

**RICHMOND PUBLIC LIBRARY BOARD**

**REGULAR MEETING**

**Wednesday, March 29, 2017**

**Board Present:**

Susan Koch, Chair  
Robin Leung, Vice Chair  
Chaslynn Gillanders  
Diane Cousar  
Jordan Oye  
Simon Tang  
Traci Corr

Susan Walters, Chief Librarian  
and Secretary to the Board

**Regrets:**

Arseniy Shchedrinskiy  
Chak Au, Council Representative

**Staff Present:**

Allen Chi  
Anne Bechard  
Bob McGall  
Cathy Gettel  
Lee Anne Smith  
Mark Ellis  
Melanie Au  
Ping He  
Serena Griffin  
Shaneena Rahman  
Stephanie Vokey  
Wendy Jang

Guest: Mr. Swim

**Regrets:**

Friends of the Library

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/COUSAR.....CARRIED

3. Approval of Meeting Minutes

(a) MOVED: That the minutes of the regular meeting of February 22, 2017 be approved as presented.

OYE/LEUNG.....CARRIED

**BUSINESS SECTION**

4. Education Session

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

(b) The Digital Literacy Programming Plan update was included.

(c) Attendees were invited to a tour of the Launchpad prior to opening to the public next Tuesday.

Susan Walters noted that April, May and June education sessions are scheduled. The Board suggested additional topics including:

- Website and digital/electronic resources
- Social Media Strategy and other library public communications
- A discussion of what the library is without its physical components
- Lessons learned from the Strategic and Long Range Plan 2014-18 as a high level review, perhaps as a special meeting in September to discuss development of the next strategic plan.

Susan will discuss with the Steering Group and propose additional topics.

Anne Bechard reported 5,000 participants in our 2016 digital programs. The Digital Services Team grew from 2 to 5 staff last year, which will significantly increase programming in 2017. Staff training will include the technology and services in the space. In preparation, 6 staff tours of the new space were conducted.

The soft opening will happen next week when the construction hoarding comes down. The grand opening, including dignitaries, is anticipated for May or June. Susan confirmed we are holding back press and publicity until the official launch and the grand opening ceremony.

Anne reported that a Launchpad website and blog will assist in communicating to our community what services the Launchpad offers.

The immediate focus of programs will be skills based learning: technology basics, coding, animation, gaming, meetups and clubs and community outreach. Adults and seniors will receive a variety of opportunities to learn.

Susan, Anne and the Digital Services Team gave attendees a guided tour of the renovated Launchpad.

5. Business Arising

None.

6. Correspondence

(a) A memo to Mayor and Councillors thanking them for their support in restoring branch hours was included.

(b) A memo to the Director of Information Technology thanking him for the city's computer equipment donation was included.

**COMMUNITY**

7. Report from Councillor

None.

8. Report from the Friends of the Library

In Betsy's absence, Susan Walters reported that the Whale of a Sale on March 25 and 26 at Thompson Community Centre was a success. Attendance was strong both days, and the sale earned approximately \$11,000.

9. Customer Comment Forms

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

The Board noted that traditional Chinese materials continue to be an issue. Susan noted that our community is divided on the balance of simplified and traditional materials.

Susan confirmed that the traditional Chinese material we have is circulating very well.

Wendy and her team have done research and amended the Automatic Release Plans (ARPs) to allow for more traditional Chinese and more classic literature materials. The biggest challenge is that it takes at least 2 months for material to arrive from China and a month for processing before it is accessible to our community.

- (b) A letter of appreciation from Dr. Simmee Chung was included.

Melanie noted that the learning together program is unique as it involves both care giver and child and provides tools for practice at home.

## **BOARD**

### **10. Items for Decision and/or Discussion**

- (a) Advocacy: BCLTA's Advocating at the Local Level – Toolkit was included. Susan Koch noted that BCLTA has been working to support Trustees in their advocacy efforts. New material is coming soon to their website.

Susan Walters noted that the Steering Group is developing value propositions and going back to their staff for feedback and ideas. We are refining value propositions in early April and will share a draft version at the April Board meeting.

## **INTERLINK**

### **11. InterLINK Report**

Jordan Oye reported that InterLINK passed a recommendation to return their \$32,000 surplus to member libraries.

## **BRITISH COLUMBIA LIBRARY TRUSTEE ASSOCIATION**

### **12. British Columbia Library Trustees Association Report**

- (a) The March 2017 Bulletin was included.

Susan Koch reported that 40<sup>th</sup> anniversary will be celebrated at the conference on Friday evening, April 21<sup>st</sup>. The Saturday session has a lot to offer to support networking.

## **STAFF OPERATIONS**

### **13. Chief Librarian's Report**

- (a) Susan Walters reported that staff have been busy with Launchpad opening preparations.

The 2016 audit is nearing completion. Audited statements will be amended so that Hoopla streaming content appears as a subscription and Overdrive content as a prepaid expense. Staff will code expenses differently so that they can be easily tracked and reported.

We will invite the auditors to the next meeting and begin preparing the Statement of Financial Information (SOFI) for the May 15<sup>th</sup> deadline, and the Annual report to the community.

Steering Group will set priorities in early April for their work plan, based on the 2016 Employee Survey, and report back at the June meeting.

### **14. Staff Reports for Information**

- (a) Lee Anne Smith reported on Adult Programming.

The Board suggested clarifying if a participant can sign up for one or must attend all sessions when programs are a series.

- (b) Melanie Au reported on Children and Family Services Programming.
- (c) Ping He reported on Information Services.
- (d) Stephanie Vokey reported on Marketing and Public Relations services.
- (e) Wendy Jang reported on Multicultural and Chinese Community Services.
- (f) Shaneena Rahman reported on Collections.

The Board asked if we have had a formal written collection plan before. Shaneena confirmed we have not. She and her team are documenting input from variety of staff at all locations to create standards and link these to our Automatic Release Plans (ARPs), which support the majority of collections development for physical materials.

Shaneena noted that for our digital book collection (Overdrive) staff can pick and choose purchases based on the collection plan and customer suggestions. Additionally, if a customer searches for something and cannot find it, they can make a purchase suggestion and be first on hold for the purchase if library staff choose to order the title.

- (g) Serena Griffin reported on Circulation and Merchandising.

The Board asked about recent postings. Serena confirmed these were posted internally and the successful applicants were both regular and auxiliary staff.

- (h) Allen Chi reported on Information Technology.

The Board asked about historical document digitization. Allen clarified that we are digitizing historical Board meeting materials and Susan confirmed we will share public materials with the City of Richmond Archives for posterity.

15. 2016 Operations Report

The 2016 Operations Report, including a Strategic and Long Range Plan update was included.

Susan asked the Board for direction on reporting the last two years of progress of the 2014-18 Strategic and Long Range Plan. The Board requested 2017 and 2018 progress be added to the existing list of accomplishments. A report for the first half of 2017 will be presented in July.

The Board asked if the statistics in this report are shared elsewhere. Susan noted that sections of the statistics are used for reports written for the City of Richmond and that the Steering Group shares these with their staff.

The Board noted that these statistics are delivered in a manner that doesn't tell the story or tease out hidden trends. Gate count goes down but the library is still busy.

The Board discussed performance measure 7.1.2 – Cost Per Circulation. They noted that figuring out what things cost is difficult and complex. Trying to deconstruct costs to deliver a service may look different in pictorial form. Susan noted that some libraries have succeeded in communicating in a visual way what the numbers can mean. Telling story through data is something libraries struggle with, but progress is being made.

The Board noted it would be interesting to determine how many times customers encounter our brand while using our services – physical and digital. It used to be gate count and circulation were the only way we could measure engagement with the library. Perhaps a sum of gate counts, circulation, program attendance and web sites visit will give a better picture of trends.

The Board noted the table showing retail value of circulation (7.1.9) can be very valuable. If users of the library had to buy our circulated materials personally, they would have to spend millions for this material. The library has provided the equivalent of \$68.4 million in materials, a safe place to gather, learn and attend programs. This statistic tells a powerful story. We will consider this data leading into next strategic plan, as data that tells a story is valuable.

The Board asked if the gate count comparison normalized the 2016 cut in hours? Susan confirmed it did not.

### **ITEMS FOR INFORMATION**

16. Robin Leung, Simon Tang, the Mayor, Councillors Au and McPhail, and MLAs attended the February 23 Richmond Chinese Community Society Dinner.
17. Lee Anne and Susan attended the celebration for the 5<sup>th</sup> cohort of Library Champions on March 10<sup>th</sup>. The program is a personal success for the individuals, and provides community contact we would never have access to and the Champions are a vital connection for the library. The next cohort begins in April. Lee Anne reported that the library just received notice that we have been approved for another Immigration, Refugees and Citizenship Canada (IRCC) grant, which will allow this program to continue.
18. Registration for the BCLA Conference April 19 to 21 continues until April 7<sup>th</sup>. Trustees interested in attending were asked to contact Susan Walters.
19. Susan confirmed that Arseniy, Chaslynn, Robin are registered for the upcoming BCLTA Conference.
20. The Community Volunteer Appreciation Event is scheduled for April 27<sup>th</sup> at 4:00 pm. Lee Anne asked for Board participation in the ceremony. We will be giving an award for the longest serving volunteer, one for the most hours served, and one for going above and beyond as a volunteer. Everyone who attends will get a gift certificate for a free 3D printed item. We expect to host a celebration for over 100 in the Launchpad.
21. The Board Calendar and work plan was provided for information.

### **OTHER BUSINESS**

None.

### **NEXT MEETING**

The next Regular Board meeting is scheduled on **Wednesday, April 26, 2017.**

### **ADJOURNMENT**

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

CHAIR



CHIEF LIBRARIAN

