



RED DEER LIBRARY BOARD
6:30 p.m. Wednesday, February 3, 2016
Waskasoo-Kiwanis Meeting Room

AGENDA

Welcome & Chair's Remarks

Conflict of Interest Declaration

Approval of Consent Agenda

1. Approval of Agenda
2. Approval of Minutes of the Previous Meeting (December 16, 2015)
3. Report from the Planning & Finance Committee
 - a. Approval of Financial Statements of December 31, 2015
4. Report from the Personnel & Administration Committee
5. Acceptance of the Managers' reports & Library statistics

Items for Decision

3. Planning and Finance Committee
4. Personnel and Administration Committee

Strategic Discussion and Board Development

Adjournment



RED DEER LIBRARY BOARD
6:30 p.m. Wednesday, December 16, 2015
Waskasoo-Kiwanis Meeting Room

MINUTES

Present: Lionel Lustgarten (Vice-chair), Vanessa Gilbertson, Verda Lee Gilchrist, Anita Thomas, Sylvia Bolkowy, Colleen Nederlof, Christina Wilson (CEO), Jannie Ypma (Minutes)

Regrets: Tanya Handley, Jim Taylor (Chair), Mark Waters

Welcome & Chair's Remarks

In the absence of the Chair, Lionel called the meeting to order at 6:33 p.m.

Conflict of Interest Declaration

There was nothing to declare.

Addition to the consent agenda: Date of the January 2016 Board meeting.

MOTION: To accept the consent agenda with addition as stated above.
GILCHRIST / BOLKOWY / CARRIED

Approval of Consent Agenda

48. Approval of Agenda
49. Approval of Minutes of the Previous Meeting (November 26, 2015)
50. Report from the Planning & Finance Committee
 - a. Approval of Financial Statements of November 30, 2015
51. Report from the Personnel & Administration Committee
52. Acceptance of the Managers' reports & Library statistics

Items for Decision

50. Planning and Finance Committee
 - The financial statements to November 30, 2015 were presented. Revenues from memberships, fines, photocopier and room rentals are doing well. Interest income shown compared to 2014 is down due to increased library spending. The RedNet line reflects the billing that has gone out to the partners.

- Salaries and benefits continue to be over-budget compared to 2014 due to fully staffed Management positions and the Digital Literacy Coordinator position. Department Equipment shows the Downtown roof project payments. The City has been invoiced and typically pays within two weeks. Marketing continues to be overspent due to the community needs survey, focus groups and Red Deer Reads. These will be reconciled when the designated funds are released as per the motion at the October Board meeting.

MOTION: To approve the financial statements to November 30, 2015.
BOLKOWY / GILCHRIST / CARRIED

- The Canada 150 grant application was denied.
- The operational budget for 2016 from the City is available at the Library for a limited time leading up to Council's deliberations in January.

51. Personnel and Administration Committee

- The Board/Management Retreat is scheduled for Monday, January 25, 2016 from 1 to 5 p.m. Jim will chair the meeting and Anne Smith will facilitate. There will be no lunch served but coffee and snacks will be available for the afternoon. There was discussion with regard to the expected outcomes of the retreat. Board members expressed interest in hearing how the Managers see the direction in which the library will go with the proposed Service Plan. The Board members expressed concern about not wanting to be involved in the operational aspects of the Service Plan. There was discussion concerning the length of time for the retreat and that it would be better to limit the Board/Management discussion to two hours. The rest of the time could be spent on some Board development topics.
- There was discussion regarding the results of the Staff Development Day on December 4, 2015. All the points raised will be compiled into a document and made available.
- Red Deer Lights the Night activities on November 21, 2015 were well attended. The Downtown Branch was very busy. There were some activities scheduled in the Snell Auditorium and the Children's Department but there was no schedule of events posted to inform the public.

MOTION: To compliment the staff on a job well-done for Red Deer Lights the Night event and to thank the staff for all the hard work done to make the evening a success.
THOMAS / AMMETER / CARRIED

Library Board meeting date

- The January Board meeting date will be changed to Wednesday, February 3, 2016 at 6:30 p.m. Christina will be attending the Ontario Library Association conference in Toronto at the end of January 2016. There is an important meeting regarding the future of the Canadian Library Association that Christina plans to attend. Christina will email everyone to confirm the change of Library Board meeting date.

Strategic Discussion and Board Development

Adjournment

Verda Lee made a motion to adjourn the meeting at 7:42 p.m.

Approved _____
Jim Taylor (Chair)

CEO Report – December 2015

Plan of Service Progress: Staff Development Day presentation

The Library's second, half-day, Staff Development Day (SDD) took place on the afternoon of Friday, December 4, 2015 at the Downtown Branch of Red Deer Public Library. The format differed from past SDD's in that there was a single topic and purpose for the day: to review the progress of the Library's Plan of Service and to provide an opportunity for staff input. The latter action was achieved by setting up 5 stations for each Service Response, staffed as follows:

1. Create Young Readers: Early Literacy (Jill Griffith, Amy Trepanier)
2. Express Creativity: Create and Share Content (Kareena Fulton, Nicole Charles)
3. Satisfy Curiosity: Lifelong Learning (Tatiana Tilly, Lois Prostebby)
4. Stimulate Imagination: Reading, Viewing, and Listening for Pleasure (Candice Putnam, Briana Ehnes)
5. Visit a Comfortable Place: Physical and Virtual Spaces (Cory Stier, Christina Wilson)

Staff was organized into groups, who then visited each station where managers reviewed the goals and objectives and encouraged staff to share their ideas on how to achieve the objectives. These ideas have been compiled for future reference. This use of Staff Development Day achieved one of the goals of the strategic planning process by providing another opportunity for staff feedback into the Plan of Service at the development stage.

Staff Development Day also affords all staff, including those working in different locations and departments, to gather together occasionally. It's especially rewarding when the gathering also involves sharing food. At the December SDD, the break was "sponsored" by the Library's United Way Committee and featured a variety of food treats prepared by committee members and other talented cooks on staff. It provided ample opportunity to mingle together, praise the cooks, share recipes and also support a great community cause. It was organized by Kareena Fulton and Tatiana Tilly, with help from some truly generous and talented staff.

Community

The Library participated in the 50th Red Deer and District United Way campaign. With the goal of "FUNdraising" (having fun and making some money for the UW), I chaired a creative and dedicated committee (Tatiana Tilly, Kareena Fulton, Jannie Ypma and Janet Pierce), who came up with a number of activities for staff involvement. They included two successful events (Staff Development Day break and a Silent Auction), a "Dress This Way for the United Way" activity (in which staff paid to dress up, down or in costume, during our special themed days) and direct contributions with the chance to win a day off without pay. Library staff raised \$1,356.90 for the United Way, an increase over past years, due to more staff participation. The United Way office was thrilled with the Library's involvement and contribution which support their various activities, including the "211" information service. The Committee plans to continue into 2016, with Dress this Way events and a Library staff cookbook, featuring favourite recipes like those shared at the Staff Development Day break.

Social Media New Initiative:



Red Deer Public Library's Social Media Committee, chaired by Candice Putnam, Manager, Timberlands Branch has recommended Instagram after a successful, 6 month pilot project. Along with Facebook and Twitter, Instagram is now one of the Library's main social media platforms and it will be used more widely to reach out to the community to inform them of library activities. In addition to its growing popularity, benefits include ease of use, the "instant" ability to share library activities via pictures, through its own network or through Twitter and Facebook, our other social media applications. Look for the Instagram graphic (see above) on the library's website, alongside Twitter and Facebook.

The Social Media Committee is made up of eight staff, representing each department and Janet Pierce, Promotions Assistant. Member Services staff, Claire Brown, championed the use of Instagram and was particularly effective in working with the team to demonstrate its value. Instagram, along with our other main social media sites (Facebook/Google+ and Twitter) will be used in upcoming campaigns, including #readfor15rdpl (an Alberta-wide challenge to see which community's library can get the most people to read for 15 minutes on Family Literacy Day on January 27, 2016) and Red Deer Reads 2016 (#RDReads -- nomination period starts soon! To make way for the new social media application, we will be "retiring" Pinterest.

Output measures as infographic

As part of our work on the Plan of Service, Deputy CEO, Cory Stier and I have been considering better ways to present our activities. The infographic below, created by Cory, is just one way:



LIBRARY USE IN RED DEER IN 2015

850,000+

ITEMS WERE CHECKED
OUT IN 2015.

1 IN 6

OF THOSE ITEMS WERE
CHECKED OUT USING
A SELF CHECKOUT

**25% OF
THE ITEMS**

CHECKED OUT
WERE
DVDs

PUBLIC INTERNET
STATIONS WERE
USED OVER

50,000

TIMES IN 2015

OVER

1,000,000

PEOPLE VISITED
A BRANCH OR ONE OF
THE LIBRARY'S
ONLINE PROPERTIES

**1 OUT
OF EVERY
6 BOOKS**

CHECKED OUT
WAS AN

e-Book

71

IS THE AVERAGE
NUMBER OF ITEMS
CHECKED OUT PER
LIBRARY MEMBER
LAST YEAR

LIBRARY MEMBERS
HAD ACCESS
TO ALMOST

250,000

ITEMS AT
RED DEER
PUBLIC LIBRARY

MORE THAN
50,000

PARTICIPANTS
TOOK PART IN OVER

2,300

LIBRARY PROGRAMS

Source: Red Deer Public Library

Library Statistics - December 2015

	Dec 2015	Dec 2014	% Difference	2015 YTD	2014 YTD	% Difference
CIRCULATION						
Total Circulation	63,528	61,298	3.6%	863,176	805,558	7.2%
Adult Materials	34,570	32,815	5.3%	434,868	413,633	5.1%
Paperback	1,853	1,715	8.0%	24,131	28,672	-15.8%
Fiction	4,552	4,578	-0.6%	65,809	61,969	6.2%
Non-Fiction	2,637	2,916	-9.6%	39,825	40,757	-2.3%
Large Print	1,168	1,128	3.5%	14,876	14,478	2.7%
Teen	2,328	2,505	-7.1%	33,875	34,437	-1.6%
Audio-visual	17,289	15,934	8.5%	204,109	186,086	9.7%
Magazines	806	768	4.9%	11,388	12,847	-11.4%
Other Languages	17	7	142.9%	241	318	-24.2%
Daisy CDs	34	37	-8.1%	692	658	5.2%
eBooks	3,886	3,227	20.4%	39,922	33,411	19.5%
Children's Materials	14,126	13,828	2.2%	223,163	218,567	2.1%
Paperback	1,325	1,135	16.7%	19,833	19,752	0.4%
Non-Fiction	1,104	986	12.0%	19,067	18,664	2.2%
Other Languages	186	250	-25.6%	3,720	3,954	-5.9%
Fiction	1,086	1,237	-12.2%	17,912	15,068	18.9%
Easy	4,937	4,631	6.6%	83,937	78,032	7.6%
Audio-visual	4,893	4,902	-0.2%	66,270	70,008	-5.3%
Magazines + Comics	421	318	32.4%	5,630	5,839	-3.6%
eBooks	174	369	-52.8%	6,794	7,250	-6.3%
Timberlands Circ	4,927	3,544	39.0%	61,488	14,789	315.8%
Dawe Circulation	9,905	11,111	-10.9%	143,657	158,569	-9.4%
Visits-Timberlands	4,597	3,133	46.7%	50,040	17,845	180.4%
Downtown	20,559	19,202	7.1%	269,426	269,481	0.0%
Dawe	9,436	11,422	-17.4%	147,679	155,754	-5.2%
Website Visits	81,348	31,870	155.2%	614,047	429,991	42.8%
Total Visits	111,343	65,627	69.7%	1,052,028	873,071	20.5%
Interlibrary Loans						
ILL In	294	284	3.5%	3,856	3,378	14.2%
ILL Out	203	185	9.7%	2,512	2,457	2.2%
Total	497	469	6.0%	6,368	5,835	9.1%
New Memberships	447	550	-18.7%	10,048	9,509	5.7%
Renewals	122	147	-17.0%	2,181	3,792	-42.5%
Total	569	697	-18.4%	12,229	13,301	-8.1%

	Dec 2015	Dec 2014	% Difference	2015 YTD	2014 YTD	% Difference
REFERENCE						
Adult Total	5,296	4,580	15.6%	73,856	59,759	23.6%
Juv Total	1,589	1,245	27.6%	21,093	19,192	9.9%
Timberlands Total	466	336	0	6,461	1,609	0
Dawe Total	1,025	815	25.8%	14,749	9,359	57.6%
Total Ref Questions	8,376	6,976	20.1%	116,159	89,919	29.2%
Database Queries	1,567	5,232	-70.0%	20,357	27,484	-25.9%
Total Questions	9,943	12,208	-18.6%	136,516	117,403	16.3%
PROGRAMS						
Adult Programs	9	10		182	254	
Attendance	112	191		2,562	1,784	
Youth Programs	23	24		508	467	
Attendance	480	500		14,614	13,976	
TL Programs	85	56	0	842	228	0
Dawe Programs *	69	54		792	764	
Attendance	1376	1355		16,352	14,524	
TL Attendance	1,549	1,099		17,126	4,972	
Library Programs	186	144	29.2%	2,324	1,713	35.7%
Attendance	3,517	3,145	11.8%	50,654	35,256	43.7%
VOLUNTEER HOURS						
Friends	44	34		635	742	
Library *	539	555		7,681	7,493	
Library Board	21	66		573	728	
Total	604	655	-7.8%	8,889	8,963	-0.8%
PUBLIC INTERNET						
Timberlands	297	190		3,590	880	
Adult Sessions	2,525	2141		31,945	29,472	
Youth Sessions	535	409		4,119	5,333	
Dawe Sessions	936	762		13,697	9,418	
Total Sessions	19,044	3,502	443.8%	53,351	45,103	18.3%
* Includes						
Adult Literacy Stats						
Tutors	93	94	-1.1%			
Hours	494	498	-0.8%	6,890	7,460	-7.6%
Students	121	117	3.4%			
Hours	470	460	2.2%	6,441	6,585	-2.2%

Managers Reports – December 2015

A. Learning and Literacy

- The Adult Literacy Program received approval of our final report for the year 2014-15 from Alberta Innovation and Advanced Education. Rose Prefontaine, the new manager for our area, was impressed that this program ran year round and that we have very strong community partnerships.
- The Adult Literacy Program did the planning for two ESL classes we will offer in winter - securing the instructors, preparing advertising, and renting space.
- We are pleased to welcome Deb Isbister to the Library Assistant IV position, Children's Services Coordinator, at the Downtown Branch. Deb has over 18 years of experience at Red Deer Public Library in a variety of departments and branches, ranging from Family Literacy to Technical Services to Children's Services. Deb fills the position vacated by Laural Grimes' retirement after nearly 29 years of service to Red Deer Public Library and to the community.
- Digital Literacy Coordinator, Ben Smeets, focused on two main objectives in December:
 - 1) to increase the breadth of content and availability of staff training sessions, and
 - 2) to work more closely with the staff in delivering digital literacy programs to the public.

Staff training sessions were expanded to cover 5 additional topics (Apple iOs, Android OS, Overdrive, Zinio, Adobe Digital Editions) in addition to the 4 google sessions offered in November (Docs, Drive, Calendar, Gmail).

Ben has also been assisting staff with digital literacy programming initiatives, including: helping Mary Neely create content for, and deliver an interactive session on Mango Languages for CARE; helping Amy Trepanier and Jessica Dinan organize and plan for Teen Tech Week; assisting Jennifer Barritt with her upcoming bi-weekly Techie Teens program at the Dawe Branch; and working with the Adult Services staff to deliver and eventually hand-off the weekly drop-in Tech Help Wednesday program downtown.

B. Access and Inclusion

- The pilot run of the Sit, Stay, Read program ended on December 17, 2015. Tatiana Tilly, Manager, Dawe Branch, wrote a report outlining the program results and shared it with the St. Pat's teachers.
- Red Deer Public Library is working with The City of Red Deer and the Central Alberta Poverty Reduction Alliance (CAPRA) to help launch a "Books on the Bus" initiative. Children's, teen and adult paperbacks will be placed in bins at the front of 4 City of Red Deer transit buses as a 6 month pilot to increase access to literacy, and to make social connections between parent and child through the City's Social Planning Small Acts Matter program. We have contributed key messages to go inside the books. They will be promoting free library cards for children and teens, and our logo will be on all of their marketing for the program. Riders are encouraged to Take it. Read it. Share it. The official launch will be at the Civic Yards on January 21.

C. Community

- 22 volunteers, adults and kids from the Russian speaking community in Red Deer helped the Dawe branch staff to make our annual Russian Children's New Year party another success. More than 100 kids and close to 300 people attended the annual party. It was a good decision to move to the Dawe Centre gym from the Snell Auditorium.



- The Timberlands Branch hosted an author reading with local author Miji Campbell in early December. Her memoir, *Separation Anxiety: A Coming of Middle Age Story* came out last spring, and Miji shared with program attendees her journey of writing, read select passages from the book, and signed many copies for eager readers, as both keepsakes for themselves and gifts for family and friends. If you have not yet picked up a copy of *Separation Anxiety*, you must! We have copies available to borrow from the library.



D. Relationships

- Elf on the Shelf activity was so much fun at the Dawe Branch in December. St. Pat's students and members of the public were looking for the Elf on the shelf and his reading suggestions every day. Ten winners of the book prizes were drawn on Friday, December 18th. Some of them were St. Pat's students. The Dawe Branch staff was blown away by the many Thank you cards that students created on their last day of school to thank the Elf on the Shelf for the fun they had. We displayed the cards for the rest of December.



E. Fun

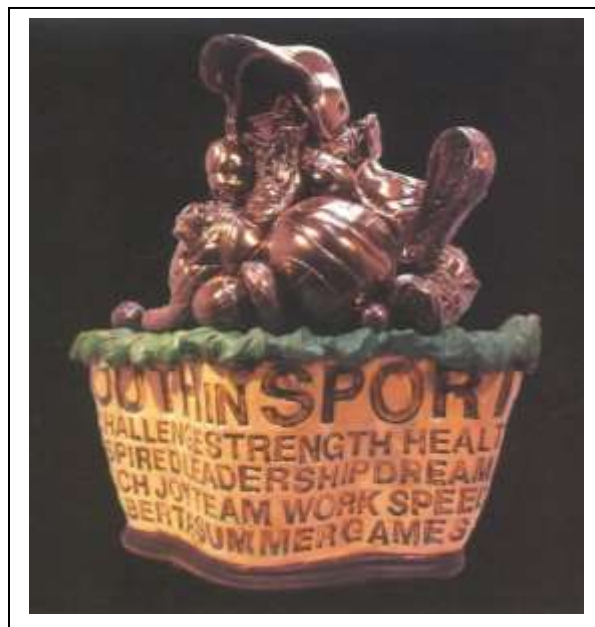
- The Adult Literacy Program held a potluck Christmas party for tutors and learners on December 7th. Lucinda Sheardown, a programmer at Dawe, led a fun activity with boomwhackers that entertained the crowd, after a wonderful buffet dinner.



- The Timberlands Branch hosted its annual Scholastic Book fair from November 30 to December 5, bringing in over \$4500, 60% of which comes back to the branch in the form of new children's books! Thanks to all who came out to support RDPL during this important literacy fundraiser.
- The Timberlands Branch Christmas party, held on December 11, was a great success, with approximately 25 people taking part in snowman building, Christmas stories and crafts, and a holiday movie.

F. The Arts

In December, Red Deer Public Library was contacted by Medalta, an innovative industrial museum located in a converted century-old factory in Medicine Hat about borrowing Brian McArthur's sculpture "Trophy of Health" for an upcoming exhibition. Medalta's collection and program pays tribute to the once bustling ceramics industry of Medicine Hat. They are mounting an exhibition on the theme of 'trophy' to highlight ceramic arts and also commemorate the Alberta Winter Games, taking place in Medicine Hat in February 2016. Brian's sculpture was requested as he has attended Medalta's artists in residence program and "his contemporary ceramic work and connection to sport made them a perfect facet of this exhibition", according to Jenna Stanton, Medalta's Curator, Collections & Exhibitions. The sculpture will be leaving the Downtown Library in January in time for the exhibition, which runs from February 11th to March 31st, with the opening Reception on Thursday February 11th (in Medicine Hat).



G. Other Items

The following is a summary of the security incidents that took place at the library in 2015.

Date	Warnings Issued	Temporary Ban	Permanent Ban	Banned but Entered	RCMP Called	Total Incidents
January	0	0	0	0	0	0
February	10	4	5	15	1	35
March	48	19	8	66	3	144
April	4			1	1	6
May	94	2	12	31	2	141
June	53	2	1	2	3	61
July	7	2	2	0	2	13
August	4	0	1	0	0	5
September	9	3	0	0	0	12
October	4	0	1	0	1	6
November	10	2	2	1	1	16
December	4	2	2	0	0	8
Total	247	36	34	116	14	447