

RICHMOND PUBLIC LIBRARY BOARD

REGULAR MEETING

Wednesday, July 30, 2014

Present: Peter Kafka, Chair
Simon Tang, Vice Chair
Mark Bostwick
Diane Cousar
Susan Koch
Robin Leung

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

Regrets: Councillor Linda Barnes
Kash Chahal
Pat Watson

ACTION

1. Call to Order
The meeting was called to order at 5:30pm.

2. Approval of Agenda

MOVED: That the agenda be approved as presented.

.....CARRIED

EDUCATION SESSION

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

BUSINESS SECTION

4. Approval of Minutes

MOVED: That the minutes of the regular meeting of June 25, 2014 be approved as presented.

COUSAR/BOSTWICK.....CARRIED

5. Business Arising

None

6. Correspondence

None

COMMUNITY

7. Report from Councillor Barnes

None.

8. Report from the Friends of the Library

None.

9. Customer Comment Forms

Peter noted that the customer comment forms were on table for review.

Summary of Comments

ACTION

A summary of comments was included for information.

BOARD10. Items for Decision/Discussion(a) Long Range and Strategic Planning Update

- i. Status Report #19 was included for information.
- ii. Greg presented a complete set of IBI reports representing the entire consulting project on table. The project is now complete.

The Board asked if the final document was different from anything they had seen. Greg indicated that it was not. Relevant documents will be posted on the public website for public access.

- iii. The final invoice was included. The Board asked if IBI Group had feedback on working with us. Greg reported that they were surprised by the complexity of the library environment and extent of interest from our community. They enjoyed the work, were fully engaged in the project and learned from it.

MOVED: That payment of the invoice dated June 30, 2014 be approved.

KOCH/BOSTWICK.....CARRIED

- iv. Greg noted that the General Purposes Committee meeting agenda of July 21st was amended at the last minute and our Strategic Plan presentation removed from the agenda. Greg apologised to the Friends of the Library who were not informed of the change and attended the meeting.

Greg reported that it is not unheard of to have a report pulled from a Committee meeting agenda at the last minute. The Senior Management Team (SMT) did not feel that our Strategic Plan was ready to be reviewed by Council as facilities were not fully addressed. SMT recognized that the library is changing and our future requires decisions about facilities. The implications on space needs are important and must be addressed. The resulting longer process may lead to a quicker final decision, so the trade-off is in our best interest. Greg will work with city staff to prepare a facilities plan. His target for report completion by October/November and will take priority over other items on the work plan.

The Board asked how this delay will impact our Strategic Plan. No serious impact is anticipated, as we had always planned to move ahead with our work plan on those items fully the responsibility of the Library Board. Greg noted we will continue with proof-of-concept projects as fast as we can. The Board expressed concern that they approved the Strategic Plan in June and we want Council to see it before it is released to the public.

The Board suggested investigating options to present the Strategic Plan to Council for information so that we can release this information to the public.

- (b) Susan Walters spoke to her written report on the development of our marketing and promotion strategy and introduced the marketing team.

ACTION

- i. Ray Lam discussed his background in marketing. The marketing team have spent the past 5 months developing the library's branding on social media, currently using Facebook, Twitter and the Your Library Your Future website. They promoted three major events, TED Talks, 3D Printing Day and the SIT Speaker Series.

Ray discussed how our social media audience has increased and the goals of our social media plan. The marketing team are currently preparing promotional materials and resources for The Launchpad in time for the official launch on August 11th.

Ray encouraged all staff and Board to follow us on Facebook.

Susan noted that the social media plan is also assessing other platforms including Instagram.

- ii. Kelsey Bowman discussed her background in graphics design. Kelsey described development of the first proof-of-concept service, The Launchpad, and how the team shaped The Launchpad's brand using style and colour.

The Board asked if there were plans to expand colours to the rest of the library. Susan noted that when each proof-of-concept service is launched, a new design will be implemented. When the entire process is complete we will evaluate rebranding.

The Board asked how staff will handle the demand for The Launchpad services. Susan noted that some services may result in a need for more space, allowing us to push out into other areas of the main library and at branches.

The Board noted that our philosophy is that everything is free. How does 3D printing fit into this philosophy? Greg noted that we do charge for some services such as printing and photocopying, and 3D printing is similar in that we are only recovering the cost of materials.

The Board asked about branches. Kelsey noted that the long term intention was to scale down The Launchpad service and take it to each branch.

The Board asked about staffing. Susan noted there are 2 anchor staff scheduled for Sunday to Thursday and Tuesday to Saturday, who are experienced and comfortable with the service. All service staff will be scheduled to work in The Launchpad as a fourth service point in Brighthouse branch and it will be staffed during all open hours. The Launchpad will be self-service capable, but staff will be there to interact with the public, provide orientation and help customers navigate the new services.

- iii. Candie Tanaka discussed her background in marketing. Candie described the library's goals for 3D printing, 3D modeling and community creativity and how our goals encourage missions of the UNESCO Manifesto of the Public Library. Programming is currently focussed on children and small items are available to print for a nominal fee.

The Innovator-in-Residence will take programming, learning and community contribution to a new level. The inaugural Innovator-in-Residence begins a 12-week residency on August 11th.

ACTION

Susan reported that we were pleased with the applicants and interviewees. The interview panel's choice has teaching experience and has been on radio and CBC television.

Candie described the Innovator-in-Residence as a strategic marketing initiative that positions the library as one of the first public libraries in the lower mainland to have 3D printing available to members. The public will be able to learn about 3D printing and 3D modeling in collaboration with the Innovator and other members of the public. Community collaboration and learning together will be one of the goals.

- (c) The Board reviewed an opportunity to participate in Leadership Richmond – Youth Now for the 2014/15 season. As the Board were unable to identify a relevant project to engage a youth participant or Board member champion, the Board decided not to participate at this time. Greg will inform Volunteer Richmond that we will review participation again next year.
- (d) Diane offered to host a Board and guest event in December to recognize 2014 as Pat's last year on the Board, welcome new members and thank Peter for his contribution as chair. Board were asked to hold December 5th. Details to come later.

INTERLINK**11. InterLINK Report**

No report.

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

No report.

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

Greg reported that staff are preparing the 2015 budget now, incorporating a new chart of accounts structure implemented in June. The new structure makes 2015 budget preparation more staff intensive, as he is reviewing all budgets and taking the opportunity to evaluate all accounts and reallocate budgets accordingly. The 2015 budget submission will be brought to the October 1st meeting and reallocations will be explained then.

Greg noted that a new Business Operations Analyst, Bob McGall, started on July 21st. Bob will report on Risk and Liability at the October meeting. The Business Operations Analyst position will support achieving some of the analysis required by our Strategic Plan, including metrics, statistics and budget.

14. Program Reports

- (a) Melanie Au reported that summer programming is underway. Staff are focussed on engaging with kids and parents, which takes more staff time. Staff are working on developing program measurements and surveys for data gathering.
- (b) Lee Anne Smith spoke to her report on large and special event programming. She is working on more metrics including how the program has helped the participant. Richmond Multicultural Concerns Society is one of our service partners in providing settlement services and will offer adult programs. Large programming is planned for fall.

ACTION

(c) Shelley Civkin's report on Authors in Our Midst was included.

15. Project Reports

(a) A report by Kat Lucas on website redevelopment was included. Susan reported that Web Technician Lu Yu has been gathering feedback from users. The hard launch is scheduled for August 11th.

(b) A report by Kat Lucas on the eReader lending project was included.

16. Second Quarter Reports

(a) A report of operating accounts position at June 30, 2014 was included. Cathy Gettel reported that revenues for book fines, printing and vending machines are low and expected to remain low and that we anticipate no other major over/underage by year end.

The Board asked about committed funds, which represent existing purchase orders which are in varying states of completeness.

(b) A report of Human Resources Activity for the period January 1 to June 30, 2014 was included. Cathy reported that the first half of the year saw normal activity and turnover below average.

(c) A report of selected statistics at June 30, 2014 was included. Greg noted that circulation continues to drop. Current statistics highlight the importance of the Business Operations Analyst's role in analysing and reporting trends.

The Board asked if it would be possible to get data from other libraries of similar size. Greg reported that BC and national stats will be available shortly for the year 2013.

Susan described Hoopla service. We pay for material as members download it. The current limit is 8 items per month. Susan anticipates we will surpass the budget we initially set for the Hoopla service and is approaching promotion of the service cautiously. Susan noted we discontinued Freegal music download and had very few complaints when we cancelled it. Hoopla allows for an entire album download, not just three songs that were available with Freegal.

17. Items for Information

(a) Greg reported that the Kronier family enjoyed the recent recognition event and thanked staff for their efforts in planning and preparation.

(b) Lee Anne Smith reported that a celebration to recognize library Champions is scheduled for August 7th and invited Board members to attend to hand out certificates of appreciation.

(c) A link to the most recent edition of Feliciter will be posted on the Board Blog when available.

(d) The Board Calendar and Work Plan were provided for information.

18. Other Business

None.

ACTION

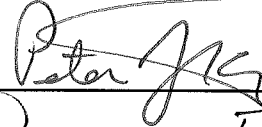
19. Date of Next Meeting

The next Board meeting is scheduled on **Wednesday, October 1, 2014 at 5:30 p.m.**

20. Adjournment

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

CHAIR



CHIEF LIBRARIAN

