

AGENDA 2.1

MARKHAM PUBLIC LIBRARY BOARD

Regular Meeting

Minutes of Meeting held on Monday, February 22, 2016, 7:00 p.m. Markham Village Library, Program Room, 6031 Highway 7 East, Markham, L3P 3A7

Present from Board:

- Mr. Alfred Kam
- Mrs. Marilyn Aspevig
- Mrs. Pearl Mantell
- Mrs. Lillian Tolensky
- Ms. Jennifer Yip
- Mr. Ben Hendriks
- Regional Councillor Joe Li (up to 11.1)
- Mrs. Yemisi Dina
- Dr. Farzana Jiwani
- Mrs. Claire Chester
- Mr. Alick Siu
- Councillor Alan Ho
- Deputy Mayor Jack Heath (from 3.0)
- Ms. Isa Lee (from 3.0)
- Mrs. Jeanette Lewis (from 3.0)
- Mr. Atif Ahmad (from 3.0)

Present from Staff:

- Mrs. Catherine Biss, CEO & Secretary-Treasurer
- Ms. Deborah Walker, Director, Strategy and Innovation
- Ms. Andrea Cecchetto, Manager, Learning & Growth
- Mrs. Diane Macklin, Manager, Marketing & Community Development
- Ms. Michelle Sawh, Manager, Service Delivery
- Mr. Chris Sheehy, Manager, Facilities & Workplace Safety
- Mr. Shaun McDonough, Research Analyst
- Mrs. Susan Price, Board Secretary

Regrets: None

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

Mr. Alfred Kam, Chair, called the meeting to order at 7:00 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.

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1.2 **Delegation**

None.

1.3 **Chair's Remarks**

Mr. Alfred Kam advised the Board of the wonderful news that was announced at the OLA Superconference in January: MPL had won the Minister of Culture's "Minister's Award for Innovation" for the Customer Service Revolution. Mr. Kam commented that there were a lot of good library projects presented, however MPL's customer service revolution excelled. The Chair complimented and thanked the CEO and staff.

There will be a "Questionnaire Review" on the April agenda after all four questionnaires have been completed by the new Board. Any questions or answers that need clarification or any options for change will be discussed at that time.

2.0 **Consent Agenda**

Moved by Mrs. Pearl Mantell
Seconded by Ms. Jennifer Yip

Resolved that the Consent Agenda comprising Agenda items 2.0 to 2.4.8 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 Annual General Meeting, January 25, 2016**
- 2.2 Minutes of Regular Meeting, January 25, 2016**
- 2.3 Declaration of Due Diligence by the CEO**
- 2.4 Communication and Correspondence:**
 - 2.4.1 City of Markham: Syrian Humanitarian Effort**
 - 2.4.2 Economist & Sun: Mayor Scarpitti, February time for welcoming Family, friends and felines**
 - 2.4.3 Economist & Sun: Hearing in 3-D**
 - 2.4.4 Thank you from former Board Chair-Deborah Jestin**
 - 2.4.5 snapd Markham: Creativity Through Code Wrap Up**
 - 2.4.6 snapd Markham: Entrepreneur in Residents**
 - 2.4.7 snapd Markham: PKX: PechaKucha Night in Markham**
 - 2.4.8 Markham Voice: Winter 2016 Business Reading**

Carried.

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

The CEO commented on the progress of Southeast library as it now has a roof. The lower level of the Library has been enclosed with temporary boarding and heated so that construction work can proceed during cold weather.

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There were numerous questions and comments on the content of the report including the following:

There was a question about the timeframe for the City's website improvements. Staff expect that it could be in the fall.

The Canadian Library Association has voted to dissolve and a Member wondered what would, if anything replace it on a national level. The CEO responded there will be a forum held in June to discuss the matter which she will attend. She will report back to the Board at the June meeting.

There were several comments on the Business Plan contained in this report. The CEO explained that the Business plan appended to the report documents the Library's objectives and actions within the framework of the City's Corporate Business Plan. The Library's Strategic Plan includes all the objectives and actions in the Business Plan as well as our internal objectives and actions that advance our strategic mission.

A Member asked for a clarification of privacy provisions regarding the customer-mapping project. It was explained that the project will generate analytics of customer behaviors and usage patterns for space planning purposes, (i.e. to facilitate best placement and usage of equipment) and does not gather any data at a granular level that could be used to identify any individuals.

It was suggested that staff satisfaction scores be shown in terms of numbers and response rates rather than as percentages. It was explained that the use of percentages follows City practice, but that the numbers and response rates could be reported to the Board as well.

A member raised the issue of constituents not being aware of what the library does in the new age of libraries. It was explained that the Strategic Plan includes outreach to ensure the library becomes better known in the community.

The subject of fundraising and revenue generation was raised. The CEO explained that a report regarding fundraising was presented to the previous Board. The report recommended that staff focus on raising revenue through existing areas of expertise and success such as Learning Place programs, room rentals, photocopying and book sales. Councillor Ho suggested hiring an outside marketing company that would be paid a fee from money raised (similar to the approach used for hospital fundraising lotteries). It was explained that the City has in the past worked with a company to raise funds and met with limited success. In the past, any funds raised corporately that relate to the library have gone into city revenue. In general the fundraising environment is very competitive and it is difficult to compete with large campaigns like the hospital, United Way, Parkinson's, Cancer Research, Schools and Universities, etc.

It was also stated that from the perspective of the not-for-profit sector, we must be careful not to jeopardize our charitable status and that the public perceives that the library is already funded by their tax dollars.

There was a question about program fees. Staff clarified that program pricing is set by the City. Raising fees without their approval would not be an option. Regarding ESL programs and who pays the instructors, it was explained that the ESL programs are offered in partnership with the School Board which pays the instructors. Programs such as Storytimes are core/essential to early literacy and are delivered by library staff.

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Regarding bequests, it was explained that the Library has in the past received funds through bequests. In response to a question regarding naming rights; library buildings are owned by the City and subject to the City's naming policy. All funds raised through naming go to City general revenue.

The Deputy Mayor enquired whether other major library systems have success with fundraising campaigns. Staff explained that capital fundraising campaigns have met with success e.g. the new Halifax Main Library. However, fundraising for day-to-day operations has generally not been successful. The Toronto Public Library (TPL) Foundation is an exception. It employs 10 staff who are dedicated to fundraising for special projects which TPL is then staffed to be able to complete.

Moved by Mr. Atif Ahmad
Seconded by Mrs. Lillian Tolensky

Resolved that staff prepare a report to be completed by June 2016 on revenue generation and carry forward any previous fundraising opportunities.

Moved by Mr. Alick Siu
Seconded by Mr. Atif Ahmad

Resolved that the report entitled "CEO's Highlights, February 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-2d Financial Condition** **(Assigned to Mrs. Marilyn Aspevig)**

Mrs. Aspevig reviewed this Global Policy Limitation 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 expenditures from Board priorities established in Ends policies.

Mrs. Aspevig contacted the Board and did receive a couple of questions. There was an enquiry as to where the 3-D printer revenue was reported. Staff responded that it is recorded under photocopying under its own line item. There were also clarifications on variances and additional funding for study halls.

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. Marilyn Aspevig
Seconded by Mr. Ben Hendriks

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

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Carried.

5.2 **Executive Limitation: EL-2j Communication & Counsel to the Board** **(Assigned to Mrs. Jeanette Lewis)**

Mrs. Lewis reviewed the comprehensive report Global Policy Limitation: The CEO shall not Permit the Board to be uninformed or unsupported in its work.

Mrs. Lewis contacted Board members and did not receive any questions or concerns.

The report confirmed that the CEO and MPL's practices relative to MPL's Communication & Counsel to the Board are in compliance with the requirements of EL-1 policy.

Moved by Mrs. Jeanette Lewis
Seconded by Mrs. Claire Chester

Resolved that the internal monitoring report entitled "Executive Limitation EL-2j, Communication and Counsel to the Board October 2015-January 2016" be received.

Carried.

6.0 **Ends:**

6.1 **Strategic Work Plan 2016**

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

Resolved that the report entitled "Strategic Work Plan 2016" be received.

Carried.

7.0 **Governance**

8.0 **Ownership Linkage**

9.0 **Board Advocacy:**

9.1 **York University Partnership Strategy**

There was a lot of discussion on how the Board could support and move forward the proposed partnership with York University.

It was questioned why an option for an MPL/York University library partnership was not in the bid document. The explanation was that this was the decision of York University. The CEO suggested that the delayed opening of the York University Markham Campus to 2020 provides an opportunity to reopen discussions about a planned Markham Centre Library Branch contemplated in the last Integrated Leisure Master Plan (I.L.M.P.) to also open in 2020. The *I.L.M.P. Refresh* this year can be utilized to build the case for a joint use facility between the Library and York University. The Commissioner has advised the CEO that once struck, she will be invited to join a senior city staff committee to plan for the multiple partnership opportunities with York.

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A Member asked whether the Board can help. It was explained that at the present time there is concern and uncertainty about when the province will announce the funding. York University currently plans to open a small facility to establish a presence in Markham Centre.

Deputy Mayor Heath expressed concerns about the lack of traction from York University. He believes the City of Markham could be in a position to provide some financial support and that the Library needs to establish what it is they have to offer; a joint-use facility and what the partnership could look like.

A Member commented that from the university perspective, the issue of managing boundaries between academic users and public users will need to be addressed and that York University now has a new Librarian.

It was suggested that any approach should identify strategic alignments between York University and MPL. The Library needs to clarify the following partnership issues: civic engagement, access for students and the public and the overall vision for the project.

The Deputy Mayor encouraged the Board to push their partnership efforts to the next level as soon as possible.

Moved by Deputy Mayor Jack Heath
Seconded by Mr. Atif Ahmad

Resolved that Staff deliver a workshop to the Library Board regarding opportunities for partnership with York University Library.

Carried.

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

Carried.

**Resolved that the report entitled “York University Partnership Strategy” be received
That the proposed MPL/York University Partnership Strategy be endorsed.
That the CEO and staff be authorized and directed to do all things necessary to give effect to this resolution.**

10.0 **Education:**

10.1 **About Markham’s Community**

As this topic has been covered in the Strategic Plan reports, in the interest of time this education topic has been deferred to later in the year.

11.0 **Incidental Information**

11.1 **OLA Superconference January 27-30, 2016**

Mrs. Aspevig attended a session that focused on the differences between the Public Libraries Act and the Municipal Act. She also attended a session stressing the importance of Governance Policies, and that the Board priority should be advancing the library and not caretaking.

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Dr. Jiwani attended a Board Assessment session which discussed the Board responsibility for leadership. She also attended a session on Trends that stressed the importance of using statistical data and leveraging the work of other community groups.

Mrs. Tolensky attended a session on innovations and strategies employed by the Brampton Public Library.

Mr. Hendriks was able to attend several sessions and would like to have a couple of the speakers address the MPL Board. He also mentioned that some library Boards have extreme difficulty working together and complimented the Markham Library Board on their demeanor.

Much discussion followed around Board issues.

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

Resolved that the verbal reports given by attendees Mrs. Marilyn Aspevig, Dr. Farzana Jiwani, Mrs. Lillian Tolensky and Mr. Ben Hendriks be received.

Carried.

12.0 **New Business**

None.

13.0 **Board Evaluation**

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

13.1 **Questionnaire Results: The Board and the CEO**

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

Resolved that the report entitled "Questionnaire Results: The Board and the CEO" be received.

Carried.

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

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

Resolved that the Board meet in camera at 8:35 p.m. to discuss a confidential personnel matter.

Carried.

The Board returned to its regular meeting at 9:40 p.m.

Moved by Mrs. Claire Chester
Seconded by Mrs. Lillian Tolensky

Resolved that the motions approved In Camera be ratified.

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Carried.

15.0 **Adjournment**

Moved by Ms. Isa Lee that the meeting be adjourned at 9:40 p.m.