
WEDNESDAY, SEPTEMBER 27, 2017**Board Present:**

Susan Koch, Chair
Robin Leung, Vice Chair
Traci Corr
Diane Cousar
Chaslynn Gillanders
Alexa Loo, Alternate Council Representative
(arrived at 6:00)
Jordan Oye (arrived at 5:55)
Arseniy Shchedrinskiy

Susan Walters, Chief Librarian
and Secretary to the Board

Board Absent:

Simon Tang
Chak Au, Council Representative

Staff Present:

Allen Chi
Anne Bechard
Bob McGall
Cathy Gettel
Cindy Ho
Kate Adams
Lee Anne Smith
Mark Ellis
Melanie Au
Serena Griffin
Shaneena Rahman
Stephanie Vokey
Wendy Jang

Staff Absent:

Ping He

Friends of the Library:

Betsy Blair

1. Closed Meeting

A closed meeting took place from 5:30 to 6:00

2. Call to Order

The meeting was called to order at 6:00 pm.

3. Approval of Agenda

MOVED: That the agenda be approved as presented.

CORR/COUSAR.....CARRIED

EDUCATION SESSION**4. Education Session**

(a) An outline of past and upcoming educational session topics was included.

(b) Stephanie Vokey presented on social media and other library communications

Stephanie demonstrated how the Marketing team are using our value propositions. She described our partnership with the City noting that the Council Term Goals Highlights include two library events, the Mayor and some of council have attended 2017 library events, the City's iPhone app demonstration and training took place at the Brighthouse branch, and our contribution to the Community Services division's commitment to celebrating Pride week.

Stephanie shared the LaunchPad video and noted that this promotional asset and the SRC Finale video will both be promoted widely in the coming weeks.

Stephanie described our current social media feature campaign, a Day in the Life of a Librarian, and described engagement statistics as very positive.

October, which is Library Month, will include a campaign on outreach, and in November the Social Media team will promote our first Citizenship ceremony.

The social media team also includes librarians, adding other staff voices and diverse personalities.

The Board noted the importance of goals, specifically gaining, retaining and growing Social Media engagement.

In response to a question from the Board, Susan confirmed that we have a house style for the signature line of staff accounts and this includes social media links. Staff will confirm that the responses from Ask Us email and courtesy emails we send customers reminding them about the due material/fines/holds follow house style.

The Board asked about our relationship with other City of Richmond social media. Stephanie confirmed that the community centres repost our posts about events happening in their buildings and that we promote city events and initiatives.

The Board complemented the video on the LaunchPad and asked that when we talk about reaching out to the 100,000 residents who don't (yet) have a library card, what is our goal: number of cards, number of active cards, number of visits, etc.? What will we be counting to know when we reach the goal? Shaneena confirmed that the desired outcome is both an increase in number of active cards and usage.

The Board asked about support for their advocacy efforts. They are often asked at events like the October 12 Civic Appreciation what the library is doing. It was determined that this could be a simple bookmark, listing the value propositions and articulating the library's current focus in bullet points and key statements. Stephanie will work with her team to finalize production.

BUSINESS SECTION

5. Approval of Meeting Minutes

MOVED: That the minutes of the regular meeting of July 26, 2017 be approved.

OYE/COUSAR.....CARRIED

6. Business Arising

None.

7. Correspondence

None.

COMMUNITY

8. Report from Councillor

Councillor Loo reported that Councillor Au is attending a grand opening of a garden in China. Richmond Community Services Advisory Committee is funding a needs assessment for space, looking at co-location and partnerships.

Councillors will be participating in the Union of BC Municipalities convention this week. Emergency management is a big concern, particularly how to get information out to an older population that doesn't use the internet or get a newspaper. Information sharing is a global concern.

Councillor Loo extended congratulations on our Pride Week events to support diversity in our community. Councillor Loo also thanked library staff for supporting city staff in holding the open-

house for the new men's shelter at the Ironwood branch.

9. Report from the Friends of the Library

Debby Newton reported that the next big book sale is on the long weekend, October 7 and 8 at Thompson Community Centre. The Friends have never held their big sale on the long weekend before, so they don't know what the turnout will be. Their AGM is November 18th and the Executive asked for the library's wish list in advance.

The Board asked if they have enough volunteers for the book sale? Debby noted that the Friends membership always volunteers, and they also rely on student volunteers from Richmond high schools. Jordan and Traci offered to assist with filling vacant shifts and Lee Anne will promote the event to the library's community volunteers.

10. Customer Comment Forms

(a) A summary of customer comments was included for information.

BOARD

11. Items for Decision and/or Discussion

(a) 2017 Budget Amendment

Susan noted that ebooks and digital multimedia are no longer capitalized, a decision that was made as part of the 2016 audit. This amendment restates the 2017 budget to reflect this change.

MOVED: That the Board approve the following 2017 budget amendments:

- a) The 2017 collection budget of \$1,274,400 be reduced by \$250,000 for Overdrive expenditures and by \$117,000 for Hoopla expenditures, to \$907,400, and
- b) The 2017 subscription budget of \$184,600 be increased by \$213,800 for Overdrive amortization and \$117,000 for Hoopla expenses to \$515,400.

SHCHEDRINSKIY/LEUNG.....CARRIED

(b) 2018 Draft Operating Budget

Susan noted that the Draft 2018 budget numbers have changed from July, primarily because of an adjustment for collective agreement. The budget remains draft until senior city staff have reviewed and forward to Council to approve in December.

Two additional level requests were submitted: one for additional staffing and another for a book vending machine at Hamilton. We first introduced the additional staffing level request in 2016 and will continue to make a case for additional staffing if not achieved for 2018. If successful, the request for a book vending machine will result in some additional operating costs (primarily staff time), but as we consider this a pilot project we have not provided that information in detail. If we request another book vending machine for use in other areas of the community, we would update our request with that knowledge.

The Board and Management discussed fines strategy and agreed that Susan will include the changing nature of fines and InterLINK revenue on the 2018 education session calendar.

The draft operating budget submitted today includes a 1.72 % increase to the Municipal contribution and is on par with other city budget submissions.

MOVED. That the 2018 Draft Operating Budget be approved as presented for submission to the city of Richmond.

COUSAR/SHCHEDRINSKIY.....CARRIED

(c) 2018 Budget Amendment

MOVED: That the Board approve the following 2018 budget amendments:

- c) The 2018 collection budget of \$1,274,400 be reduced by \$250,000 for Overdrive expenditures and by \$132,000 for Hoopla expenditures, to \$892,400, and
- d) The 2018 subscription budget of \$188,600 be increased by \$245,700 for Overdrive amortization and \$132,000 for Hoopla expenses to \$566,300.

CORR/SHCHEDRINSKIY.....CARRIED

(d) 2018 Library Board Appointments

The schedule, current board, Trustee Recruitment Policy, Trustee Competencies and 2018 Recruitment package was included for information. Dates for the Recruitment Committee to interview applicants will be determined as soon as possible.

INTERLINK

12. InterLINK Report

Jordan reported that they had their meeting yesterday. The meeting discussed InterLINK's strategic plan, and their efforts to communicate their value and impact. Library day at the PNE was successful and our staff efforts were complemented.

BRITISH COLUMBIA LIBRARY TRUSTEE ASSOCIATION

13. British Columbia Library Trustees Association Report

Arseniy reported a change in directors, and that the Association is busy liaising with new government.

- (a) The September Bulletin was included.

STAFF OPERATIONS

14. Chief Librarian's Report

Susan reported that she is busy working collaboratively with City staff on several projects:

- Susan joined City staff and Steveston Community Association members on a tour of Lower Mainland facilities. Consultants have been hired for the Steveston Community Centre project, which is getting started.
- There was an opportunity to consider moving the Ironwood branch to a ground floor location, but we chose to remain in our recently renovated second floor location.
- The Hamilton community is undergoing significant development and there may be opportunities for a standalone library branch in a retail space. The Hamilton Community Centre and school are also looking to expand and the library's preference would be co-located space for library service.
- The bids for the planned refresh of the second floor came back considerably higher than expected. Capital Buildings Project Development is sending this project back out for re-tender. Given the increase in economic development across the lower mainland, it is likely that the Board will need to consider increasing funding for this project.
- Shape Architecture was hired for the library program planning project. This will include a facility needs study for a main library and branches.

- The Board Facility Committee will be invited to an upcoming meeting.

Susan noted she is attending several group meetings this month: Canadian Urban Libraries Council (CULC) Fall meeting in Vaughn, Ontario on October 2 and 3, the Association of BC Public Library Directors (ABCPLD) Fall meeting in West Vancouver October 12 and 13, and a Library Leadership Council program on October 19.

Susan also noted that RPL is hosting the first day of the CULC Public Library Leadership program for a cohort of 17 aspiring chief librarians on October 16th. As a host library and member of the Planning Committee, Susan will also be participating in all day sessions on October 17 (VPL) and 18 (SPL.)

15. Staff Reports with Brief Presentation

- (a) Lee Anne Smith and Melanie Au reported on Summer Reading.

Lee Anne reported that their intention was to apply a new metric system to this year's summer reading program. In practice, the outcomes are still being collated and further information will be provided in October, and the learnings applied to next year.

- (b) Shaneena reported on Canadian Library Month.

The library will have a print ad in the local newspaper and is working on a pilot project with Richmond Christian School. The focus is on reaching out to grades 1, 4 and 9 to ensure every student has a library card. Next year, the project will expand to grade 1 in other schools. As an incentive, new books prizes have been donated by our vendor, Library Bound. Shaneena noted that the goal for this campaign is to increase the number of active card holders, not just that everyone in Richmond has a library card.

The Board asked if we consider the increasing circulation goal, do we have an idea of the number of new cards we need to get to reach our goal? If we have this data easily it would be a great goal to have. Shaneena and Mark will gather this information.

The Board discussed privacy regarding collecting and analysing data.

16. Staff Reports

- (a) Lee Anne Smith reported on Adult Programming
- (b) Serena Griffin reported on Circulation and Merchandising.
- (c) Shaneena Rahman reported on Collections.
- (d) Anne Bechard reported on Community Services.
- (e) Cindy Ho reported on Digital Services.
- (f) Ping He reported on Information Services.
- (g) Allen Chi reported on Information Technology.
- (h) Stephanie Vokey reported on Marketing.
- (i) Stephanie Vokey reported on Social Media Activity for June 30 to August 31.
- (j) Wendy Jang reported on Multicultural and Chinese Community Services.

ITEMS FOR INFORMATION

17. Susan Koch thanked the Board who were able to attend the staff recognition event that took place at 2:30 this afternoon. A good time was had by all.

18. Invitations:
- (a) Photos for Orange Shirt Day will take place immediately following this meeting and the photo used in our social media promotion on September 30th.
 - (b) Lee Anne noted that the Writer-in-Residence kickoff is this Saturday, and the Board can also participate in the finale event on November 25th from 2 to 4 in the Performance Hall.
 - (c) All Board have received their invitations from the City for the Civic Appreciation event on October 12th.
 - (d) Susan Walters noted that the Daniel Burrus workshop on October 25th is anticipated to be an interesting event, but conflicts with our Board meeting.
 - (e) Susan noted that Cathy will contact the Board interested in attending the Richmond Chinese Community Society's Gala event on October 28th. Tickets will be provided at the next Board meeting.
 - (f) Shaneena will attend the Friends of the Library AGM on Saturday, November 18th and Board members are welcome to join her.
 - (g) Susan will attend the Stuff the Police Cruiser event at Ironwood on Saturday, November 18th and plans to attend the end of the FOL's AGM.
 - (h) Lee Anne confirmed that the citizenship ceremony is not a public event and follows strict protocol. The ceremony can have up to three speakers including a member of the Board, the Mayor and an MLA. Board interested in attending are encouraged to arrive at 9:45 am.
 - (i) Two dates were suggested for staff seasonal party: Saturday, December 2 or 9. The date will be confirmed asap and invitations distributed by October 16th.
 - (j) Susan brought the date of the Public Library Association conference to the Board's attention.
19. The Board Calendar and work plan was provided for information.

OTHER BUSINESS

Susan noted that the Japanese Language Society donated books last week.


NEXT MEETING

The next Regular Board meeting is scheduled on **Wednesday, October 25, 2017.**

ADJOURNMENT

There being no further business, the Chair declared the meeting adjourned at 8:00p.m.

CHAIR



CHIEF LIBRARIAN

