

MARKHAM PUBLIC LIBRARY BOARD

Regular Meeting

Minutes of Meeting held on Monday, September 25, 2017, 7:16p.m. Markham Village Library, 6031 Highway 7 East, Markham, L3P 3A7

Present from Board: Mr. Ben Hendriks
Mr. Alick Siu
Mrs. Pearl Mantell
Mrs. Lillian Tolensky
Mrs. Marilyn Aspevig
Mr. Alfred Kam
Mrs. Yemisi Dina
Ms. Jennifer Yip (from 6.1)
Deputy Mayor Jack Heath (from 10.1)

Present from Staff: Mrs. Catherine Biss, CEO & Secretary-Treasurer (from 7.3)
Ms. Deborah Walker, Director, Strategy and Innovation (from 7.3)
Mr. Larry Pogue, Director, Administration (from 7.3)
Ms. Andrea Cecchetto, Manager, Learning and Growth
Mrs. Diane Macklin, Manager, Marketing & Community Development
Ms. Michelle Sawh, Manager, Service Delivery
Mr. Fred Whitmarsh, Manager, Thornhill Libraries
Mrs. Anthea Bailie, Collection Strategist
Mr. Shaun McDonough, Research Analyst
Mrs. Susan Price, Board Secretary

Regrets: Regional Councillor Joe Li
Councillor Alan Ho
Ms. Isa Lee

One citizen guest

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

Mr. Ben Hendriks, Chair, ,called the meeting to order at 7:16p.m.

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

Resolved that the agenda be approved.

Carried.

1.1 **Declaration of Conflict of Interest**

None.

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1.2 Delegation

None.

1.3 Chair's Remarks

The Chair began his remarks with an Indigenous Land Acknowledgement.

Mr. Hendriks informed the Board that he has been volunteering at the Invictus Games held in Toronto and it has been an excellent experience. The Chair noted that there was an acknowledgment of the contributions and sacrifices made by all veterans, including a special one for Indigenous veterans.

The Chair informed the members that the October 15, 2017 Markham Concert Band Benefit Show-Proceeds to MPL was "sold" out however Board volunteers were needed to monitor donation boxes, thank attendees etc. Staff asked that anyone who could help out to advise the Board secretary.

A volunteer was requested and received for October EL-2j due to Mr. Ahmad's resignation.

2.0 Consent Agenda

Moved by Mrs. Lillian Tolensky
Seconded by Mr. Alfred Kam

Resolved that the Consent Agenda comprising Agenda items 2.0 to 2.3.6 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:

2.0 CONSENT AGENDA:

- 2.1 Minutes of Regular Meeting, June 26, 2017
- 2.2 Declaration of Due Diligence by the CEO
- 2.3 Communication and Correspondence:
 - 2.3.1 City of Markham: Markham Celebrates National Indigenous Peoples Day
 - 2.3.2 cbc.ca: Librarians Recommend Book Series for Tweens to Binge Read
 - 2.3.3 thestar.com: Etobicoke's Albion Library embraces changing urban landscape
 - 2.3.4 ELT Express: A Day in the Life of Diane Macklin
 - 2.3.5 MPL History in Markham 1900-2000
 - 2.3.6 City Page: Aaniin Community Centre, Library and Park

Carried.

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3.0 **CEO's Highlights, September 2017**

The Chair asked the CEO for her comments and there was some clarification regarding the Development Charges Background Study (DCBS) recommendations for future library facilities as recently presented to General Committee. It was noted that the DCBS recommendations are linked to the City's I.L.M.P. (Integrated Leisure Master Plan) in terms of the location and timing of future "soft-service" DC funded infrastructures such as libraries. Library Staff (D. Walker) has been appointed Project Manager for the I.L.M. P. and that will help keep us informed.

Regarding the recommendation for a potential library Markham Centre in 2021, the CEO advised that a committee composed of senior City staff, York University, Seneca College, the Y, Planning Dept. staff and the development community, will be formed to explore potential partnerships for a library facility in Markham Centre. It was noted that, due to the limited size of the site for the York University Markham building, there was no appropriate space available for a ground-level public library facility at that location. The Library will however continue to develop its ongoing programming partnerships with York University and Seneca College.

There was one question about the plan to use recently announced provincial funding to implement a Digital Media Lab (DML) at Thornhill Library. The CEO advised that the funding is firm. The issue of annual maintenance is being reviewed with the City's ITS Department.

There was some discussion on the "Markham Brain Project" and although it is in the very early stages, staff will keep the Board updated on the program which initially will be focusing on the issue of dementia. Regarding other issues of brain health and science, such as autism, it was noted that these can be addressed in future phases of the Brain Project.

Moved by Mrs. Pearl Mantell
Seconded by Mrs. Lillian Tolensky

Resolved that the report entitled "CEO's Highlights, September 2017" 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-2d Financial Condition** **(Assigned to Mrs. Lillian Tolensky)**

Mrs. Tolensky did not receive any enquiries from Board members.

Mrs. Tolensky stated that this Global Policy Limitation deals "*With respect to the actual, ongoing financial condition and activities of the organization, the CEO shall not cause or allow the development of fiscal jeopardy or a material deviation of actual expenditure from Board priorities established in Ends policies.*"

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“Consistent with statutory obligations and prudent financial management, funds will be allocated and expanded in a manner that is consistent with Board priorities established in the Board Ends policies.

The report confirmed that the CEO and MPL’s practices relative to MPL’s Financial Condition are in compliance with the requirements of EL-2d policy.

Moved by Mrs. Lillian Tolensky
Seconded by Mrs. Marilyn Aspevig

Resolved that the report entitled “Internal Monitoring Report:-Executive Limitation, EL-2d Financial Condition” be received.

Carried.

6.0 **Ends:** **Strategic Plan Update**

Staff explained that the report covers the months of June, July and August and noted several highlights. In particular, the increased focus on STEAM (Science, Technology, Engineering, the Arts and Mathematics) programming has resulted in significant improvements in the success indicators for Summer Camp Programs. Other highlights included the change in timing for the ILMP update, the emerging brain project for 2018 and the launch of a new Library card celebrating Canada’s 150th year.

There were many questions and comments including better ways to get the Library message out and comments on upcoming events. Staff explained that program lists are distributed to pertinent partners and there will be new electronic information boards in branches to further advertise programming and events. There was some commentary on printed lists of programs, however cost measures need to be considered and programs are generally at capacity with current advertising venues. The e-newsletter has proved useful as a communication vehicle.

Moved by Mr. Alick Siu
Seconded By Mr. Alfred Kam

Resolved that the report “Strategic Plan Update” be received.

Carried.

7.0 **Governance**

8.0 **Ownership Linkage:**

8.1 **Input from Board Members:**

The Chair asked Board members for their input on activities attended over the summer. Mr. Hendriks attended Markham 150, and the Unionville Festival and at one event had a conversation with the City of Toronto Mayor and how supportive he (John Tory) was of the Public Library System.

Mrs. Tolensky advised the Board that she had spent a lot of time at the Thornhill Community Library and found the staff to be very helpful and received a lot of positive feedback from other branch customers.

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Mr. Siu told the Board that he was promoting the MPL by writing articles and posting on Facebook.

8.2 **Update on New Board Members (Deputy Mayor Heath)**

After his arrival the Deputy Mayor informed the Board that the process was moving forward and interviews are currently in progress.

9.0 **Board Advocacy:**

9.1 **Events for the Next Quarter**

Moved by Mrs. Yemisi Dina

Seconded by Mr. Alick Siu

Resolved that the report “Events for the Next Quarter” be received.

Carried.

The Chair encouraged the Board to attend as many events as possible. The Vice-Chair asked that an organized forum be held on affordable housing in Markham sometime in the future.

9.2 **Working Group Presentation:**

The Chair noted that in the interest of time, the presentation was in the Board package and Board members should take a look at it and make suggestions if they wish. Board members will be notified when we receive timing on the Council General Committee Agenda for October 23. Prior to October 23rd, staff will send two handouts-the Economic Impact Study Handout and Ward Demographic Reports to Councillors.

It is still uncertain if Ms. Yip, who has been involved with the Working Group will be able to attend. if not Mrs. Tolensky has volunteered to be there in her place.

The next step for the Working Group is to draft the final version and present to our Library Board members who are on Council.

Moved by Mrs. Pearl Mantell

Seconded by Ms. Jennifer Yip

Resolved that the presentation entitled “Working Group Presentation” be received.

Carried.

10.0 **Education:**

10.1 **Content That Transforms Lives**

This was a presentation by three Staff members:

Staff explained that in order to establish a content strategy, the objectives of the Strategic Theme 3 (Content That Transforms Lives) were addressed.

Collection Surveys:

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Three surveys were conducted to find out what customers want and enjoy. The surveys covered customer's reasons for using the library, various goals, types of usage and ranked the importance of collections. Print books are still in the highest demand.

Developing Collections: (with objectives in mind)

1. After analyzing the surveys the next step is to develop collections that respond to the evolving community needs and interests ex. Toy Library which has been utilized widely.
2. Promote content and its power to transform lives
3. Share community created content-local history
4. Improve access to Library content ex. new types of devices
5. Expand digital content and promote digital literacy.

Moved by Mr. Alick Siu
Seconded by Ms. Jennifer Yip

Resolved that the presentation entitled “Content that Transforms Lives” be received.

Carried.

10.2 **Enhancing Municipal Relationships and Marketing**

The CEO explained that enhancing relationships with the City is one of the fundamental strategies in the new Strategic Plan by improving role clarity and collaborating on partnerships such as Eaboomatoong. MPL staff have been involved with many City led initiatives such as Canada 150, Administration of the Neighborhood grant Program, United Way, City's Staff Appreciation Day and Municipal Election activities.

Staff also participate on many Committees; Community and Fire Services, City of Markham Directors, Leveraging Technology Committee.

MPL endeavors to align with City Strategy, Digital Markham Strategy and consults on City Planning providing input based on the Library's perspective.

There was a lot of discussion and the Deputy Mayor asked if we are tracking usage against the numbers of library cards issued in Eaboomatoong. Staff responded that there are issues with the band's intranet. The federal government has several underway to provide more high speed internet to the north.

There was some discussion about the partnership with York University and the CEO clarified that several partnership options were being explored for a Markham Centre Library facility.

Staff told the members that marketing (spread the word and increase market penetration) was also a part of this strategy. Objectives include exploring access and use of library drop-ins, utilization of new registration systems such as CLASS and EVENTBRITE, new types of memberships options, new library cards that could bring back lapsed users and a fine forgiveness program. By expanding messaging channels ex. Create Cart, staff are currently promoting the Aaniin Library in that neighborhood and also providing “opening soon” banners and staff are going door to door with brochures offering discounts on programs at the new facility.

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

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Resolved that the presentation entitled “Enhancing Municipal Relationships and Marketing” be received.

Carried.

10.3 **Board Education Plan-2018**

Staff explained that the 2018 Board education plan will once again focus on various themes of the Strategic Plan. Board Members were asked that if they had any specific areas they wished to see covered, to attach sticky notes to the subject areas on the paper at the front of the room.

Moved by Ms. Jennifer Yip
Seconded by Mrs. Marilyn Aspevig

Resolved that Board members identify outreach initiatives and education topics for 2018 to comply with Governance Process GP-2f.

Carried.

11.0 **Incidental Information**

12.0 **New Business:**

12.1 **Discussion on Teleconferencing into Board Meetings:**

The Chair and the CEO explained that some library systems are allowing teleconferencing into Library Board Meetings. There was a lot of discussion for and against the proposal for MPL. Public Library Board meetings are open to the public so the meeting will still need to be held in an accessible location. Also, In Camera' meetings could not be conducted remotely due to the confidentiality risk. The practice could be very helpful in inclement weather or if someone is unwell but would still like to take part in the meeting. In order to be successful very clear protocols would need to be in place.

Moved by Deputy Mayor Jack Heath
Seconded by Mrs. Lillian Tolensky

Resolved that the Chair and the Vice-Chair in consultation with the CEO and Staff prepare a proposal regarding the logistics of Teleconferencing. The Proposal would include cost options and best practices.

Carried.

13.0 **Board Evaluation**

13.1 **Questionnaire: Performance of Individual Board Members**

The Chair asked the Board to complete the questionnaire and hand into the Board Secretary.

14.0 **In Camera Agenda (to discuss a confidential personnel matter)**

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

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Resolved that the Board meet in camera at 9:17 p.m. to discuss a confidential personnel matter.

Carried.

The Board returned to its regular meeting at 9:34p.m.

Moved by Mrs. Lillian Tolensky
Seconded by Mr. Alfred Kam

Resolved that the motions approved In Camera be ratified.

Carried.

15.0 **Adjournment**

Moved by Yemisi Dina that the meeting be adjourned at 9:35 p.m.