

RICHMOND PUBLIC LIBRARY BOARD

Wednesday, October 26, 2011

Present: Pat Watson, Chair
Peter Kafka, Vice Chair
Councillor Linda Barnes
Mark Bostwick
Diane Cousar
Dulce Cuenca
Susan Koch
Simon Tang

Greg Buss, Chief Librarian and Secretary to the Board

Regrets: Sanjiv Khangura

BUSINESS SECTION

1. Call to Order

The meeting was called to order at 5:35 pm.

2. Approval of Agenda

MOVED: That the agenda be approved as presented.

COUSAR/BOSTWICK.....CARRIED

3. Approval of Minutes

MOVED: That the minutes of the regular meeting of September 28, 2011 be approved as presented.

BOSTWICK/TANG.....CARRIED

4. Business Arising

(a) A report of outstanding items to be brought forward was included for information.

5. Correspondence

None

Pat welcomed our guests: Carlos Imperial from Scotiabank, Ian Choa – President Ateneo Alumni Association and G. G. Francisco - Member Ateneo Alumni Association. Dulce thanked our guests for being community members committed to maintaining a connection between the Filipino community and the library.

The group presented a cheque for \$3,000 from the Ateneo Alumni Association to continue development of the Filipiniana collection. This donation builds on a previous donation from fundraisers from the Filipina Scotiabankers group.

Wendy presented some of the new DVDs, CDs, children's books and adult not fiction books purchased for the Filipiniana collection.

EDUCATION SESSION

6. (a) An outline of education topics completed and planned for future was included for information.

Virginia McCreedy led a session on social media describing the main features, possible uses and the RPL approach.

In addressing social media we had three questions:

1. What are our goals? These are clearly described in *Richmond – City of Readers: Strategic Plan 2011-2014*.
2. Can any of these goals be facilitated by social media?
3. If so, which social media?

Next Virginia described what all social media have in common:

1. They share.
 - a. Social media makes it easy to share photos, videos and connect to a wide group. This is easy, convenient and requires very little technical skill.
 - b. What does the library have to share with our customers and how do we get them to share with us?
2. They recommend.
 - a. Reviews – food, movies, TV, services, books... The ability to recommend and rate other's reviews shows the power of opinions.
 - b. How can we get people to tell each other what is great about the library? How can we position ourselves as experts? How can we be more connected with our customers? How can the library become an influence, create buzz, create interactive conversation?
3. They build community.
 - a. Meet at the library, or meet in online groups.
 - b. How can social media help build this community? How can it get people who have like interests together?

What's next?

- We're at the first step, rolling out our initial Facebook page.
- Plan for the staff resources needed to move ahead – pick small, manageable projects with a high probability of success.
- Knowing the tools available: which sites, what are they good for, what time to post, where to put a link in twitter feeds, etc.
- Facebook is the most visited ever day.

- Twitter is more for professionals, but very good for announcements, events, cross promotion/linking to web sites.
- Focus our efforts: can have more than one Facebook page or Twitter feed, such as Facebook page just for mysteries. Virginia noted we're also a part of the City of Richmond's Facebook page.
- Explore social media as an extension of programming to keep the customer interested and respond to their interests.
- Blogging can be good for seasonal things, timely information that customers can comment on.
- "Social"-ize our web site, adding twitter "feeds" and "like" buttons to encourage community. The catalogue already has this functionality.
- Discover who the leading libraries are and what we can learn from them about social media.
- Determine how to measure the value of our social media efforts.
- Remember it's all about great services and great customer service.

The Board requested a book/website list for further reading.

STAFF OPERATIONS

7. Statistics

Third quarter statistics were included.

8. Partnership with Volunteer Richmond Information Services

A memo from Dace Starr outlining a variety of proposed collaborative projects was included.

Dace drew the Board's attention to their "free gift" flyer on table. This flyer will be included in over 900 hampers distributed by the Richmond Christmas Fund to Richmond families in need this season. Families can redeem the flyer for a special status library card which will not charge late fees and allow them to receive a personal welcome tour.

9. 2011 Staff Recognition Event

A memo from Cathy Gettel listed the 28 staff reaching milestone anniversaries or years of service in regular positions in the year 2011.

The recognition event will take place on Tuesday, November 15, 2011 at 2:30 pm in the staff room. All Board were encouraged to attend.

10. Lest We Forget

A memo from Wendy Jang outlining the *Lest We Forget* event planned for Saturday, November 5, 2011 was presented on table. Peter Kafka will officiate.

- (a) A strategic plan project report for the Chinese Health Expo held October 2, 2011 was presented on table.
- (b) A strategic plan project report for World Food Day held October 15, 2011 was presented on table.
- (c) A strategic plan project report for the Brighthouse Science Bash held October 21, 2011 was presented on table.

11. Library Staff Submission to City-wide Business Plan and Service Inventory Report

The Library's contribution to this document was included.

12. Chief Librarian's Verbal Report

Greg asked Beryl Jeffrey, Manager Support Services to speak to the recent media reports of bed bugs found in metro libraries and outline our approach.

Beryl reported that there is no evidence of bed bugs reported by staff or customers in any branch of Richmond Public Library at this time.

Beryl consulted a pest control company recommended by the City of Richmond. The technician advised us on the following activities to mitigate risk:

- Educate all staff through images and written descriptions on what a bed bug looks like and how to identify their droppings.
- Direct cleaning staff at all branches to vacuum every night and to flip and inspect sofas looking for signs of the bugs. Vacuum inside the book return bins as well.
- Isolate books from libraries that report having bed bugs that are returned to RPL in separate bins for delivery back to their home library. Staff visually inspect inter-library loan books from affected libraries when received.

Beryl also noted that:

- If bed bugs are found, we will immediately contact the pest control company to conduct a thorough inspection and evaluation the situation. The company is on standby. They would use chemical and non-chemical methods of eradication. Depending on the seriousness of the infestation, experience in other institutions has shown that eradication may take several treatments.
- We would close a branch only if recommended by the pest control company.
- At the present we are relying on visual inspections by staff, thorough cleaning and isolation of certain materials in the absence of any reports of bed bugs in our books. A trained sniffer dog and handler are available to the library if required.
- If a customer suspects they have a bed bug in a library book, staff will direct them to seal the items or items securely in a plastic bag and return it to a library staff member, in person rather than through a book drop.
- Customers will be asked not microwave items or attempt to treat the items at home with chemicals.

- If the customer does not want to return the items to the library, staff will get the bar code number or numbers and tell them to discard the item into the garbage, then delete the item from their account.
- Further customer questions or media requests will be referred to Beryl Jeffrey or Susan Walters, Manager Customer Services.

Linda indicated she would have Brenda Plante, Executive Director of Turning Point Recovery Society contact Beryl regarding information about bed bugs

Greg reported that the library has a new library card/key chain tag combo, which he demonstrated. Board were encouraged to exchange their old card for the new card/tag combo if they are interested.

COMMUNITY

13. Report from Councillor Barnes

Linda thanked everyone who attended the Civic Appreciation event on October 25th at City Hall.

Linda reported that there are two all candidates meetings scheduled for November 1st and 8th, and a School Trustees candidates meeting scheduled for November 9th. She also noted that this year voters can cast their ballot at any one of the 32 voting places that will be open on election day, or take advantage of advance voting on November 8, 9, 10, 12 and 15 at a variety of locations. Election details are available on the City's Election Facebook page www.facebook.com/richmondvotes or the City's website www.richmond.ca, or by calling the City's Election Office at 604-276-4100.

14. Friends of the Library

Betsy Blair reported that the Friends held a successful mini-sale at the end of September where they signed up new members and promoted the big sale. They raised just over \$10,000 at the October 15/16 Whale of a Sale and are already starting preparation for the next sale. The Annual General Meeting is on Saturday, November 19, 2011 at 10:30. Betsy requested the library's wish list.

15. InterLINK Report

No report. Next meeting is November 29th.

16. British Columbia Library Trustees Association Report

Peter reported that work is underway on conference planning and recruiting a replacement for the BCLTA office assistant who recently resigned.

17. Customer Comment Forms

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

(a) Summary of Comments

The summary of comments is included for information.

BOARD

18. Items for Decision and/or Discussion

(a) Fund Development Status Report for September 2011 was included.

- i. A progress report to October 19, 2011 was included. Greg reported that he is working on completing the charity receipt for the Lees.

(b) Policy Development Status Report for September 2011 was included.

- i. The final version of the teleconference policy was provided.

MOVED: That the revised policy 3.2 Board Meetings including 3.2.1.1 describing the teleconference option be approved as presented.

BOSTWICK/KAFKA.....CARRIED

(c) Strategic Planning Status Report for September 2011 was included.

- i. A memo dated October 18, 2011 from Cathryn Volkering Carlile to Richmond City Council re: Library Services and Collection Funding was included. Greg reported that he attended the Parks and Recreation committee on October 25th to speak to this report and the variety of issues that the library will be facing in the near future. Council expressed interest in the amount of programming events the library provides and the space requirements needed for programming.

- ii. "Richmond – City of Readers Strategic Plan 2011-14" was enclosed.

(d) The 2011 Self Evaluation Survey has been transferred to an online survey. Pat asked the Board to review the questions and indentify which to edit or delete so that the survey can be shortened.

(e) A memo dated October 19, 2011 from Shelley Civkin reminded Board and staff of the *Celebrate With Books* campaign.

(f) Pat reminded the Board that the annual report to City Council is booked for Monday, November 14, 2011 at 7:00 pm in Council chambers. All Board and the Friends are welcome.

(g) The Board established a 2011 Audit Committee comprised of Susan Koch and Peter Kafka. Greg will arrange a meeting with the Auditors.

(h) Special Planning Meeting to review priorities

- i. Agenda and package were included.
- ii. Outcomes were included. A second Special Planning Meeting is scheduled for Wednesday, December 14th to begin work on the two highest and time sensitive priorities.

(i) Pat drew the Board's attention to a draft discussion document on the process for election of Chair and Vice Chair, provided on table. Pat will moderate an electronic discussion by email for Board input on the process and provide a final process guideline at the next meeting.

19. Items for Information

- (a) Trustee Recruitment update. One additional late application received and telephone interview completed.
- Total applications received = 20
 - Applicants for reappointment = 5
 - In person interviews = 13
 - Telephone interviews = 2
- (b) A print of the 2011 Board Photo was enclosed. Individual photos and the group photo also emailed to all Board.
- (c) The current edition of *Felicitier* was available on table.
- (d) The calendar and work plan were included.

20. Other Business

None

21. Date of Next meeting

The next meeting is **Wednesday, November 30, 2011 at 5:30 pm.**

Adjournment

There being no further business, the Chair declared the meeting adjourned at 7:30 p.m.

CHAIR



CHIEF LIBRARIAN

