, review program plans, identify campaigns, set promotional priorities, identify platforms, coordinate joint marketing efforts and develop a content calendar.

3. Get to Know the Community

Get to know Markham better through socio-demographic analysis and insights. Community conversations were initiated with teens in 2018, "Give us a pizza your mind". Through these conversations, staff became aware of the needs and concerns of this demographic. With this knowledge, priorities can be set and then addressed.

4. Tell the Library Story

Advance the Story and promote library services and programs.

Telling/promoting one person's experience can help encourage others by "telling the stories"

Moved by Ms. Isa Lee
Seconded by Mrs. Pearl Mantell

Resolved that the presentation entitled "Spread the Word and Municipal Relationships" be received.

Carried.

11.0 Incidental Information

12.0 New Business

13.0 Board Evaluation:

13.1 Questionnaire: Performance of Individual Board Members

Moved by Mrs. Marilyn Aspevig
Seconded by Mr. Alick Siu

Resolved that the report entitled" Questionnaire Results: Conduct of the Board" be received.

Carried.

14.0 In Camera Agenda (none)

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15.0 Adjournment

Moved by Councillor Alan Ho and seconded by Yemisi Dina that the meeting be adjourned at 9:11 p.m.