

Bracebridge Public Library Board Meeting
Tuesday, February 14, 2017 at 7 p.m.
MINUTES

Present: A. Freer (Chair), C.A. Robinson, P. Schofield, C. Wilson, T. Henderson, M. Mayes-Stewart, B. Hutchinson, C. Rodney (CEO)

Regrets: T. Barker, L. Jacob

1. Call to Order by the Chair:

The meeting was called to order at 7:05 p.m.

2. Approval of the Agenda:

Motion: To accept the amended agenda for January 10, 2017

Moved by: M. Mayes-Stewart seconded by C.A Robinson. CARRIED

3. Delegation/guests: Children's & Youth Services Librarian.

Ashleigh Whipp began employment with the Bracebridge Library on September 19, 2016. She is originally from Hamilton, Ontario and received her MILS from the University of Western Ontario. She has a lot of experience in programming and collection management at several libraries. In her short time here she has had to delete many items from the collection due to the limited space, which she finds heartbreaking. She is providing several programs such as Story Time, Tales for Twos, Lego Club, etc.. There are currently 4-5 classes visiting the library every month, some learning about cultural traditions. Ashleigh has begun making contacts with the local high schools to form partnerships with them and has recently freshened up the Teen area (new furniture donated by the Friends of the Library). She loves to inspire children to read and feels she has the best job in the world!

4. Approval of the Minutes of the previous meeting:

Motion: To accept the minutes of Tuesday January 10, 2017

Moved by: T. Henderson, seconded by C.A. Robinson. CARRIED

5. Business Arising: None

6. Correspondence:

A letter was sent from FOPL regarding First Nation Library Sponsorship. We have received our invoice for \$50.

7. Ad hoc/Standing Committee Reports:

7.1 Friends of the Library – A. Freer: None

7.2 Policy Committee – Facilities Use #3 – Accessible Customer Service:

Page 3, Accessible formats - could include braille, large print, audible format, etc., as well as staff referring patrons to organizations such as CNIB. Page 3, Emergency Procedures – The procedure and a map showing emergency exits and fire extinguishers is posted on the main floor as well as the 2nd floor. The Library has adapted the Town of Bracebridge Emergency Situation Procedure Policy and this is on the list to be reviewed in the coming months. C. Rodney will send a copy of the procedure to all Board members. C. Rodney will look into whether or not a specialty chair to get patrons in wheel chairs out of the building in an emergency is a requirement. The library has a defibrillator on the second floor beside the elevator. All staff have had first aid and defibrillator training.

Motion: That facility use #3: Accessible Customer Service be approved

Moved by: C. Wilson, seconded by P. Schofield. CARRIED

8. CEO Report: We are one of three Town locations where people can purchase transit passes. We have sold three passes this month. There has been good feedback for this transit service. We participated with the Muskoka libraries to

promote a special reading challenge in celebration of Family Literacy Day on January 27. As a tie-in with Canada 150, we posted red maple leaves in our libraries for every person who notified us that they read for at least 15 minutes that day. Our library's goal of 150 leaves was surpassed. We plan to run this event again next year. Our participation in the Fire and Ice Festival was a huge success and we had standing room only for our Armchair travelogue. We have 6 new playaway views for children. They are a little video player that is a combination of visual and audio book. They are very popular and we will be developing this collection.

9. Financial Report:

9.1 Financial statement to end of January distributed: No approval required.

9.2 Financial statement to end of 2016:

We are still not totally up-to-date. There are a couple of invoices for 2016 that have been late in arriving. We are waiting for the repairs to the bulk head and for squirrel removal. We are also waiting on the final 2016 District IT invoice.

9.3 2017 budget report

C. Rodney, A. Freer and C. Wilson participated in the report to council regarding the Library budget. You will find the webcast for this meeting on the Town website under Town Services – Agenda - Minutes for February 7 2017. The Library's presentation is shortly after the 5 hour mark. There were only a couple of things that needed some explanation 1- Cleaning services: we have increased our budget in order to provide more hours which should enable a higher level of service. 2- Extended Health Benefits: last year when Manulife bought out Standard Life, they gave the Town a significant discount in the rate that they normally charge with the understanding that it would go up this year. All departments experienced at least a 40% increase. We also increased hours for one staff person which made her eligible for benefits according to our Terms of Employment policy.

10. New Business:

10.1 FOPL – Ontario Public Library Operating Data 2006-2015

A. Freer read through the 84 page document that was sent out. A shortened version was handed out to all Board members by A. Freer (see attached document). This analysis is one of the many things FOPL does for its members. We pay \$750 per year for our FOPL membership.

10.2 OLA Superconference

C. Rodney, C.A. Robinson and T. Barker attended a variety of sessions. See attached report from C. Rodney and C.A. Robinson. Sessions of interest for C.A. Robinson were *All Set to Change*, *Mobile Maker Space* and *Becoming a Community Champion*. The whole conference was very enjoyable. Sessions of interest for C. Rodney were *Library as Facilitator & Supporter of Community Projects*, *No One Told Me I Needed to Know That*, and *One Desk to Rule*. The Mississauga Library system tour was also worthwhile. The EXPO at the conference had some great stuff (building cubes like robotics, maker space equipment, etc.). T. Barker will talk about his sessions at the next meeting. (T. Barker and C.A. Robinson met up with former Children's & Youth Services Librarian Caroline Goulding while at the conference).

10.3 Special Board Meeting – to look over the joint facility feasibility study and the library's part in going forward – Tuesday February 21 at 7pm

11. Date of Next Meeting: Tuesday, March 14, 2017, 7 p.m.

13. Adjournment declared by the Chair: 8:38 pm.

Federation of Ontario Libraries
Ontario Public Libraries Operating Data 2006-2015
February 2017
Notes by A. Freer

Introduction: Steven Abrams, MLS and Executive Director of FOPL

What is available in the report? Peer comparisons are perhaps of most interest to us. There are 17 separate variables in the statistics and are based and ranked (unweighted) on 2014 data from the Ontario Ministry of Culture, Tourism and Sports. There are five dimensions in this category. Scatter graphs such one on page 14 update material to 2015.

- #1. **Service** has four variables: collection units per capita, employees per capita x 1000, population per workstation, population per service point (i.e. branches)
- # 2. **Usage** has three variables: how many times each item checked out, circulation per capita, total annual circulations; program attendance per registered borrower.
- #3. **Community Engagement:** programs offered per capita, hours open per capita times 100, estimated annual visits per capita (complex calculation). Visits are of three types: in person, electronic to library's websites, electronic to library's social media sites. This is a new dimension.
- #4. **Efficiency:** collection expenditures per capita, estimated visits per open hour, total expenditures per estimated annualized visits.
- #5. **Development:** staff training (future oriented) expressed as a % of total operating expenditures and total operating expenditures per capita.
- **Fees:** only 2 reports have been done so far for select Ontario Public Library systems. See page 5.

FOPL Plan: Special funding has been received from *Libraries 2020* to study plans for branding, communication, marketing status of Ontario Public Libraries and value and impact of libraries as expressed in the *Libraries 2025 Summit*.

A Primer on Library Data: Robert E. Molyneux MSLS, PH.D.

This is a scholarly, updated, readable and cautionary introduction to data "a type of evidence which can be used to understand phenomena and with that understanding make informed decisions."

From the report: "Some of the oldest historical sources are data from early libraries: the collections of cuneiform tablets from the ruins of the Royal Library of Ashurbanipal and the numbers of scrolls from the great libraries of Pergamum and Alexandria. Sadly we do not know what those numbers mean or how to compare them to what data we have about our libraries today. How many terabytes would the scrolls of Alexandria take up for instance?"

Molyneux cautions us on believing that electronic data are the gold standard. Reading Morgenstern's book *On the Accuracy of Economic Data* will disabuse you. Later he states that data are a good servant but a poor master. In other words, know the basis on which data is presented, what the variable are before you make firm comparisons. Never compare apples to oranges. The best you can do is compare apple to apples, that is, Staymans to Gala.

The 310 Ontario public libraries are separated into 8 bands by resident population. First Nations are in a separate grouping. The stats in this report are based on 302 libraries responding. Molyneux speculates on

why this happened, perhaps "responder burden" or people new to this important aspect of library work. Within each band each library is assigned a number based on ranking within that band. A caveat is that sometimes there are anomalies in reporting that skew provincial averages.

Libraries have identification numbers based on historical precedent set at the Ministry level. Bracebridge Public Library is L0070. Statistics are based on Ministry data, not Federal census data. Bracebridge is in Band 6: greater than 5,000 and less than 15,001. We are listed as having a population of 14,941. The website for the District of Muskoka lists us as having a population just over 16,000 in the absence of any census figures after 2011. Why the difference? **Ministry figures are based on the electoral roll.** That eliminates anyone under 18, a large part of our programming, collections and service.

Now for a brief comparison of three local libraries: Bracebridge L0070 (Pop. 14,941), is in Band 6; Gravenhurst L0168 (Pop. 12,055) is also in Band 6; Huntsville L0185 (pop. 19,056) is in Band 5 (greater than 15,000 and less than 30,001). Total libraries in each band: Band 5 has 29, Band 6 has 64.

1. Total direct circulations, circulations per capita and ranking within band: Bracebridge 138,353, 9.3, #17; Gravenhurst 102,892, 8.5, #18; Huntsville 158,602, 8.4, #12.

2. Total active card holders, circulations per active card holder and rank: Bracebridge 8,179, 16.9 #35; Gravenhurst 5,332, 19.3 #28; Huntsville 13,973, 11.4 #25

3. Total expenditures, per capita expenditure and rank: Bracebridge \$914,818, \$61.23, #12, Gravenhurst \$603,705, \$50.08, #25; Huntsville \$885,678, \$46.48, #12.

Item #3 is an example where data does not completely reveal context. Huntsville's IT costs are a Town item, Bracebridge and Gravenhurst belong to the Muskoka IT consortium and have expenses charged to their expenditures. In addition, our expenditures have been skewed by the contract with Beaver Creek.

4. Expenditures for total electronic materials expenditure per capita and rank: Bracebridge \$30,879, \$2.05, #5; Gravenhurst \$14,066, \$1.17 #17; Huntsville \$46,869, \$2.46, #3.

Moving now to a more province wide view, pages 72 to 76 have data on the different types of electronic media which show how there has been an increase in electronic materials but also how electronic materials themselves are changing. Page 34 has a graph for select libraries, showing in millions, expenditures for general and electronic resources.

On page 19 are examples of the great impact libraries have on the life of the province's citizens. In the decade from 2006 to 2015, the total number of circulations was 1,260,217,449. The total expenditure by Ontario libraries for the same period was \$6,196,710,511.

A category of interest which really is an expression of qualitative factors hard to convert into data is the two graphs on page 35 showing the number of programs offered at select Ontario libraries and program attendance from 2006-2015. The summary figures are 1.747, 113 million programs and 32,813, 763 million attendees.

OLA CONFERENCE FEBRUARY 1-2, 2017

Attended by Cathryn Rodney (CR), Carol Anne Robinson (CAR)

Feb 1:

9am-12:30pm CR

Mississauga Library system tour – Meadowvale, Woodlands & Port Credit

Took lots of pictures to share

9-10:15am CAR

All Set to Change; Challenging Traditional Practice in Library Design

Present books to tempt the patron

Get rid of old stuff no longer used

Destination patrons vs impulse patrons

Mobile shelving allows for alternative use of space e.g. meetings

Shelving as display – face-out books, use of high & low shelving

Discovery layout

10:30-11:10am CAR

Mobile Makerspace: Developing a Maker Culture in Rural Communities

Centralized library service with 28 branches in Lambton County

Dedicated space given to makerspace in central library covering

3D printer

Sewing machine

Button Maker

Die cutter

Cooking

Plus

Each piece of tech is loaned to the branch libraries for a 3 week period and can be booked by patrons for use after they have been trained by dedicated staff

11:20am-12pm

Becoming a Community Champion: A Year in Community Librarianship

Barrie – 2 branches, 100 staff

2 staff dedicated to Community Librarianship/leadership

Managing new and existing relationships – lots of contact

Partnerships (business and community) – formal agreements, mutual goals

Reports – event documentation and stories

- Community profile tracking record of contact/project/liaison person

Evaluation – internal and external asset mapping

Pop-up libraries, co-op students

11-2:15pm CR & CAR

Library as Facilitator & Supporter of Community Projects

Find community partners in interest groups who gain from the legitimacy of the library environment eg. Film Club

Community partners may be concerned about affecting the reputation of the library eg. Possibly perceived inappropriate showing by Film Club

“Makerspace” draws expertise from the community eg. Woodworking/laser cutter

Need to be selective – not all groups are good partners, have an agreement

Proposals need to align with library’s goals & library needs to be prepared to give up a little control

Use lots of volunteers but still costs for advertising/handouts, equipment & staff time

2:30-3:45pm CR

Reflections of a Quantified Library Manager

Very well presented – engaging, practical & humorous

Suggestions for tracking productivity

Segment your work with lots of breaks – focussed work in small doses is more effective than trying to work all day

Schedule a time to check email once or twice a day – most of the participants felt this was unrealistic

First delete spam, then deal with emails that can be answered in 2 minutes or less – remaining emails should be put into folders to deal with as “work” for the day

Suggested readings: David Allen “Getting things done” & Cal Newport “Deep work”

“Pomodoro Technique” – choose a task, set time for 25 min of work then take 5 minute break, repeat 4 times or until finished (move to new task if not completed)

2:30-3:45pm CAR

When Bad Things Happen to Good Libraries: Surviving Catastrophic Events in Your Library

Any business must be responsive, resilient, able to recover and restore

Identify natural hazards and what you must do to compensate from them

Impact to service, staff, public, assets, finances, loss of revenue (insurance?)

What is your inventory – not only books, etc. but chairs & tables, computers . . .

How to redeploy staff rather than layoffs – popup sites?

MUST have IT disaster/recovery plan

MUST keep Board and patrons up to speed on disaster & recovery

MUST have: Code Red Binder, Communications plan, emergency procurement plan, employee plan

4-5:30pm CR & CAR

Keynote speaker – Sunni Brown

Author, speaker, trainer – advocates for visual, game, design & improvisational thinking

Unfortunately, not particularly worthwhile

Feb 2

9-10:30am CR & CAR

Keynote speaker – Lindy West

Writer, performer whose work focuses on pop culture, social justice, humour & body image (GQ Magazine among others), named “Internet’s Most Fascinating 2015” by Cosmopolitan.com

As an American, she felt impelled to speak about Donald Trump, but managed to tie it with the importance of librarians to ensure that facts are disseminated and available to all of society

Lots of humour

10:45am-12pm CR

No One Told Me I Needed to Know That

Librarians from public, academic and a library consortium spoke about their experiences with project management

Need to be realistic about the amount of time a project will take – likely more than you would expect

Plan the project all the way to the end result - understand the purpose of the project – identify deliverables – who does what & when

Best to have a team – one person cannot think of everything

Documentation will be helpful for future use – note successes and failures

Don’t necessarily need “Project Management” certification but do seek out those with expertise to share – project management software is also available

Failure is okay as long as you are learning – use Survey Monkey to do a review since most people will be honest about “fails” when response is anonymous

10:45am-12pm CAR

Perception is Reality: Critical challenges and opportunities of the library brand

Brand is everything. Defined by usage, needs refreshing, value of brand changes over time.

Relevance – beef up profile, get into community, think strategically

Brand yourself as civic centre – how do you touch constituents

There is a reservoir of goodwill towards libraries - use it – overcome indifference, leverage strengths

Importance of libraries – access to information, great equalizer, opportunity to debate, discuss, challenge - front-line workers have pulse of community - tell stories

What is a library – access to culture, safe, welcoming public space, multifaceted, focus is defined by the community, NOT a “people’s university”

2-2:40pm CR

One Desk to Rule Them All: Moving to an Integrated Service Model

Barrie Public Library moved to community-based library model in 2014

Created a single service desk which left 14 Circulations positions redundant

Created 4 new unionized positions which needed to be evaluated and classified

Management wanted to move people into positions rather than everyone applying – going against collective agreement so needed buy-in from Union and to be mindful of effect on staff

With new positions and retirements, no one lost their job

Information Services became Public Services

New Materials Handling Department in back room – difficult for old Circulation staff due to less interaction with the public

Patrons initially thought Information Desk was gone – resulted in drop of circulation

Staff were consulted regarding new service desk

Upon review – should have started planning a year ahead, should have provided more formal staff training and not allowed vacations during training period, do more public “PR”

Some salaries were increased so there was an impact to budget

2-3:30pm CAR

Pulling Your Policies Together (not a good session)

Scheduled reviews

Committee should put their nose in, keep their fingers off operations stuff

Do you have a policy on how to manage policies?

2:50-3:30pm CR

Why Do Library Workers Not Have the Skills to Meet Community Needs?

Combine traditional skills with community development

Need to make libraries inclusive to all therefore hiring staff with diverse backgrounds is important – watch for empathy skills as well as knowledge and library skills

Train for customer-care skills – good listening, open-minded, reflective practise

Staff who are used to healthy financial/family/educational backgrounds are not always able to understand the person who couldn't get books back on time or why a 25 cent fine is disturbing to them