



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

**Thursday, April 19, 2018 beginning at 6:30 p.m.
McLaughlin Branch Board Room**

MINUTES

Present: Ted Aldridge (Chair), Dan Carter, Mary Fowler, Lois Gillette, Donald Johnson, Grant Karcich, Doug Thomson and William Thurber

Regrets: Gil Paterson and Rhea Smith-Schultz

Staff: Frances Newman, Chief Executive Officer
Ellen Stroud, Director, Service Design & Delivery
Margaret Wallace, Director, Collection Development
Tracy Munusami, Manager, Service Excellence
Dina Pen, Corporate Communications and Marketing Strategist

Stephanie McLean, Executive Assistant, acted as the Recording Secretary

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

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

(20-18) MOTION Moved by William Thurber, seconded by Dan Carter,
"That the Oshawa Public Library Board approve the Agenda, as amended, for the
April 19, 2018 Board meeting." **CARRIED**

2. **Declaration of Conflict of Interest**

Dan Carter made a declaration of interest concerning item 5.2 – The City of Oshawa's Use of Corporate Resources for Election Purposes Policy and the accompanying Addendum prepared by the Oshawa Public Libraries, as he is a Councillor for the City of Oshawa. Mr. Carter did not take part in the discussion or exercise any voting on this matter.

3. **Approval of the Minutes**

(21-18) MOTION Moved by Doug Thomson, seconded by Donald Johnson, “That the Oshawa Public Library Board approve the minutes from the March 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. Health and Safety Report
3. Financial Report
4. Monthly Statistics Report

Prior to the approval of the Consent Agenda, Frances advised the Board that there was an error in the statistics report. She reported that with respect to the “Programs – Attendance” section, the overall YTD percentage was actually up 9%, not down 11% as set out in the report.

(22-18) MOTION – Moved by Doug Thomson, seconded by Donald Johnson, “That the Oshawa Public Library Board approve the Consent Agenda for the April 19, 2018 Board meeting.” **CARRIED**

At this point of the meeting, Grant Karcich arrived.

5. **New Business**

1. **Rebranding – Logo**

Dina Pen, Corporate Communications and Marketing Strategist, provided the Board with an overview of the rebranding project for the Library, including a detailed verbal report on the proposed new logo. A brief discussion ensued.

At this point of the meeting, Mary Fowler arrived.

(23-18) MOTION – Moved by William Thurber, seconded by Lois Gillette,

“That the Oshawa Public Library Board accept the report as prepared by Dina Pen, together with Management’s recommendation of the Oshawa Public Libraries new logo.” **CARRIED**

A copy of Dina Pen’s report, *Report on Rebranding Initiative*, will form part of the minutes appended hereto, as Appendix “A”.

2. **Use of Corporate Resources for Election Purposes Policy – Adoption of Policy & Addendum**

Frances provided the Board with an overview of the purpose of adopting the City of Oshawa's Use of Corporate Resources for Election Purposes Policy, together with a draft of OPL's proposed Addendum to the City's policy. She reported that at the most recent Chief Executives of Large Urban Public Libraries ("CELUPL") meeting, it was recommended that libraries adopt either their City's policy or create their own with respect to the use of corporate resources during municipal, provincial and federal election campaign periods.

Frances highlighted the differences between the City's policy and the suggested changes and additions as set out in OPL's Addendum. Following a brief discussion, the Board agreed to make some minor changes to the Addendum.

(24-18) MOTION – Moved by Will Thurber, seconded by Lois Gillette,

"That the Oshawa Public Library Board adopt the City of Oshawa's Use of Corporate Resources for Election Purposes Policy, together with the Addendum, as amended, setting out certain provisions applicable and acceptable for the Oshawa Public Libraries." **CARRIED**

Dan Carter and Will Thurber left the meeting and did not return.

3. **SOLS Trustee Meeting Update**

Doug Thomson advised the Board that the Southern Ontario Library Services meeting originally scheduled for April 14th was cancelled due to the ice storm, and has been rescheduled for May 12th. This item will be deferred to the May Board meeting.

6. **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

- Secured an Enabling Accessibility in Communities grant to offset the costs of installing a power door opener between the Children's Department and the Auditorium lobby
- Participated in the "Point in Time" homeless count the week of April 16th
- The WiFi hotspots continue to be extremely popular, as expected. At any given time, all ten units are either checked out or on hold, with 67 on the waiting list at time of this report

Create Vibrant Community Spaces

- Annual "How to in 10 Festival" will be held on April 21st
- Friends of the Library Summer Reads Book Sale will be held Thursday, April 26th - Saturday, April 28th

- Annual Battle of the Books was held in partnership with DDSB, DDCSB, and other Durham Libraries

Foster Literacy & Life-Long Learning

- Planning underway for “Repair Cafés” as the result of a Seniors Community grant
- Reading Buddies volunteer programs at all 4 locations for children in grades 2 and 3, plus French Reading Buddies at Northview

Embrace Technology

- Planning underway for an Electronics Lending Library called “STEM Stars” in partnership with UOIT Engineering Department
- Virtual Reality (VR) programs rolling out this spring and summer

Strengthen our Service Delivery

- Planning has started to implement a Physical Activity Lending Library through the Healthy Kids Community Challenge (HKCC) grant in partnership with the City. This initiative will include active play items such as croquette, horseshoes, bocce ball, etc., as part of the “Power Off and Play” theme. Classic board games and chess sets were also purchased through this grant
- An additional Volunteer Tax Clinic was held on April 15th to deal with excess demand as all regularly scheduled clinics by all service partners were booked until the end of April. In spite of the weather, two volunteers prepared 27 tax returns in 6 hours resulting in \$135,000 in tax credits for people who otherwise would have been unable to file their return and obtain their credits
- Work on the new Rebranding Project continues with a proposed new logo for Board approval

Baby’s First Library Card – Pilot Project

Ellen Stroud, Director, Service Design & Delivery, provided the Board members with a copy of OPL’s new children’s membership brochure. She also circulated a copy of the new Baby’s First Library Card, and advised the Board of a new pilot project which is being sponsored by the Friends of the Library. She reported that the Library will be promoting the Baby’s First Library Card at Lakeridge Health Hospital with parents of newborns. At the time the parents come into the Library to sign their babies up for a library card, they will be entered into a contest to win a basket containing essential items for babies, including books! Additionally, Ellen reported that the Library is also working with Public Health to do some classes at the Library for new mothers.

7. Other Business, if any

None.

8. Motion to Adjourn – Grant Karcich at 7:20 p.m.