



Ottawa Public Library Board

Draft Minutes

Meeting #: 38
Date: October 11, 2022
Time: 5 pm
Location: Electronic Participation

Present: Chair Matthew Luloff, Vice-Chair Kathy Fisher, Trustee Steven Begg, Trustee Riley Brockington, Trustee Mary-Rose Brown, Trustee Allan Higdon, Trustee Catherine Kitts, Trustee Harvey A. Slack

Absent: Trustee Rawlson King

1. Notices and meeting information for meeting participants and the public
 Notes:
 1. The meeting began at 5:02 pm.
 2. The Ottawa Public Library Board members participated virtually.
2. Recognition of Anishinābe Algonquin Territory
 Chair Luloff welcomed members and attendees to the Ottawa Public Library Board meeting and delivered the Indigenous land acknowledgement statement.
3. Roll Call
 The Chair proceeded with roll call by voice in random order.
4. Regrets
 Trustee King sent his regrets.

5. Declarations of Interest

No Declarations of Interest were filed.

6. Confirmation of Minutes

6.1 Minutes 36 – Tuesday, 13 September 2022

6.2 Confidential Minutes 11 - Tuesday, 13 September 2022

6.3 Minutes 37 – Tuesday, 4 October 2022

6.4 Confidential Minutes 12 - Tuesday, 4 October 2022

Note: Staff will ensure the final Minutes for September 13 show Vice-Chair Fisher as absent.

Results: Carried

7. Communications

There were no communications.

8. Chair's Verbal Update

Digital Inclusion Week

Digital Inclusion Week is an annual event to promote awareness of the digital divide and celebrate initiatives that work to bridge that gap. The Chair said technology and the Internet have come a long way over the years, and so have OPL's digital offerings, including: borrowing eBooks, audiobooks, digital newspapers and magazines, streaming music and videos, taking classes, and even researching family history. Libraries are virtual centres for learning, creativity, and discovery, with programs on YouTube, online resources, and digital collections. For more information about OPL's digital offerings, go to bibliooottawalibrary.ca.

Storytelling Festival

The Chair indicated that OPL will once again be partnering with the Ottawa Storytellers to host the Children's Storytelling Festival, November 21-26. OPL will be working with school boards, the Odawa Native Friendship Centre, and Centre Jules-Leger. Stories will be shared in-person and online on OPL's YouTube channel in English, French, and langues des signes français (LSF). He said OPL will host bilingual programming at four branches (Beaverbrook, Cumberland, Main, and Nepean CentrepoinTE) on November 26, as well as a special Youth Teens night for teens on November 23.

Ottawa Book Awards

The Chair pointed out that since 1985, the Ottawa Book Awards have recognized the top English and French fiction and non-fiction titles published in the previous year. The 2022 Ottawa Book Award finalists were announced on September 20 and the winners will be revealed in an award ceremony at Meridian Theatres at CentrepoinTE on October 19 at 7:00 pm. He said the Archibald Lampman Award for Poetry and the Prix Littéraire de l'association des auteures et auteurs de l'Ontario français will also be presented at the ceremony. OPL is pleased to partner with the Ottawa Book Awards to recognize and celebrate local authors. The Chair also noted that OPL carries copies of the nominated in the collection.

Farewell to CEO Danielle McDonald

The Chair took a moment to celebrate the CEO, as this was her last OPL Board meeting before retirement. The Chair remarked how over his almost three years as the Chair of the OPL Board, he has had only one in-person meeting with Danielle. Nonetheless, he noted her dedication to public service, exceptional intelligence, sound judgement and political acuity, and strong leadership skills. He said her guidance has been invaluable and he had learned so much from her. Looking back on the CEO's career at OPL, the Chair quoted then-Chair, Councillor Jan Harder, when Danielle was appointed CEO in 2012: "Danielle's extensive experience within Ottawa and the OPL have been marked by outstanding performance. In this time of technological challenge and change, her leadership and management skills will be invaluable." Chair Luloff then reviewed some of the significant accomplishments during Danielle's term as CEO, including:

- Implementing Radio-Frequency Identification (RFID) technology starting in 2012 throughout the system to modernize library services;
- Celebrating the 100th anniversary of Rosemount branch, including undertaking a major renovation of the much-loved community branch;
- Implementing a materials recovery (fines-free) model, which drastically reduced barriers to library services, especially for our vulnerable communities; and,
- Navigating the library's pandemic response, including launching a suite of valuable online programming at the onset of COVID-19 and promoting digital inclusion by loaning WiFi hotspots and tablets to community partners.

Noting that Danielle came to OPL with over 25 years of management experience, including in strategic planning, finance, human resources and technology with the City of Ottawa, the Chair closed by saying that her retirement marks the end of a significant and remarkable 35-year career in municipal public services both at the City of Ottawa and OPL. He mentioned that Danielle can be particularly proud of her work on Ādisōke, the Ottawa Central Library Joint Facility partnership with Library and Archives Canada. He also noted that she has been an active member in a number of library industry committees including the Canadian Urban Libraries Council, the Urban Libraries Council, and the Chief Executives of Large Urban Public Libraries of Ontario. The Chair wished Danielle all the best in her retirement. A short video montage of photos from Danielle's career at OPL was then shown (*held on file with the Chief Executive Officer*).

MOTION OPL 20221011/1

That the Ottawa Public Library Board receive the Chair's verbal update for information.

Results: Received

9. Chief Executive Officer's Report

Danielle opened her remarks by thanking the Chair and staff for their kind words upon her upcoming retirement, and for the thoughtful video montage.

Library Month Update

The CEO observed that Library Month is in full swing at all 33 branches, as well as on OPL's website and social media channels. Residents who sign up for a library card this month, as well as anyone who recommends a new cardholder to sign up, can receive OPL swag. Noting that this year's theme is "*Read between the lines*." She mentioned that this theme underlines how OPL's expert and friendly staff can help counteract misinformation with a wealth of quality and credible resources.

2022 Tablet and Hotspot Lending Initiative

OPL has partnered with 49 institutions to loan out 32 WiFi hotspots and 315 tablets since the start of the pandemic, in collaboration with the City's Neighbourhood Integrated Services Team. New partnerships include the Carleton Heights Recreation Centre; Strathcona Heights Community House; and the African, Caribbean and Black Wellness Resource Centre. OPL is also working closely with the Community and Social Services Department (City of Ottawa) and has loaned them several devices to assist families with child subsidy applications.

National Novel Writing Month

The CEO indicated that this year, OPL is an official "Come Write In" location and will be recognized on the NaNoWriMo website. She mentioned that 14 events will take place throughout November at Beaverbrook, Main, Orleans, Ruth E Dickinson, and St-Laurent branches. Every November since 1999, writers of all experience levels come together to participate in National Writing Month, with a goal of writing 50,000 words in 30 days. Last year, close to 428,000 (427,653) writers participated, in 671 regions over six continents. Ottawa has a very strong history as a region, with nearly 400 participants.

OPL and Ottawa Public Health (OPH) partnership

The CEO was pleased to inform the Board that OPH and OPL are expanding their partnership at Greenboro branch, with the addition of a nurse practitioner provided by South East Ottawa Community Health. She said the nurse practitioner will be working from the unused computer room on the second floor of the branch, next to the vaccination clinic. This is an exciting opportunity to increase health and social services for the community, and potentially expand the library's reach areas among residents.

National Day for Truth and Reconciliation Update

The CEO shared information about programs and services at the seven branches open on the National Day for Truth and Reconciliation a few weeks ago. Overall, branches were busy, and customers appreciated the programming and other offerings. Many of the regular customers wore orange shirts, borrowed materials from the displays, and took time to look at the exhibitions. She said some branches even reported more customers than usual, which is remarkable for the first year that OPL is open on this day. At one location, about ten percent of customers reported they were visiting specifically for the National Day for Truth and Reconciliation. She mentioned that many locations reported that customers were interested in the films playing during the day, with two branches reporting that there were always one to three customers watching the films throughout the entire day. Customers were also appreciative of the Storywalks and Calls to Action booklets. The CEO said the Bookmobile visited two local schools on September 30, reaching approximately 400 students that day. Staff also received feedback about the programs offered: a newcomer to Canada commented that they thought this was a great introduction to our history and they were glad to the French and English text available. The CEO noted that at the Beaverbrook branch, a Cree parent came to let the staff know they were touched by the Storywalk. Jay Odjick delivered several programs, and according to staff, even teens were so riveted by his words that none of them was looking at their phones

during the talk! Lastly, Bevann Fox delivered an online talk which was extremely well attended by over 300 people live and has also been watched on YouTube by many more since then. One attendee commented: "[Bevann] was lovely and told her story from her heart. She was very real with us."

MOTION OPL 20221011/2

That the Ottawa Public Library Board receive the CEO's report for information.

Results: Received

10. Presentations

10.1 Presentation - Order of Friendship Recipient – The Anishinābe Algonquin Host Nation Communities of Pikwakanagan and Kitigan Zibi

Chair Luloff invited the CEO, Danielle McDonald to introduce the recipients and say a few words. Noting that the Order of Friendship is a special honour, bestowed upon a recipient every two years to recognize exceptional volunteer contributions made to OPL by individuals, groups, or institutions, the CEO said staff recently had the pleasure of delivering the certificates to this year's recipients: The Anishinābe Algonquin Host Nation communities of Pikwakanagan and Kitigan Zibi. *(A photograph of staff with the recipients was shown on the screen, held on file with the Chief Executive Officer).* Ms. McDonald pointed out that Della Meness, from the Algonquins of Pikwakanagan First Nation could not be with the Board tonight; however, she sent her heartfelt thanks for the recognition. Ms. McDonald welcomed Anita Tenasco, Director of Education, Kitigan Zibi Anishinābeg First Nation, who accepted the award on behalf of her community. The CEO recognized Trustee Kitt and Slack for supporting this nomination for consideration, as members of the Order of Friendship Ad hoc Committee. Trustee Begg (nominator) read the certificate wording.

Ms. Tenasco spoke about how she was very honoured by this award and commented that her community was very thankful. She thanked the Board, the City of Ottawa, and Library and Archives Canada for working together with her community to build the relationship, including keeping the lines of communication open and learning about one another's languages, history, and culture. She spoke about being a child of a residential school survivor and being thrilled to be able to share her voice with others. Ms. Tenasco said working with the employees of OPL has "felt like forming a family." She thanked the CEO for leading the reconciliation and decolonization work and for collaborating with her

community. In closing, she wished the CEO the best in her retirement and thanked her for leading such a great team.

11. Reports

11.1 Vulnerable Communities and Community Development Update

File Number: OPLB-2022-1011-11.1

Trustee Brockington noted he was glad to receive this report and appreciated staff's work with vulnerable populations. He indicated his support for the additional ongoing operational funds recommended by staff. In response to a question regarding how these funds will be allocated and opportunities for trustees to engage staff regarding this, Danielle McDonald, CEO indicated that the funding will be linked to the definition of vulnerable communities. Donna Clark, Division Manager, Branch Operations commented that she appreciated Trustee Brockington's support, and added that funding will support programming throughout the community.

Trustee Brockington commented that he would be supportive of expanding Alternative Services to ensure that areas that are not necessarily vulnerable communities receive the attention they deserve. Chair Luloff thanked Trustee Brockington for his support on this file.

There being no further comments or questions, the report was RECEIVED and CARRIED as presented:

MOTION OPL 20221011/3

That the Ottawa Public Library Board:

1. **Receive this report for information; and,**
2. **Direct the inclusion of ongoing operational funding of \$50,000 be secured in 2023 and subsequent budgets to continue efforts related to community development.**

Results: Received and Carried

11.2 2023 Board Meeting Schedule

File Number: OPLB-2022-1011-11.2

Trustee Brockington inquired whether it would be best to approve only the January and February meeting dates at this time, and have the new Board approve the remaining calendar year. Chair Luloff noted that the Board

meeting schedule is determined in advance to permit time to organize logistics, advertise for the public well in advance, and to consider staff time involved in this. The CEO suggested that the Board approve the 2023 schedule as recommended, to permit staff to reserve the required meeting room; she reminded trustees that the next Board can certainly discuss adjustments to the meeting schedule as desired in the future.

There being no further comments or questions, the report was CARRIED as presented:

MOTION OPL 20221011/4

That the Ottawa Public Library Board approve the 2023 regular meeting schedule as proposed in Document 1.

Results: Carried

11.3 Ādisōke – Construction Update and Operational Planning

File Number: OPLB-2022-1011-11.3

Craig Ginther, Division Manager, Ottawa Central Library, and Tara Blasioli, Manager, Design and Construction, Buildings, Infrastructure and Water Services Department, City of Ottawa provided a presentation on Ādisōke's construction update and operational planning. (*Held of file with the Chief Executive Officer*). Paul Hussar, Program Manager, City of Ottawa was in attendance to respond to any questions. Key highlights of the presentation included:

- Update on construction activities progress and schedule, including the July 2022 labour disruption (no anticipated impact to facility opening date in 2026);
- Update on communications and engagement activities related to building delivery, led by the Project Management Office;
- Future building milestones anticipated prior to the next report to the Board; and,
- An update on operational planning and partner engagement (OPL-led).

Chair Luloff left the meeting at 6:05 pm and returned at 6:07 pm. Vice-Chair Fisher assumed the role of Chair in his absence.

In response to a question from Trustee Higdon regarding whether the reclaimed stained-glass windows will be incorporated at Ādisōke, Mr.

Ginther said staff provided a brief update to an Ad hoc Committee about this matter earlier in 2022. To summarize, the Project Team has been exploring locations for the stained glass and renderings are now in progress.

Trustee Brockington asked staff to elaborate on protections from future labour disruptions and resulting cost escalations. Ms. Blasioli replied that the Project Team has worked with the legal team to ensure there is language in the contract agreement regarding this, noting that labour disputes are out of the team's control. She underlined that there is no monetary impact on the project, only additional time added because of labour disputes. She also noted that although cost increase has not been raised by the contractor, it is believed the onus is on the contractor for this, as per the agreement in place.

Chair Luloff acknowledged the Project Team for negotiating an excellent contract.

Trustee Slack thanked staff for the presentation, adding that he was thrilled that the crane had signage on it. He said he looked forward to further updates.

Chair Luloff concluded by saying the incredible project is a product of the hard work of the team. When the Board was meeting with candidates for the CEO position, the Ādisōke project was well-known and well-regarded.

There being no further comments or questions, the report was RECEIVED as presented.

MOTION OPL 20221011/5

That the Ottawa Public Library Board receive this report for information.

Results: Received

11.4 Semi-Annual Performance Measurement - January-June 2022

File Number: OPLB-2022-1011-11.4

Chair Luloff asked staff to provide an update to this report, as it is the last performance measurement report for the term. Anna Basile, Division Manager, Corporate Services thanked the Board for supporting the strategic plan and provided an update. Noting that the data in this report is from the first half of the year and is outdated, Ms. Basile explained that cardholder metrics have increased since June, and there has been an

increase in active cardholders since branches have resumed more regular hours and in-person programming. Ms. Basile noted that staff are optimistic that the upward trend will continue into next year.

The Chair recognized a public delegation from Mr. John D. Reid. Mr. Reid indicated that he was not happy with the active cardholder numbers in the report but was pleased with the update from staff indicating that numbers were beginning to increase again. Noting that he was hoping for more detailed statistics on a more regular basis, he commented that he believes OPL is still 30,000 lower than its intended target for active cardholders, and that this requires careful analysis. He suggested staff look at the recent Kington Public Library facilities plan for inspiration, commenting that other measures to indicate success could be considered such as use of study space, and raised the question of whether the trends in active cardholders are unique to OPL or can also be found in other public libraries. In closing, he commented that he sees good efforts undertaken by staff in the branches to advance the goal in the strategic statement but urged staff to identify the problem with cardholder numbers and take action.

Ms. Basile clarified that the new cardholder metric is a year-to-year comparison. Noting that the implementation of the materials recovery model, which resulted in significant numbers of cards being reactivated, may have inflated the numbers of active cardholders for recent periods, she added that the cardholder numbers are simply an indicator, highlighting areas that staff need to further analyze. For instance, there are challenges to customer retention that must be investigated: anecdotally, some customers obtain library cards for a specific purpose such as to book a meeting room, and their cards then quickly lapse and become inactive. Ms. Basile underlined that staff will be exploring these challenges to retention (including the reasons for lapsed memberships), including through planned projects such as the brand strategy and customer journey mapping.

Trustee Brockington asked if there is a direct correlation between the number of cardholders and the number of in-person branch visits. Ms. Basile indicated that there are a number of factors that influence the number of cardholders at present, including the ongoing reduced hours of operation and reduced in-person programming. She said as the library continues to resume programming, and increase hours, cardholder numbers are also increasing. In conclusion, Ms. Basile underlined that

staff will look at all factors influencing the numbers, as well as how the data is captured, to ensure a full picture is presented.

Trustee Brockington inquired about practices regarding lapsed memberships; specifically, if OPL contacts cardholders whose cards are about to lapse or have expired. Ms. Basile confirmed that while OPL has the technology to do this, staff have not started doing this yet. He suggested staff consider an automatic message be sent to lapsed cardholders to bring to their attention the fact that their card is about to expire or has expired. Ms. Basile replied she would take this matter offline to confirm.

Chair Luloff thanked the delegation and Trustee Brockington for their questions. He also noted that some lapsed cardholders may be in families who use one library card for most transactions but have cards for other family members.

There being no further comments or questions, the report was RECEIVED as presented.

MOTION OPL 20221011/6

That the Ottawa Public Library Board receive this report for information.

Results: Received

11.5 Service Delivery Framework - Update

File Number: OPLB-2022-1011-11.5

MOTION OPL 20221011/7

That the Ottawa Public Library Board receive this report for information.

Results: Received

11.6 Intellectual Freedom - Update

File Number: OPLB-2022-1011-11.6

MOTION OPL 20221011/8

That the Ottawa Public Library Board receive this report for information.

Results: Received

18. Adjournment

MOTION OPL 20221011/9

Be It Resolved That the Ottawa Public Library Board meeting be adjourned at 6:28 pm.

Note: The Board held a brief virtual farewell session for the CEO immediately following the meeting.

19. Next Meeting

Tuesday, 8 November 2022

Original signed by Matthew Luloff,
Chair

Danielle McDonald, Recording
Secretary