

Ottawa Public Library Board Meeting

Draft Minutes

Monday, 17 November 2014

5:00 pm

Festival Boardroom Ottawa City Hall, 110 Laurier Avenue West

Notes: 1. *Please note that these Minutes are to be considered DRAFT until confirmed by the Board.*

Notes: 2. *Underlining indicates a new or amended recommendation approved by the Board.*

Present:

Chair: Jan Harder

Vice-Chair: A. Bergeron

Trustees: Jim Bennett, Patrick Gauch, David Gourlay,
Christine Langlois, Danielle Lussier-Meek*, Shad Qadri,
Doug Thompson, Tim Tierney*, Rose Zeidan

*Trustees Lussier-Meek and Tierney joined by teleconference.

Regrets:

Trustees: Amelita Armit, Keith Egli, Marianne Wilkinson

DECLARATIONS OF INTEREST

No Declarations of Interest were filed.

CONFIRMATION OF MINUTES

Minutes of the Ottawa Public Library Board meeting of Monday, 8 September 2014, were confirmed.

Following a 'Consent Agenda' process the Chair mentioned that the *End of Term Recognition Presentation and Item *No. 4 would be added to her verbal update and then the held Item No. 2 would be considered.

PRESENTATION

END OF TERM RECOGNITION OF TRUSTEES

**Presentation was added to the Chair's Verbal Update*

REPORTS

1. CHAIR'S VERBAL UPDATE

**The Chair's verbal remarks are attached at the end of this document.*

MOTION No. OPL 20141117/1

That the Ottawa Public Library Board receive the verbal item for information.

RECEIVED

CORPORATE SERVICES

2. SEMI-ANNUAL PERFORMANCE MEASUREMENT REPORT–JANUARY TO JUNE 2014 OPLB-2014-0102

In response to a query from Trustee Bennett with respect to Customer Satisfaction, in particular, the Electronic Visits measure and whether additional parameters were added, Ms. Stirling noted that no additional parameters were added, this wasn't compared with 2013 as it was a new measure.

Trustee Bennett referenced the Board Performance Measurement Framework (PMF) Data Update Q3 2014 that was circulated by email. He asked about the Library Database Usage 125.8% change and what extra web-based services would be implemented. Danielle McDonald, CEO advised that staff adjusted its tracking to include web-based services to ensure a more inclusive and representative tracking methodology. The exercise of traditional data for measures was a new way to produce the information for the board; staff will continue to look at the measures again and report back.

Trustee Bennett also noted that the PFM Data assists to build a case for increased budget that exceed targets for further funding from Council. Targets provide focus for staff, which can be an important tool in many aspects. He suggested staff continue to explore ways to add targets to the measures.

Vice-Chair Bergeron advised he liked the approach as the data is more strategic; however, he suggested statistics by branch be implemented in these measures.

Trustee Gauch mentioned he liked the balanced scorecard and touched on timeliness of the information. He suggested that the data be provided earlier in the year and asked staff to consider how best to deliver the information for the next Board.

Chair Harder advised the Board that the City only reports on PFM once a year. She noted that the Beaverbrook branch closing and other factors attributed to the library database usage percentage change, and asked if the Total Time to Circulation statistic included Beaverbrook, as she felt it should not.

Trustee Qadri said productivity is key and recommended consideration be given to moving staff based on demand in order to achieve the targets. On

page 6 of the report, he asked that staff consider a breakdown by part-time and full-time equivalents for measurement periods (instead of by FTE).

There being no further discussion, the report recommendation was put before Board and was "RECEIVED" as presented.

DIRECTION TO STAFF:

1. That staff report back on additional parameters for the Customer Satisfaction, Electronic Visits measure as well as web-based services.

MOTION No. OPL 20141117/2

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

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| 3. | Q3 2014 FINANCIAL REPORTS

OPLB-2014-0103 |
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MOTION No. OPL 20141117/3

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

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PLANNING AND BOARD SUPPORT

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| 4. | 2011-2014 TERM OF BOARD KEY ACHIEVEMENTS

OPLB-2014-0104 |
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**This item was added to the Chair's Verbal Update. (A copy of the Chair's PowerPoint presentation is held on file).*

MOTION No. OPL 20141117/4

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

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| 5. | 2014 CALENDAR OF REPORTS, OUTSTANDING INQUIRIES,
MOTIONS, AND UNSCHEDULED REPORTS

OPLB-2014-0105 |
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MOTION No. OPL 20141117/5

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

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ADJOURNMENT

MOTION No. OPL 20141117/6

That the Ottawa Public Library Board meeting be adjourned at 17:55.

Chair

Recording Secretary

REFERENCE: OPLB AGENDA, ITEM 1: CHAIR'S VERBAL REPORT

Chair Jan Harder
Verbal Update
Ottawa Public Library Board Meeting
17 November, 2014

It is important to recognize the work that the board does. With only one meeting remaining before the end of term for this Board, Danielle and I would like to acknowledge all that we have accomplished over the last four years.

Item No. 4 – 2011-2014 Term of Board Key Achievements
(A copy of the PowerPoint presentation is held on file).

Chair's Verbal Update

a) eBook Advocacy (JStirling)

(Digital signage mock up page was circulated to the Trustees)

As a part of the Digital Content Strategy, OPL has been working jointly with Toronto Public Library on an advocacy campaign to improve the terms and conditions for library eContent purchases.

Phase One of the campaign will include advocacy efforts with Federal and Provincial governments, advocacy with key stakeholders, working with publishers directly to negotiate changes in terms and conditions, and risk management. TPL has undertaken research that has found that less than 50% of both Toronto residents and their customers know about the eContent currently offered by TPL. To that end, part of phase one is ensuring there is a general awareness on the types of eContent libraries have available.

Toronto launched a campaign at the beginning of October and is finding that usage of their eContent has increased. OPL is adapting the campaign for our bilingual context and will be running English and French campaigns from November 24 – December 19. Like TPL, the campaign will include advertising in local papers and bus ads. Keep your eye out for our ads and discuss our eContent with your neighbours and friends.

At the same time, OPL and TPL will be making the entire advertising campaign available to all libraries in Ontario. The Ontario Library Association will help with the distribution of materials to all libraries and will supplement this campaign with the release of radio ads that they are funding.

A copy of the ads that will be running in Ottawa is being circulated. Please know that these are still in draft and subject to change.

b) Recruitment Open House

On Thursday November 13, OPL staff participated in a Board Recruitment Open House in conjunction with the City's recruitment for other Boards and Committees. Kudos was sent to the Deputy City Clerk, Leslie Donnelly and her staff for a job well done. Julie Tremblay and Anna Basile attended on OPL and Board's behalf. Our table had the full outreach kit set-up with application forms, fact sheets, vision-mission, frequently asked questions, and an OPL snapshot. The event drew good numbers, approximately 75 people, of which 40 of those came to the OPL table. We were by far the busiest Board/Committee.

List of questions that were posed:

- 1. How much of my time will be required for meetings, special events, etc?*
- 2. What is my role as a Library Trustee?*
- 3. Where are the meetings held?*
- 4. How can or what ways does a Library Trustee contribute?*
- 5. Does the Library provide opportunity for board development and education?*
- 6. List of the ad hoc committees.*
- 7. Will the composition of the board change?*
- 8. Will meeting dates and times change or will they be held on Monday's at 5pm?*
- 9. What competencies, skills, expertise or interests are required to sit on the Board?*

General questions on library issues included: Central library, holds locker, partners, funding, programs, etc.

c) Pioneer Award

At the end of November, Councillor Maria McRae, Ward 16 River will be presented a Pioneer Award for championing Ottawa Public Library services at the Hunt-Club-Riverside-Park Community Centre through her leadership and support in bringing a Kiosk and library holds pick-up lockers to the River Ward, first of its kind in Ontario. The Mayor has confirmed his presence for the event. The event will take place on Thursday, November 27th at 10am. Trustees are encouraged to attend if so available. We will send details to you by email.

d) 2015-2018 Council

Congratulatory letters were sent on the Board's behalf to re-elected Mayor Jim Watson, Councillors Monette, Wilkinson, El-Chantiry, Qadri, Taylor, Chiarelli, Egli, Deans, Tierney, Fleury, Chernushenko, Blais, Moffatt and Hubley

Thank you letters were sent on the Board's behalf to departing Councillors Bloess, Clark, Holmes, Hobbs, McRae, Peter Hume, Thompson and Desroches

Congratulatory letters will be sent on December 1st to the eight councillors elect: Jody Mitic-Ward 2-Innes, Tobi Nussbaum-Ward 13-Rideau Rockcliffe, Catherine McKenney-Ward 14-Somerset, Jeff Leiper-Ward 15-Kitchissippi, Riley Brockington-Ward 16-River, Jean Cloutier-Ward 18-Alta Vista, George Darouze-Ward 20-Osgoode and Michael Qaquish-Ward 22-Gloucester South-Nepean

Special note for Councillor Doug Thompson:

We want to thank Doug for his service on Ottawa City Council and for his support to the Ottawa Public Library. His outstanding commitment to the community and the ward has been valuable and has helped to shape the Library including the opening of the new Greely branch in 2011. We thank him for his service on the Ottawa Public Library Board from 2011-2014. His dedication and support over the last term has been instrumental to the success of rural library services and we thank him for his leadership in this regard. We look forward to his continued support as an engaged citizen and wish him the best of luck in his future endeavours.

e) Recognition of Trustees

At this point in time, we would like to present all Trustees with a parting gift which includes a lifetime membership for the Ottawa Public Library as well a picture of the 2011 – 2014 Board.

Trustees who have served on previous terms have already received this lifetime membership but will be called up to receive the photo.

Lifetime Membership & photo

Public Trustees:

- *Trustee Amelita Armit (absent)*
- *Trustee Patrick Gauch*
- *Trustee David Gourlay*
- *Trustee Christine Langlois*
- *Trustee Danielle Lussier-Meek (teleconference)*
- *Trustee Rose Zeidan*

Council Trustees:

- *Councillor Keith Egli (absent)*
- *Councillor Shad Qadri*
- *Councillor Doug Thompson*
- *Councillor Tim Tierney (teleconference)*

Board photo only

Chair Jan Harder

Vice-Chair André Bergeron

Trustee Bennett

Trustee Wilkinson (absent)

Action: The Chief Executive Officer will ensure that Trustees not in attendance receive their gifts at the next meeting.