

AGENDA 2.1

MARKHAM PUBLIC LIBRARY BOARD

Regular Meeting

**Minutes of meeting held on Monday, November 28, 2016, 7:08 p.m. Markham Village Library
Program Room. 6031 Highway 7 East L3P 3A7**

Present from Board: Mr. Alfred Kam, Chair
Mrs. Marilyn Aspevig, Vice-Chair
Mrs. Pearl Mantell
Mrs. Lillian Tolensky
Mrs. Yemisi Dina
Dr. Farzana Jiwani (up to 10.2)
Councillor Alan Ho
Mr. Alick Siu
Mr. Ben Hendriks
Mr. Atif Ahmad
Deputy Mayor Jack Heath
Ms. Jennifer Yip
Ms. Isa Lee (from 10.1 and including 5.2)

Present from Staff: Mrs. Catherine Biss, CEO & Secretary-Treasurer
Mr. Larry Pogue, Director, Administration
Ms. Deborah Walker, Director, Strategy & Innovation
Ms. Michelle Sawh, Manager, Service Delivery
Ms. Andrea Cecchetto, Manager, Learning & Growth
Mr. Chris Sheehy, Manager, Facilities and Workplace Safety
Mr. Ben Shaw, Community Librarian
Mr. Fred Whitmarsh, Manager, Thornhill Libraries
Mr. Patrick Pan, Manager Cornell Library
Mr. Shaun McDonough, Research Analyst
Ms. Kay Sung, Virtual Services Librarian
Mrs. Susan Price, Board Secretary

Regrets: Regional Councillor Joe Li

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

Mr. Alfred Kam, Chair, called the meeting to order at 7:08 p.m.

Moved by Mrs. Lillian Tolensky
Seconded by Mr. Alick Siu

Resolved that the agenda be approved.

Carried.

1.1 **Declaration of Conflict of Interest**

None.

AGENDA 2.1

1.2 Delegation

None.

1.3 Chair's Remarks

Mr. Alfred Kam informed the Board that the Meet and Greet held Friday, November 25, 2016 was a success. It was a good opportunity to meet and recognize staff and they enjoyed and appreciated the evening.

Mr. Kam thanked the staff involved and hoped they enjoyed the event as well.

The Chair mentioned the OLA Superconference in early February and suggested available Board members attend the FOPL event on the Thursday afternoon, February 2, 2017.

Referring to Agenda Item 2.3.8: Letter to the Minister of Tourism, Culture and Sport, the Chair thanked the Board for its input.

The Chair informed the Board of the proposed name for the new South East Facility. Under consideration is "Aanin" (pronounced ah-nee) an Ojibway word for "hello" or "welcome" in celebration of Canada's 150th birthday coinciding with the opening of the facility in 2017. Staff did attend Committee meetings on the naming project and input from the Board had been sought in previous years. The CEO mentioned that there is a link on the City's Web page if any Board members would like to comment on the proposed choice.

2.0 Consent Agenda

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

Resolved that the Consent Agenda comprising Agenda items 2.0 to 2.3.8 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, October 24, 2016

2.2 Declaration of Due Diligence by the CEO

2.3 Communication and Correspondence:

2.3.1 snapdMarkham: Ontario Public Library Week

2.3.2 yorkregion.com: Ontario gives \$70,000.00 to York Region libraries for technology

2.3.3 snapdMarkham: PechaKucha Vol.12

2.3.4 snapdMarkham: University & College Fair

2.3.5 Ontario Newsroom: Computers, Wireless Access Coming to Libraries Across Ontario

2.3.6 yorkregion.com: Signs are in the ground for York University's Markham Campus

2.3.7 The Globe and Mail: Curve Appeal

2.3.8 Letter to Minister of Tourism, Culture F.O.P.L. Proposal (2012)

Carried.

AGENDA 2.1

There was one question from the Board regarding Agenda 2.3.2 asking if the funding went to all York Region Libraries. Staff responded that some funds were received and they were used for staff development and attendance at the OLA Superconference in 2016.

3.0 **CEO's Highlights, November 2016**

The CEO told the Board that she was to have reported on a meeting with York University scheduled for November 24, 2016 however it was cancelled. The CEO attended an alumnae awards ceremony at York University and was able to speak with the Provost. The Board Secretary will send a meeting request to the Provost, Dr. Belcastro, Joy Kirchner, Librarian at York University and Tanis Fink, Librarian at Seneca College to attend a Board meeting in 2017.

Deputy Mayor Heath asked the CEO to comment on the Budget. The CEO informed the Board that the Budget was approved as presented and would go to Council for final approval in two weeks. The Deputy Mayor informed the Board that a motion was made at the budget committee of council requesting the Library and city staff prepare a report on options for expanding the library's hours of service.

Councillor Ho commented that he had a question from a constituent that if there is to be a Library at York University could the public access that library with a MPL Library card.

There was also an inquiry as to the timeline on extending hours and the CEO responded that a proposal could be prepared in early spring.

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

Resolved that the report entitled "CEO's Highlights, November 2016" 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-1 General Executive Constraint** **(Assigned to Mr. Ben Hendriks)**

Mr. Hendriks stated that he had received a request that the report be amended to include a complaint regarding a teen collection item that was referenced in the November General Executive Constraint Report. Staff modified the report for Board approval. Staff reminded the Board that the result of that complaint was that after review staff decided against removing the item. The item was re-catalogued into the Adult Collection and no further action was required..

AGENDA 2.1

The report confirmed that the CEO and MPL's practices relative to MPL's General Executive Constraint are in compliance with the requirements of EL-1 policy.

Moved by Mr. Ben Hendriks
Seconded by Mr. Alick Siu

Resolved that the report entitled "Internal Monitoring Report – Executive Limitation EL-1, General Executive Constraint" be received.

Carried.

5.2 **Executive Limitation: EL-2a Customer Treatment** **(Assigned to Ms. Isa Lee)**

Ms. Lee stated that this Policy Limitation deals "With respect to interactions with customers, or those applying to be customers, the CEO shall not cause or allow conditions, procedures, or decisions which are unsafe, undignified, unnecessarily intrusive, or which fail to provide appropriate confidentiality and privacy.

The CEO will ensure there are appropriate conditions, procedures, or decisions to provide confidentiality and privacy for customers or those applying to be customers".

Ms. Lee sent an e-mail to Board members and did not receive any questions or concerns.

The report confirmed that the CEO and MPL's practices relative to MPL's Customer Treatment are in compliance with the requirements of EL-2a.

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

Resolved that the report entitled "Internal Monitoring Report – Executive Limitation EL-2a, Customer Treatment" be received.

Carried.

6.0 **Ends**

7.0 **Governance**

8.0 **Ownership Linkage**

9.0 **Board Advocacy**

10.0 **Education:**

10.1 **Outcome Measurement**

Staff presented an overview of the definition of Outcome Measurement and how it is used in "Not for Profit" organizations.

MPL has a Mission Statement and a Vision Statement. Do we make a difference or change in any MPL participant ? Examples of changes in participants could include attitude, awareness, status and or skills improvement.

AGENDA 2.1

MPL has been measuring Outcomes vs. Outputs, for example PechaKucha builds community through an exchange of ideas.

The Library sector is shifting towards the measurement of it's impact and is involved in studies with the City, the Public Library Association(PLA) and the Canadian Urban Libraries Coalition (CULC).

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MPL is currently involved in four projects.

- **KPI Refresher:** Participating in the City of Markham planning process to refresh how we measure success
- **Project Outcomes:** MPL participating in an international study of outcomes led by the PLA (Public Library Association)
- **CULC Space Study:** Four libraries are involved. Unionville is the library for Markham.
- **Outcome Framework:** MPL is implementing its own

MPL is also looking at updating reporting and amalgamating the Quarterly Ends Reports with the Board Statistical Report. Outcomes will better describe the value of MPL to its customers.

Moved by Mr. Alick Siu
Seconded by Mr. Ben Hendriks

Resolved that the presentation entitled “Outcome Measurement” be received.

Carried.

10.2 **Online Services**

Staff from the Virtual Services Department presented on MPL's Online Services.

The function of the Virtual Services Department is to build online services, create solutions to facilitate ease of use for MPLS's eResources for customers and to investigate trends in digital library technology.

The **eResource collections** (online databases) include:

- Academic Journals
- Newspapers
- Magazines
- Encyclopedias
- Reference Books

e-learning courses

eBooks/eAudiobooks/eMagazines

Customers use these online databases for research, and relevant information on daily living activities. The databases support young customers learning and research needs with curriculum based content.

Coming in 2017 is **Enterprise/eResource Central**, a single search for physical items and e-resources, including full text databases and **Universal Class**, a flexible e-learning platform and more...

AGENDA 2.1

There were a lot of questions and discussion and enthusiasm for the online programs. A Member asked what was different in researching the Library databases vs. Google. Staff explained that the Library databases offer complete information that is free and accurate. The information in the databases comes from reputable resources unlike some Google sites.

There was another question on how usage is tracked. Staff responded that each service provider does provide a usage report; however, they may each be based on a different parameter so it can be difficult to make comparisons. Sometimes if usage is very low a provider will be dropped.

One Board member asked how the community was informed about these resources and staff explained that the information is on the website. One Board member stated that the onus is on the card holder to research the website for resources. Also, staff informed the Board about a series of lectures which will be provided in Partnership with York University in 2017. At these lectures residents will be provided with branch flyers, posters and staff training to highlight database resources. Additionally instructional workshops are held, and staff work with teachers and schools whenever possible.

Moved by Ms. Isa Lee
Seconded by Mr. Atif Ahmad

Resolved that the presentation entitled “Online Services” be received.

Carried.

10.3 **OLA Superconference 2017**

The Chair asked Board members to let the Board Secretary know if they would like to attend.

10.4 **Fundraising Report**

Staff explained that this current report is an update of the Fundraising Report presented in 2014. There are a vast number of charitable organizations (350+) including Markham-Stouffville Hospital and they are all competing for the same taxpayer dollar. Capacity for fundraising depends on local conditions and the number of not for profits in a given community. Staff suggest that a consultant be hired to conduct a feasibility study for fundraising at MPL and to establish if there is any capacity for “library” giving. Currently there are no staff or resources to address this internally. There is no budget for 2017 so it will be deferred to 2018. There were some questions about capital campaigns and what funds raised could be used for. Suggestions included supporting programming, research and collections. Also, a capital campaign could be set up if there was a need/desire to establish more elaborate facilities such as a large central library.

There was a question about considering grants as a means of fundraising. Staff responded that they do apply for grants whenever possible, however the CEO suggested that a time study be conducted to see if the staff hours spent on these applications was commensurate with the benefit received.

Moved by Councillor Alan Ho
Seconded by Mrs. Marilyn Aspevig

Resolved that the report entitled “Fundraising Report” be received.

Carried.

AGENDA 2.1

11.0 **Incidental Information**

11.1 **Board and Staff Meet and Greet**

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

Resolved that the report entitled “ Board and Staff Meet and Greet ” be received.

Carried.

12.0 **New Business**

None.

13.0 **Board Evaluation**

None.

14.0 **In camera**

None.

15.0 **Adjournment**

Moved by Mr. Atif Ahmad that the meeting be adjourned at 9:14 p.m.