

# RICHMOND PUBLIC LIBRARY BOARD

## REGULAR MEETING

Wednesday, July 27, 2016

Present: Simon Tang, Chair  
Traci Corr  
Chaslynn Gillanders  
Robin Leung  
Alexa Loo, Alternate Council Liaison  
Jordan Oye  
Arseniy Shchedrinskiy

Greg Buss, Chief Librarian and Secretary to the Board  
Susan Walters, Deputy Chief Librarian

Regrets: Susan Koch, Vice Chair  
Chak Au, Council Liaison  
Diane Cousar

ACTION

### 1. Call to Order

The meeting was called to order at 5.30 pm.

### 2. Approval of Agenda

MOVED: That the agenda be approved as presented.

LEUNG/SHCHEDRINSKIY.....CARRIED

### EDUCATION SESSION

3. (a) An outline of educational session topics was included for information.

(b) The Refocussed Marketing Plan was included.

(c) The Refocussed Marketing Plan Charter was included.

Stephanie Vokey reported that the marketing team are three professionals with varied skills, dedicated to making the public face of the library top of mind as a destination. The audience are 214,000 residents, half of which have library cards.

Objectives of the Marketing Plan include:

- Equipping the Library Board with the information and materials they need to successfully advocate on behalf of the library.
- Ensuring that RPL marketing and promotional materials are vibrant, eye-catching, easy to understand and employ visuals that convey the required information to the viewer regardless of their age, primary language, culture or ethnicity.
- Ensuring that RPL is sharing consistent, standardized, transparent and informative messaging about our materials, services, programs, policies, locations and all other library-related matters.
- Offering promotional material to potential corporate and individual investors or donors that they would be proud to feature.

ACTION

Stephanie noted that fact sheets for digital and multicultural services are complete and others will be complete by year end. These fact sheets tell our story, one core area of service at a time.

The Board asked about an overarching perspective. When you see the logo, what are you supposed to think about? Stephanie noted that as we progress with fact sheets and ad campaigns for multiple target markets, the bigger perspective will become clearer. We want everyone talking about the library.

The Board asked if they should look at branding sooner than Q4 of 2017. Greg noted that the Board will want to brand for what the library transforms into, as a result of the current strategic plan. Outside expertise may be necessary.

The Board asked how much data we need to determine target markets? Do we have the data and if so, how is it used? If not, how do we plan to get it? Susan noted that we do not have sufficient data and are looking at our system for ways to gather more information. New metrics and how we gather data from the people using the library are also under review, such as program exit surveys and discussions with participants and people using our spaces.

The Board noted that fund development is in the timeline and asked what it entails. They noted the donor package, and asked if other actions are planned. Susan noted that staff are focussing on the Launchpad and as this is the prime opportunity to secure sponsorship. Staff are developing a targeted donor package including a wish list which is anticipated in October.

The Board asked if we are clear on what we can and cannot sell and is it clear with the City too? Greg noted that Cambie Branch was a success with branded space, such as the YVR Dream Room. Things within our walls can be branded. The formal fund development program will have naming criteria and outline this clearly.

The Board noted that it would be valuable to have a message for their corporate contacts too.

**BUSINESS SECTION**

4. Approval of Minutes

MOVED: That the minutes of the regular meeting of June 29, 2016 be approved as presented.

OYE/SHCHEDRINSKIY.....CARRIED

5. Business Arising

None.

6. Correspondence

(a) A letter dated July 8, 2016 regarding a donation of City of Richmond computers and monitors was included.

ACTION

**COMMUNITY**

7. Report from Councillor

Councillor Loo reported that Council prioritization of the Facilities Plan will take place in September. Councillor Loo noted that St. Albans church is closing their drop in centre, which ran programs including ESL classes and computer classes.

Susan Walters reported that the library is aware of the closure and has offered to relocate the St. Albans ESL classes to the Brighthouse branch.

Councillor Loo noted that the library is a safe place for all to enjoy and asked if we could communicate to the city if there is an increase in usage by the City's vulnerable population.

The Board asked if we can anticipate an impact on the library when the new pool facility opens. Councillor Loo confirmed the expectation is approximately 1,200 visitors per day to the new facility.

Greg noted that the facilities in the Minoru complex are family use. This has always been meaningful to our customers, who can drop their children off for lessons and make a quick stop at the library. The efficient multiple uses of this complex are part of its success as public space.

8. Report from the Friends of the Library

Betsy Blair reported that the Friends are planning mini sales on August 6<sup>th</sup> and September 10<sup>th</sup>.

9. Customer Comment Forms

A summary of comments was included for information.

**BOARD**

10. Items for Decision/Discussion

(a) Board Policy Manual Review – Group 4

The Board discussed the following items:

Section 7, all edits were accepted as presented.

Section 9, the correct name for Friends is *Friends of the Richmond Library Society*. All edits were accepted as presented, with this amendment.

This completes the Board Policy Manual Review.

(b) Finance Committee Report

i) Minutes of the Finance Committee Meeting held July 4, 2016 were included. Greg confirmed that he will work with City staff to address items Council referred back to staff:

- a. determine the impact an additional \$1 per capita would make to the library's budget
- b. provide an analysis of borrowing limits.
- c. provide an analysis of municipal services that municipal libraries should and currently provide.

Greg noted that it is critical that Council understands what a municipal library should be doing. He proposed a Special Meeting for the Board to discuss this

Staff:  
Update policy documents and post on the Board Blog.

## ACTION

further on October 12<sup>th</sup>. Preliminary information will be provided at the September Board meeting.

Councillor Loo suggested reviewing the Council Term Goals to tie into any analysis, and asked that if we are analysing municipal library services that we also note what the literacy numbers are in a municipality that does not provide that service. Council compares to Greater Victoria, Burnaby, Surrey, Delta and Abbotsford for some measures like salary and policing.

Greg anticipates providing a response to the Finance committee in November.

- (c) 2016 Operating Statement Year End Projection Status Report was provided. A small surplus was projected.
- (d) 2017 – 2021 Budget Process
  - i) A report outlining the City of Richmond's budget process was included.
  - ii) A projected 2017 budget was provided.
- (e) Review of Comparative Performance Measurements

Greg noted that the report included is of 2014 numbers for BC. Another set of national statistics are expected soon.

**INTERLINK****11. InterLINK Report**

No report.

- (a) A letter dated June 15, 2016 from InterLINK re: 2015 payment was included.
- (b) A letter dated June 27, 2016 acknowledging receipt was included.
- (c) 2015 InterLINK Revenue Status Report was included. Greg noted that when the library was experiencing high circulation, InterLINK revenue was also high. This may drop to zero, or we may end up paying other libraries as was the case 40 years ago when the library as established and began developing its collection.

**BRITISH COLUMBIA LIBRARY TRUSTEE ASSOCIATION****12. British Columbia Library Trustees Association Report**

No report.

- (a) The July 2016 Bulletin was included.

**STAFF OPERATIONS****13. Deputy Chief Librarian's Report**

- (a) Susan Walters' report on implementation of amendments was included. Susan reported that three amendments have been completed:
  - 1) Friday hours at Ironwood Steveston and Cambie were changed to 10:00 am to 5:00 pm (evening closure), effective Friday, July 29.
  - 2) Borrowing limits were increased from 10 to 20 items per category.
  - 3) Borrowing limits per card were increased from 25 to 30 items.
- (b) Susan's report on the Launchpad expansion project was included. Susan displayed draft floor plans in 3 phases. These 3 phases build on the Launchpad expansion into a full service, to extend the new design concept

## ACTION

throughout the main floor and library entrance in later phases. The architect is in the process of formalizing plans, costing and project timelines.

Completion for Phase 1 is expected this year. A communication plan is being put in place to clearly describe how the collection on the first floor will be shifted, relocated or stored. This project is expected to be quite disruptive, but the end result will be a renovated space that will address customers' expectations and meet several of our strategic plan goals.

The Board asked about a celebration event. Susan noted that plans are underway for our 40<sup>th</sup> anniversary celebration to take place in opening of this renovated space, closer to year end.

#### 14. Program Reports

- (a) Lee Anne Smith's report on Programs and Outreach was included.

Lee Anne noted that the library is excited to be participating in the Richmond World Festival. Our diverse membership will be represented in family based performances and multilingual book displays.

Lee Anne reported that ABC Life Literacy Canada has declared September Literacy is Life Month. As a key partner of Literacy Richmond, the library is developing a social media campaign that all local literacy organizations will share. There will be special displays at the library and recommendations to families for apps and use of technology to promote digital literacy.

- (b) Melanie Au's report on Kids and Teens Summer Programming was included. Melanie noted that over 3,600 kids were registered. New metrics directly align with the new curriculum and emphasis is on outreach this year.

The Board asked what happened to the pirate pack coupons. Melanie confirmed that management of White Spot has changed and this year they donated 500 coupons, compared to the previous 6,000. Staff are working to build up that relationship again, and developing new relationships with other food services such as Church's Chicken.

- (c) Wendy Jang's report on activities in support of the ISCCO Conference was included. The conference was very popular and generated a lot of interest in the library and the Special Collection on Chinese Culture. Speakers would like to come back, and will publish their materials on Create & Learn. UBC is interested in follow up programs.

- (d) Wendy Jang reported on the Amazing Thailand event held on July 14<sup>th</sup>. This event was presented in partnership with the Royal Thai Consulate-General in Vancouver to celebrate the 70<sup>th</sup> anniversary of Thailand's King Bhumibol Adulyadej's accession to the throne and the 7th cycle (84th) birthday of Queen Sirikit. A dance troupe from Thailand's Ministry of Culture came to perform in this celebratory event. Deputy Consul General Narat Vidyananda from the Thai Consulate officiated at the opening ceremony. After speeches by Consul General Sutthiluck Sa-ngarmangkang and Simon Tang, some of the dignitaries invited by the Royal Thai Consulate spoke, including the Honorable Theresa Wat, Councillor Chak Au and School Trustee Jonathan Ho. A ribbon cutting by the VIPs, including Simon Tang, Robin Leung and Greg Buss followed. The Thai dance performance consisted of three traditional dances. About 100 people enjoyed the performance.

ACTION

**ITEMS FOR INFORMATION**

- 15. Library Branch, Ministry of Education: Strategic Plan Project. Greg noted that online feedback will be possible the second week of August. Simon and Susan Walters will provide Board feedback, and individual Trustees are welcome to respond. In Greg's absence, Susan Walters will ensure that the link to online feedback is distributed.
- 16. The Summer Reading Club Finale and Medal Ceremony will take place on Saturday, August 20<sup>th</sup>. Melanie noted that this is our first "official" medal ceremony in some time, and it is a significant event for children to receive a medal from a dignitary. Chaslynn, Traci and Robin confirmed they can participate in presenting medals. All Board are welcome to attend the ceremony and stay for the children's projects.
- 17. The Library Champions Celebration will take place on Friday, September 16<sup>th</sup>. All Board are welcome to attend and meet these special volunteers.
- 18. The 2015 staff recognition event will take place on Thursday, September 22<sup>nd</sup> at 2:30 pm. Simon will present staff gifts. All Board are welcome to attend.
- 19. The Board Calendar and Work Plan were provided for information

Staff: Invite all participants.

**OTHER BUSINESS**

None.

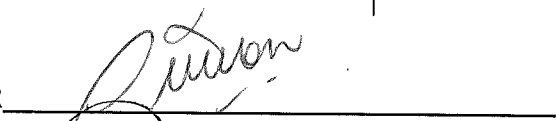
**NEXT MEETING**

The next Regular Board meeting is scheduled on **Wednesday, September 28, 2016.**

**ADJOURNMENT**

There being no further business, the Chair declared the meeting adjourned at 7:40 p.m.

CHAIR



CHIEF LIBRARIAN

