



**REGULAR MEETING OF THE  
OSHAWA PUBLIC LIBRARY BOARD**

**Thursday, March 15, 2018 beginning at 6:30 p.m.  
McLaughlin Branch Board Room**

**MINUTES**

**Present:** Ted Aldridge (Chair), Dan Carter, Donald Johnson, Grant Karcich, Rhea Smith-Schultz, Doug Thomson and William Thurber  
**Regrets:** Mary Fowler, Lois Gillette and Gil Paterson  
**Staff:** Frances Newman, Chief Executive Officer  
Ellen Stroud, Director, Service Design & Delivery  
Margaret Wallace, Director, Collection Development  
Jennifer Gardner, Manager, Programming Outreach & Community Engagement  
Tracy Munusami, Manager, Customer Excellence  
Dina Pen, Corporate Communications and Marketing Strategist  
*Stephanie McLean, Executive Assistant, acted as the Recording Secretary*

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1. **Call to Order/Approval of Agenda**

The Board meeting was called to order at 6:30 p.m.

**(14-18) MOTION** Moved by Dan Carter, seconded by Doug Thomson,  
“That the Oshawa Public Library Board approve the Agenda for the March 15, 2018  
Board meeting.” **CARRIED**

2. **Declaration of Conflict of Interest**

No conflicts were declared.

3. **Approval of the Minutes**

**(15-18) MOTION** Moved by Dan Carter, seconded by William Thurber,  
“That the Oshawa Public Library Board approve the minutes from the February 15,  
2018 Board meeting.” **CARRIED**

#### 4. Consent Agenda

The Board members received each of the following reports in their board packages, which were provided in advance of the meeting:

1. Activity Report
2. Friends of the Library Report
3. Health and Safety Report
4. Financial Report
5. Monthly Statistics Report

Ted Aldridge asked that the Activity Report be pulled for discussion.

**(16-18) MOTION** – Moved by Dan Carter, seconded by Donald Johnson, “That the Oshawa Public Library Board approve the Consent Agenda for the March 15, 2018 Board meeting with the exception of the Activity Report.” **CARRIED**

Mr. Aldridge asked Ellen Stroud and Jennifer Gardner to provide a summary of the key highlights of the Activity Report for the month of February.

Ellen and Jennifer jointly provided the Board with a detailed summary of the key programs that were held at Oshawa Public Libraries in February, which included a very positive partnership with Club Carib for Black History Month, a presentation by the Honourable Dr. Jean Augustine, and lastly, Ellen highlighted the City’s fourth theme of the Healthy Kids Community Challenge, “Power Off and Play”.

At this point of the meeting Rhea Smith-Schultz arrived.

Jennifer provided the Board with an update on the annual tax clinic held at the McLaughlin and Jess Hann branches, which provide free tax assistance to tax filers in need. She reported that the volunteers are already overbooked and there is currently a wait list. Jennifer further reported that due to the high demand of this service, details to hold an overflow tax clinic in April are currently being coordinated between OPL and the Region of Durham.

Jennifer also advised the Board of a new pilot project in partnership with the Canadian Mental Health Association Durham (“CMHAD”). Jennifer reported that beginning on Wednesday, March 21<sup>st</sup>, CMHAD will be providing an outreach worker to assist at the McLaughlin and Jess Hann branches for two hours a week. Their mandate will be to engage with customers to offer mental health support. The CMHAD has also provided many resources for staff to utilize when engaging with customers.

**(17-18) MOTION** – Moved by Dan Carter, seconded by Rhea Smith-Schultz, “That the Oshawa Public Library Board approve the Activity Report.” **CARRIED**

## 5. **Business Arising from Minutes**

### 1. **Strategic Plan Update from the CEO**

Frances Newman provided the Board members with the following updates as they relate to the Strategic Plan of Oshawa Public Libraries (“OPL”):

#### **Focus on our Customers**

- The rebranding working group is making significant progress
- A new book club, Eyes Forward Audiobook Club, has been created for those with vision loss
- A well attended sleep training program was held by a certified infant and toddler sleep consultant

#### **Create Vibrant Community Spaces**

- A new Smartboard and projector have been installed at the Jess Hann branch
- There have been many inquiries from outside groups regarding the rental of the Auditorium
- Many families enjoyed a visit from the Mobile Ontario Planetarium at the McLaughlin branch at the beginning of March Break

#### **Foster Literacy & Life-Long Learning**

- Seed Library starts again this spring
- Living a Healthy Life with Chronic Pain: A 6 week workshop in partnership with Central East Integration Network and Canadian Mental Health Association Durham
- Funding secured for “Repair Cafés” through a Seniors Community Grant of Ontario. This is an intergenerational program where seniors share their skills with the younger generation on how to repair things instead of throwing broken things away

#### **Embrace Technology**

- WiFi Hotspot loan program launched March 12<sup>th</sup> and there is already a holds list for the devices
- Lenovo tablet loans will commence March 26<sup>th</sup>
- New partnership with UOIT “Electronics Lending Library” to launch in June. The Electronics Lending Library will feature 12 kits for families to borrow and will include all the items you require to experiment with coding, design thinking, and building in new inventive ways. Makey Makey, Arduino, and Kano Kits are among some of the digital tools available in the kits

#### **Strengthen our Service Delivery**

- Planning is underway for our annual Staff Development Day which will be held on Thursday, May 10<sup>th</sup>. Topics include Lean training, Diversity training, SharePoint training, and Core Values
- Annual audit is underway with the report expected in May
- MPP Jennifer French’s assistants had a library tour to better understand what we offer the community
- New Library brochure for families is being developed
- Two staff members will be involved in the province-wide Readers Advisory (“RA”) in a Day program. Manager, Collection Support, Jennifer Green, is on the planning committee to facilitate this one day workshop, and Dina Pen, our Corporate

Communications and Marketing Strategist, has been asked to serve in a panel discussion on social media and RA

6. **New Business**

1. **Reserve Accounts – Approval of the Closure of Estate Reserve Accounts**

**(18-18) MOTION** – Moved by Doug Thomson, seconded by Donald Johnson,

“That upon recommendation by Management, the Oshawa Public Library Board approves the closure of the Bohan Account and Brooking Account, referred to as Reserve Accounts, as a result of the bequests being disbursed in accordance with the instructions received from each of these estates.” **CARRIED**

2. **New Services – Demo of the new WiFi Hotspots and Lenovo Tablets**

WiFi Hotspots

Margaret Wallace provided the Board with an overview of the new WiFi Hotspots lending program, which was recently included in OPL’s collection. Additionally, Margaret advised the Board that there is a real need for this service in our community. She reported that this new service, which includes a total of 10 hotspots system wide, will be a pilot project for one year, with the connectivity fees being sponsored by the Friends of the Library. An in-depth discussion ensued.

Tracy Munusami provided the Board with a demonstration on the hotspot devices and she also provided an overview of the details of the loan period. She reported that the loan period for the devices will be one week and customers are able to place a hold on a hotspot. She also noted that customers will have access to unlimited data with each loan of the WiFi hotspot.

Additionally, Tracy advised the Board that customers who borrow the WiFi Hotspots, will be asked to complete a short survey once they return the device so that the Library can collect the appropriate data to better understand the community’s need for requiring WiFi access, including examples such as education purposes, job searching, etc.

Lenovo Tablets

Tracy advised the Board that as a result of the Technology Grant received, OPL has purchased 20 Lenovo tablets that will be made available to customers for a three week loan period. Each tablet will be preloaded with the standard Library Apps, which also works as a promotional tool for the Library. Once the customer returns the tablet to the Library, all of the data will be cleared, with the exception of the standard Library Apps.

**3. Rebranding**

Dina Pen provided the Board with an update on the status of the rebranding initiative. She presented the Positioning Statement, and reported that the Positioning Statement is developed in the initial phase of the project as a basis to create the marketing messages and strategies the organization would like to deliver to their customers.

Dina also unveiled the proposed new tag line, and provided a detailed summary explaining how the proposed new tag line was relevant to OPL. Additionally, the Board was advised that the rebranding working group is currently working on the design of the new logo, and it is anticipated that the rebranding project will be completed and rolled out in the summer.

**(19-18) MOTION** – Moved by William Thurber, seconded by Dan Carter,

“That the Oshawa Public Library Board accept Management’s recommendation of the Oshawa Public Libraries new tag line.”

**CARRIED**

**7. Other Business, if any**

None

**8. Motion to Adjourn** – William Thurber at 7:40 p.m.

APPROVED