

**Ottawa Public Library Board  
DRAFT MINUTES**

**Monday, January 13, 2014, 17:00  
Champlain Room,  
Ottawa City Hall, 110 Laurier Avenue West**

**Present:**

Chair: Jan Harder

Vice-Chair: André Bergeron

Trustees: Amelita Armit, Jim Bennett, Keith Egli, Patrick Gauch, David Gourlay, Christine Langlois, Danielle Lussier-Meek, Shad Qadri, Doug Thompson, Tim Tierney, Marianne Wilkinson, Rose Zeidan

**Regrets:** None.

**Recorder:** Marc Pellerin, Library Board Assistant

**CALL TO ORDER**

The meeting was called to order at 17:00. Trustee Lussier-Meek joined by teleconference.

**DECLARATIONS OF CONFLICT OF INTEREST**

There were no declarations of conflict of interest.

**PUBLIC DELEGATIONS**

There were no public delegations.

## COMMUNICATIONS

There were no communication items.

## PRESENTATIONS

*Marketing/Communications Project, Presentation by Marketing Students at Algonquin College*

Trustee Armit welcomed the students from Algonquin College's marketing class, including Professor Jake Volt. Students, divided in five teams, were provided with key data about the Library itself, assisting them in the development of their respective marketing strategies. She thanked all students for their active participation. Trustees Armit and Gourlay invited the winning team to speak to the Board and present their marketing proposal.

Pat Norton, Jenna Gadbois, and Brennon Stephenson, students from Algonquin College gave a slide presentation to the Board, summarizing their ideas identified in their marketing proposal for the Ottawa Public Library. The following key ideas were outlined:

**OPL Logo:** The current logo could be refreshed to incorporate patriotic and historical Canadian elements that would reflect OPL's tie to the national capital region. A picture of the proposed logo was presented to the Board.

**Advertising Mediums:** Sizeable advertising mediums were proposed as the best marketing approach, such as bus and bus shelter advertising. Sample ad designs were revealed to the Board.

**Social Media:** Pinterest can be used to attract a new target market to the Library, such as do-it-yourselfers, promoting what the Library has to offer in terms of programming and interests to various segments of the population.

**Off the wall and beyond the walls:** Library services could be used from anywhere, including the outdoors and shared spaces. An event could be held on the grounds of Parliament Hill to showcase a reading space unlike anything in the capital region, bringing the Library to the people in a shared space. The event would result in media exposure and an opportunity to promote library services to the general population.

Mobile Devices: The library card could form part of mobile devices such as an iPhone case or an iPad case. Customers would have their library card in hand at all times.

Trustee Gourlay thanked the students and presented each student with a gift. He invited questions and general comments from members of the Board.

## 1. CONFIRMATION OF MINUTES

OPLB-2014-0001

### **MOTION No. OPL 20140113/1**

**Minutes – Ottawa Public Library Board meeting of December 9, 2013.**

**- CONFIRMED**

## CHIEF EXECUTIVE OFFICER'S REPORT

Danielle McDonald, Chief Executive Officer provided a verbal report.

Human Library 2014: D. McDonald reported that in partnership with CBC Ottawa, the much anticipated Human Library event will be held on January 25. Approximately 40 human books will be on hand at five participating OPL branches, including Carlingwood, Carp, Greenboro, Main, and Orléans.

Family Literacy Day Celebration: Sylvi Belleau, renowned storyteller, will perform at the Nepean CentrepoinTE Branch on Sunday January 26 at 2 p.m. as part of the Ottawa Public Library's Family Literacy Day celebration. Family Literacy Day is celebrated annually on January 27 but every day OPL works to promote and enhance literacy by offering resources and reading programs for the whole family. OPL has many initiatives to help children with their reading and to bring families together through books and other means.

Conference Proposal at CLA: D. McDonald reported that the OPL received confirmation that its crowdsourcing proposal entitled "Crowdsourcing Your Way to Strategic Planning: the Imagine Campaign at OPL" will form part of CLA's programming for its upcoming conference in Victoria, BC in May 2014. The session will outline the

theoretical basis for the use of crowdsourcing as well as the steps used in preparing and executing the Imagine campaign. Key findings of the campaign would be discussed as well as lessons learned. She thanked Monique Brûlé for submitting the proposal and presenting such an innovative project to the library community.

Ontario Library Association Conference: D. McDonald highlighted Trustee Gauch's involvement as a guest speaker in the upcoming Ontario Library Association (OLA) Conference, where he will be sharing his experiences and insights on governance-related matters. As part of OLA programming, D. McDonald advised that she will be attending a session on provincial inter-ministerial public library discussions. In addition, Trustee Bennett will be attending the Federation of Ontario Public Libraries Board Annual General Meeting.

Remembering Hélène Merritt: D. McDonald and Trustee Bennett attended a special ceremonial event on January 10 at the Southminster United Church to remember Hélène Merritt. The community gathered to pay tribute to Hélène's life and to her role in the community.

## 2. APPROVAL OF PURCHASE OF RFID TAGS FOR NEW MATERIAL

OPLB-2014-0002

### **MOTION No. OPL 20140113/2**

**That the Ottawa Public Library Board approve the following purchases from Bibliotheca related to the RFID tagging of new library material in 2014 totaling \$174,545.00, plus applicable taxes.**

**- CARRIED**

## 3. DEVELOPMENT CHARGES

OPLB-2014-0003

Chair Harder introduced the agenda item, noting that the next steps for the Board calls for the establishment of a Board Ad-Hoc Working Group to work on the Development Charges Framework (2015-2024). She mentioned that a report will be brought forth at the February 10, 2014 OPL Board meeting, outlining some options and recommended next steps. A special Board meeting would subsequently be held at the end of February 2014 to solidify Board input into the Development Charges Framework.

Monique Désormeaux, Division Manager, Service Excellence gave a PowerPoint presentation, providing an overview of development charges and how these are used to provide a revenue stream for libraries, for growth-related projects. She summarized relevant legislative requirements that govern development charges, noting that municipalities have a requirement to renew their Development Charges By-laws every five years and use such funding for the purposes of new or expanded facilities, as well as library collections. The OPL is required to work within the City process, through the Planning and Growth Management Department, representing an opportunity for OPL to review and refresh its current project listing, as well as review and refresh categories in which development charges are collected on behalf of the Library. M. Désormeaux summarized anticipated timelines and OPL's roles within such established timelines, as part of Ottawa City Council's duty to approve the Development Charges By-law. The OPL Board is now being asked to establish a Board Ad-hoc Working Group to work on the Development Charges Framework (2015-2024), comprised of Trustees Qadri, Wilkinson, Vice-Chair Bergeron and Chair Harder. That same ad-hoc working group would be asked to report to the Board at a special Board meeting tentatively scheduled for the end of February 2014.

Board trustees engaged in a discussion regarding development charges, with some discussion about the possibility of using development charges to fund specific library priorities (e.g. Main Library, RFID). Chair Harder affirmed that such questions will be answered through the Board review and input process. The Board will be required to answer key questions (e.g. type of library services delivered, type of branches constructed).

#### **MOTION No. OPL 20140113/3**

**That the Ottawa Public Library Board create an Ad Hoc Development Charge (2015 – 2024) Working Group, consisting of Trustees Shad Qadri, Marianne Wilkinson, Vice-Chair André Bergeron, and that this group be led by Chair Jan**

**Harder and that the working group reports back to OPL Board with recommendations by end of February 2014.**

**- CARRIED**

#### **4. 2013 TRUSTEES' RECORD OF ATTENDANCE**

**OPLB-2014-0004**

Members of the Board discussed the legal implications section of the report. Chair Harder advised that further legal input will be sought to guide the Board on next steps with respect to trustee absences. A report will be presented at February's OPL Board meeting, pending legal review, to update the Board on its obligations and recommended next steps.

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

**- RECEIVED**

#### **5. MONITORING REPORT: A.9 INDEPENDENCE OF THE BOARD**

**OPLB-2014-0005**

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

**- RECEIVED**

6. MONITORING REPORT: A.11 LINK TO SHARED SERVICES

OPLB-2014-0006

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

**- RECEIVED**

7. MONITORING REPORT: A.12 LINK BETWEEN THE CEO AND CITY OF OTTAWA MANAGEMENT TEAM

OPLB-2014-0007

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

**- RECEIVED**

8. 2014 CALENDAR OF REPORTS, OUTSTANDING INQUIRIES, MOTIONS AND UNSCHEDULED REPORTS

OPLB-2014-0008

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

**- RECEIVED**

NOTICES OF MOTION

There were no notices of motion.

OTHER BUSINESS

There was no other business.

INQUIRIES

No inquiries were submitted.

ADJOURNMENT

**MOTION No. OPL 20140113/4**

**That the Ottawa Public Library Board meeting be adjourned at 17:53.**

**- CARRIED**

Minutes approved by:

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Chair

\_\_\_\_\_  
Secretary