



open for discovery

RED DEER LIBRARY BOARD
6:30 p.m. Wednesday, March 29, 2017
Waskasoo-Kiwanis Meeting Room

AGENDA

Welcome & Chair's Remarks

Conflict of Interest Declaration

- 1. Approval of Agenda**
- 2. Approval of Minutes from February 22, 2017 Board Meeting**
- 3. Acceptance of CEO's, Managers' Reports and Statistics**
- 4. Report from Planning and Finance Committee**
 - a. Approval of January 31, 2017 Financial Statements**
 - b. Approval of February 28, 2017 Financial Statements**
 - c. Actions Arising (if any)**
- 5. Report from Personnel and Administration Committee**
 - a. Actions Arising (if any)**
- 6. Information Items**
 - a. Correspondence**
- 7. Strategic Discussion and Board Development**
 - a. Presentation from Sarah Cockerill, Director of Community Services, City of Red Deer**
 - b. Actions Arising (if any)**
- 8. Adjournment**



open for discovery

RED DEER LIBRARY BOARD
6:30 p.m. Wednesday, February 22, 2017
G.H. Dawe Community Centre Board Room

MINUTES

Present: Councillor Tanya Handley, Lionel Lustgarten, Colleen Nederlof, Anita Thomas, Judy Clark and Christina Wilson (CEO)

Regrets: Jim Taylor, Maggie MacLean, Vanessa Gilbertson

Absent: Mark Waters and Sam Vroon

Welcome & Chair's Remarks

Lionel called the meeting to order at 6:36 p.m.

Conflict of Interest Declaration

There were no conflicts of interest to declare.

1. Approval of Agenda

- The Board commended Jim Taylor, Library Board Chair, in his modification of the agenda and Christina Wilson, CEO in her implementation of this change.

MOTION: To approve the agenda with the addition of Board Exit Interviews as item 7 c.

HANDLEY / NEDERLOF / CARRIED

2. Approval of Minutes from January 25, 2017 Board Meeting

MOTION: To approve the Minutes of the January 25, 2017 Board Meeting.

THOMAS / HANDLEY / CARRIED

3. Acceptance of CEO's, Managers' Reports and Statistics

- The Board was provided with some additional information about the Level 2 renovation. The renovation is about a week behind schedule due to the delivery date of the lights, but this will not result in any additional costs. Cory Stier, Deputy CEO, was praised for his excellent organization and communication with the contractors throughout the entire planning and implementation process.

MOTION: To accept the CEO's, Managers' Reports and Statistics as presented.

THOMAS / HANDLEY / CARRIED

4. Report from Planning and Finance Committee

a. Presentation of Auditors Report

- The 2016 Auditor's Report to the Library Board was presented by Grant Stange, Collins Barrows Red Deer LLP. The audit is clean and complete and the Financial Statements provide stakeholders with an accurate portrayal of the Library's financial position as of December 31, 2016. Grant commended Vanessa Cook, Personnel / Financial Officer, and Christina on their efforts to ensure the audit went smoothly. The Library Board thanked

Mr. Stange and his team for their thorough work and in meeting the library's timelines for completion.

- A question was raised regarding note 9 on page 13 of the Auditors Report which shows a substantial decrease in utility expenses from 2015 to 2016. Christina suspected this was due to a billing error in which the Library had to pay two years' worth of utilities, but would discuss with Vanessa to find out for sure and then report to the Board at the next meeting.

MOTION: To accept and approve the 2016 Auditors Report as presented by Grant Strange, Collins Barrow Red Deer LLP

NEDERLOF / HANDLEY / CARRIED

b. Approval of 2016 Annual Statistics

- The 2016 Annual Library Statistics, which are a part of the application for the Provincial Operating Grant, were presented to the Board. A question was raised as to why the WiFi statistic was calculated at 50 weeks per year instead of 52, and this is due to the fact that it is an average of opening hours, not actual opening hours. In addition, all libraries use the same format and report the same. One significant change in statistics collecting is the tracking of family programs (not classes), rather than children's programs. This change was made in 2016.

MOTION: To accept, approve and submit the 2016 Annual Library statistics for Dawe Branch, Downtown Branch and Timberlands Branch as presented.

HANDLEY / NEDERLOF / CARRIED

5. Report from Personnel and Administration Committee

- At the January 25, 2017 Board Meeting, the possibility of the Personnel and Administration Committee (P&A Committee) drafting a policy regarding the yearly Organizational Meeting was discussed, however, it has been discovered that a separate policy is not required as the Organizational Meeting is part of the November Board Meeting and is therefore part of the agenda.
- The Board Retreat feedback survey is now complete and there were many good suggestions to take into consideration for next year. Also, the Board was informed that retreat suggestions will now be kept track of as part of the P&A Committee work plan to ensure that suggestions are revisited from year to year.
- The P&A Committee updated the Board of their progress on updating the Current By-Laws and Policies of Red Deer Library Board. They are going through each policy individually and are finding that most changes will involve simply clarifying and tidying up language. Any substantial changes that need to be made will be brought to the Board for approval, at the end of the review process.

6. Information Items

a. Review of January 31, 2017 Draft Financial Statements

- The Board was provided with copies of the Draft financial statements for information purposes only. It was explained that adjustments will be made now that the audit is complete to ensure an accurate reflection of our audited financial statements. Approval of the financial statements will happen at the March 29, 2017 Board Meeting.

b. Correspondence

- The Board was presented with the spring 2017 LinQuarterly and shown a copy of the Heritage Award winning book, *More Than Cobwebs and Dust*, written by Laural Randall Grimes, which contains both the addenda's acknowledging funding.

7. Strategic Discussion and Board Development

a. The Alberta Library Conference – Jasper 2017

- The Board discussed who would be attending the Alberta Library Conference in Jasper Alberta from April 27-30, 2017 as final names need to be submitted to the Fairmont Jasper Park Lodge by March 9, 2017 and conference registration must be complete by March 15, 2017. Since several Board Members were not in attendance, it was decided that Kim would send out an email the following day so that all Board Members have the opportunity to put their name forward to attend the conference. A comment was made that the Library Board Chair should attend the Alberta Library Conference every year.

b. Actions Arising

- As indicated above, Kim will send out an email to all Board Members on February 23, 2017 to poll Board Members on who would like to attend the 2017 Alberta Library Conference.

c. Input on Board Exit Interviews

- The Board was provided with a summarized version of three Board Exit Interviews from the P&A Committee. A common comment from the interviewees was that the actual time commitment should be better communicated in the City's advertisement for Board Members, as the current advertisement does not mention committees, retreats or expected participation in events. It was also mentioned that it would be useful for new Board members to be better connected to existing members in order to assist them in learning and enable them to be feel more confident in their new role. It is felt that the exit interviews were an excellent way of closing the loop with retiring Board members and to get valuable, continual feedback. The P&A Committee will likely build this into their terms of reference to ensure that exit interviews are completed consistently.
- A questioned was raised as to who appoints the Board members. It was explained that the City makes the appointments, but they provide the Library with a list of who has applied so that the Board can make recommendations. However, this is a courtesy, not a necessity, and those recommendations may or may not be followed depending on other Board vacancies.

8. Adjournment

Tanya motioned to adjourn at 8:08 p.m.

Approved: _____
Jim Taylor (Chair)

CEO's Report – February 2017

Visit a Comfortable Space

Two Branch facility improvement projects were undertaken in February and construction work on Level 2 of the Downtown Branch was completed (pictured below). The Dawe Branch storage area will be improved and a vendor for the exterior Timberlands Library signage was selected. Installation will take place next month. Below are photos showing progress of the work on Level 2, with a new ceiling, brighter lighting, painted feature walls and the painted shelving on Level 2. Much work remains before Level 2 can reopen as the area needs cleaning, organizing, work from IT staff and the very large task of re-shelving collections and moving all of the workstations, furniture and supplies. The Library Board was fortunate to receive Capital funding from the City of Red Deer for all of these facility improvement projects.



Community Connections

During the first week of February, I was fortunate to attend the Ontario Library Association (OLA) conference, a membership meeting of the Canadian Urban Library Council (CULC) and the Annual General Meeting (AGM) of the Canadian Federation of Library Associations (CFLA). The latter is the organization that replaced the Canadian Library Association (CLA). The first AGM of the newly formed CFLA was well attended, a good sign of association membership support. Several resolutions were passed, including the new Board of Directors which will be chaired by St. Albert Public Library's Peter Bailey, giving Alberta's libraries a strong voice nationally. The full report is on the CFLA website: <http://cfla-fcab.ca>.

The theme of the 2017 OLA Conference was "All In" and it's how many delegates might have felt after 3 full days of keynotes, seminars, poster sessions, awards presentations, networking events and vendor encounters in the Vendor Showcase. Below are my conference highlights.

Notable keynotes included U.S. Librarian-blogger, Jessamyn West, author and podcaster Lindy West, motivational speaker Sunni Brown and journalist and author Mohamed Fahmy. Jessamyn West, spoke on the persistence of the digital divide and the need for libraries to continue to help communities achieve "digital readiness", even when it shifts. Lindy West entreated delegates to be active and vigilant on social media to keep the discourse at the "reasonable minds" level and discourage hate and other offensive behavior. Describing library workers as "knowledge sherpas", Sunni Brown shared how our field is uniquely equipped to guiding people towards learning and problem solving. Canadian journalist,

Mohamed Fahmy, shared lessons learned from his ordeal in an Egyptian prison, caused by his assignment covering Egypt's Arab Spring which resulted in his incarceration as a "terrorist". Fahmy shared many bitter ironies of this ordeal, including "One man's terrorist is another man's freedom fighter," media in the age of terrorism may be a way to muzzle journalists and intellectuals, and that foreign journalism is not just about "getting there", it's about "getting out alive and intact!"

The conference featured a wide range of high calibre sessions and I focused on those dealing with library advocacy (Great Leaders Build Great Relationships: presented by John Chrastka, Executive Director for EveryLibrary, a library-based political action committee), influence (Influence at work: power of persuasion, Ken Haycock) and evaluation (Creating a Culture of Evaluation: Taking Your Library from Talk to Action, presented by Professor Bill Irwin & researcher Kimberley Silk).

RDPL by the Numbers

The February statistics continue to reflect the impact of closing Level 2 on overall use of, and visits to, the Downtown Branch. Both Dawe and Timberlands' branch circulation are up over last year. Adult EBooks use continues to be higher this month over last year. Overall Library memberships are down, likely reflecting the declining use of the Downtown Branch, which issues the majority of memberships. Overall program attendance is very positive across all locations, reflecting the range and number of programs being offered in all locations. Although it may take several months, once Level 2 re-opens, use of the Downtown branch should recover as it did when renovations caused used disruptions in 2012 to 2013.

Library Statistics – February 2017

	Feb 2017	Feb 2016	% Difference	2017 YTD	2016 YTD	% Difference
CIRCULATION						
Total Circulation	72,687	74,838	-2.9%	141,075	149,539	-5.7%
Adult Materials	31,700	38,203	-17.0%	61,240	77,303	-20.8%
Paperback	938	1,720	-45.5%	2,656	3,592	-26.1%
Fiction	2,995	4,911	-39.0%	7,435	9,606	-22.6%
Non-Fiction	4,833	4,009	20.6%	9,236	8,107	13.9%
Large Print	760	1,108	-31.4%	1,176	2,362	-50.2%
Teen	2,268	2,995	-24.3%	4,246	5,974	-28.9%
Audio-visual	14,994	19,299	-22.3%	25,780	38,604	-33.2%
Magazines	921	969	-5.0%	1,774	1,775	-0.1%
Other Languages	46	45	2.2%	122	113	8.0%
Daisy CDs	16	48	-66.7%	35	87	-59.8%
eBooks	3,837	3,099	23.8%	8,577	7,083	21.1%
Children's Materials	15,294	17,939	-14.7%	31,843	35,550	-10.4%
Paperback	1,560	1,374	13.5%	2,982	2,886	3.3%
Non-Fiction	1,348	1,444	-6.6%	2,831	2,877	-1.6%
Other Languages	314	320	-1.9%	639	632	1.1%
Fiction	1,188	1,129	5.2%	2,524	2,360	6.9%
Easy	5,971	6,314	-5.4%	12,793	12,853	-0.5%
Audio-visual	4,218	6,026	-30.0%	8,797	11,875	-25.9%
Magazines + Comics	288	421	-31.6%	684	849	-19.4%
eBooks	407	911	-55.3%	593	1,218	-51.3%
Timberlands Circ	7,629	6,620	15.2%	14,980	13,245	13.1%
Dawe Circulation	18,064	12,076	49.6%	33,012	23,441	40.8%
Visits-Timberlands	4,264	4,755	-10.3%	8,729	9,463	-7.8%
Downtown	17,225	25,457	-32.3%	38,772	49,542	-21.7%
Dawe	13,636	13,407	1.7%	26,189	26,131	0.2%
Website Visits	75,832	61,872	22.6%	158,455	149,585	5.9%
Total Visits	106,693	100,736	5.9%	223,416	225,258	-0.8%
Interlibrary Loans						
ILL In	403	424	-5.0%	1,005	826	21.7%
ILL Out	92	283	-67.5%	203	494	-58.9%
Total	495	707	-30.0%	1,208	1,320	-8.5%
New Memberships	534	633	-15.6%	1,146	1,289	-11.1%
Renewals	135	151	-10.6%	263	328	-19.8%
Total	669	784	-14.7%	1,409	1,617	-12.9%

	Feb 2017	Feb 2016	% Difference	2017 YTD	2016 YTD	% Difference
REFERENCE						
Adult Total	4,082	6,647	-38.6%	8,622	13,344	-35.4%
Juv Total	1,344	1,732	-22.4%	2,770	3,674	-24.6%
Timberlands Total	810	604	34.1%	1,654	1,734	-4.6%
Dawe Total	1,604	1,345	19.3%	3,334	1,264	163.8%
Total Ref Questions	7,840	10,328	-24.1%	16,380	20,016	-18.2%
Database Queries	1,681	1,787	-5.9%	3,653	3562	2.6%
Total Questions	9,521	12,115	-21.4%	20,033	23,578	-15.0%
PROGRAMS						
Adult Programs	6	6		12	12	
Attendance	219	185		438	401	
Youth Programs	55	39		102	81	
Attendance	936	985		1,812	2,157	
TL Programs	108	89		189	198	
Dawe Programs *	171	104		243	195	
Attendance	2,920	1,797		4,182	3,421	
TL Attendance	2,025	1,928		3,651	4,179	
Library Programs	340	238	42.9%	546	486	12.3%
Attendance	6,100	4,895	24.6%	10,083	10,158	-0.7%
VOLUNTEER HOURS						
Friends		45		42	52	
Library *	846	867		1,776	1,776	
Library Board	27	35		119	110	
Total	873	947	-7.8%	1,937	1,938	-0.1%
PUBLIC INTERNET						
Timberlands	149	315		450	635	
Adult Sessions	1,613	2,632		4,010	5,255	
Youth Sessions	205	332		703	618	
Dawe Sessions	780	1,153		1,930	2,139	
Total Sessions	2,747	4,432	-38.0%	7,093	8,647	-18.0%
* Includes						
Adult Literacy Stats						
Tutors	183	114	60.5%			
Hours	725	785	-7.6%	1,548	1,358	14.0%
Students	324	151	114.6%			
Hours	669	713	-6.2%	1,566	1,288	21.6%

Red Deer Public Library Managers Reports - February 2017

1. Create Young Readers: Early Literacy

RDPL Activity / Outcome for this period:

- Tatiana Tilly, Manager, Dawe Branch and Ben Smeets, Digital Literacy Coordinator, delivered an extended library tour to Red Deer College (RDC) Early Childhood Development program students. The students, many of whom have never been to a public library before, had an opportunity to learn about everything that the library has to offer to early childhood educators in the community in all formats, print and digital. They spent an entire morning in the library working on their assignments. The evaluation of the tour was very encouraging and it may become a regular part of the course. It's great that the students have "branched out" this year, as they have visited the Downtown Branch Children's Library to learn about children's programming and to work on assignments regarding award-winning children's books several times in the past, so it's good to see these tours moving around our library system.
- Member Services and Children's Services staff were invited to Aspen Heights School Family Literacy Night to spread the word about the Library, and create free children's memberships.
- School's Out programs during Teacher's Convention week were very popular as were our regular early literacy programs, since the public school system was out for the entire week. The Children's Library was packed to the rafters with families and children of all ages most days - great to see that families spend time off together at the library!

2. Express Creativity: Create and Share Content

RDPL Activity / Outcome for this period:

- Lego City Builders Saturday Fun program at Dawe continues to be fully booked every month. It is heartening to see boys and girls creating complex structures and following instructions.
- Karen Drok, Manager, Timberlands Branch, and Claire Brown, Timberlands Branch Library Assistant, received technology training on the Dash robots at the Timberlands Branch. We look forward to offering more programs for all ages that teach coding and programming, which is not only a current trend in libraries, but also an opportunity to encourage curiosity, critical thinking, and play in youth through science, technology, engineering, and math (STEM) activities.

3. Satisfy Curiosity: Lifelong Learning

RDPL Activity / Outcome for this period:

- Simple Science Saturday Fun program remains a big hit for families. 45 participants had a lot of fun and learned a lot doing various science experiments with candies (pictured right). Lucinda Sheardown, Dawe Branch Library Assistant, provided guidance and support at multiple activity tables.



- Red Deer Public Library Children’s, Teen and Digital Services had a two day exhibit at the Central Alberta Teachers Convention Association in late February (pictured right), giving out free memberships, and talking about all of the fabulous supports RDPL has for Central Alberta educators. Staff spoke to over 200 teachers and gave away 50 free memberships.



- In the month of February, the Adult Literacy Program registered 8 new learners and 10 new tutors. The program matched 18 pairs. This record number of matches indicates that the program continues to attract participants and meets the learning needs of the community.

- In February, Adult Literacy started a Pronunciation class. This class focuses on common pronunciation problems that newcomers have and helps the learners gain confidence in their ability to communicate in English. The class runs once a week for 7 weeks and has 12 learners.

- On February 23, 2017, Adult Literacy Program held the Discover Syria event (pictured below). This event attracted many people from the community who wanted to learn about Syria’s culture, history and education. 80 people attended this event and many more had to be turned away due to room capacity. 14 refugees from Syria participated in organizing the event as well as 3 other volunteers and 2 program employees. Syrian refugees gave us 126 volunteer hours and 3 other volunteers provided 10 hours of their time. People who attended the evening had an opportunity to learn about Syria as a country, hear refugees’ stories, learn Arabic, and taste delicious Syrian food. As a result of participating in this event, everyone left with more awareness about Syrian refugees and their culture.



Here is one of the comments we received on Facebook after the event:

Just a little follow-up. My wife and I attended last night, and were very pleased. We learned all kinds of things about the history and geography of the region, the language, and the education system. We got to sample the food, which was delicious!

Most importantly, we got to put real faces to the news stories, meeting parents, young children, students and workers. We discussed their lives here more than how it was back “in the old country.”

I think the attendees were generally pleased to see that the recent arrivals are fitting in nicely.

Thank you for putting this on. I hope you can do more of it.



This event was attended by a reporter and a photographer from The Advocate. CTV news also covered the event. Here is the link to the front page article of The Red Deer Advocate: <http://www.reddeeradvocate.com/news/discover-syria-an-overwhelming-success/>

- Travel Memories had 55 attendees come to hear about Tahiti, while Daytime Documentaries had 22 attendees to watch *He Named Me Malala*. These programs are run by Adult Services Library Assistant’s Donna Stewart and Priscilla McLaughlin.

4. Stimulate Imagination: Reading, Viewing, and Listening for Pleasure

RDPL Activity / Outcome for this period:

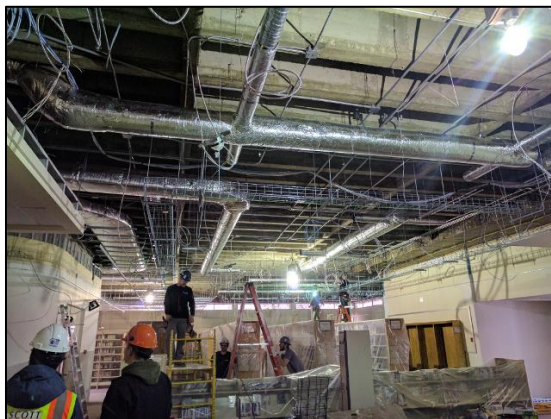
- The Sit, Stay, Read program for St. Pat’s students keeps making a difference in students’ attitudes towards reading for pleasure. Isha, the Dawe Branch resident Reading dog provides undivided attention and unconditional acceptance to the reluctant readers. Reading Tails continued in February at the Downtown Branch to a sold out crowd as well, with three SPCA trained therapy dogs. Twelve children are signed up and progress through every four week session, improving their reading skills with every encounter.
- Claire Brown ran a second successful “Books and Brews With a Tour @ Troubled Monk” program. Over 20 adults attended this program held at the Troubled Monk Brewery and had the opportunity to discuss books, tour the brewery, play trivia, and connect with others in the community.
- Red Deer Reads 2017 kicked off with gathering suggestions from the public for longlist nominations. Over 60 suggestions have been received, and the new committee will meet in early March to select the top five finalists.
- Donna Stewart, Adult Services Library Assistant, visited Fleming Manor on February 8th (one location at which Donna provides outreach services for the library). The number of books being borrowed at Fleming Manor has increased significantly, with 60 large print books being circulated at this location.

- Large print books are a popular collection Downtown - as the only branch with a large print collection, we are supplying all members of the city who read this format. Unfortunately, large print books are more expensive than regular books (and often more difficult to find a good selection of titles), and our Downtown collection is in need of refreshing. With our current collections budget, this is impossible to do while continuing to buy enough new items for other areas of the Downtown adult collection.

5. Visit a Comfortable Space

RDPL Activity / Outcome for this period:

- The Children's Library downtown has introduced a whiteboard at the entrance to the Department that has garnered some interest. Modeled after libraries that staff have seen in their travels, the whiteboard announces the programs that are happening in the department that day, and even more popular on the other side, is a joke of the day. We think it's more fun, even, for the staff than for our customers! The whiteboard is just another way to make our space more welcoming and invite everyone in.
- The Timberlands Branch hosted a Black History Month Storytime where participants of all ages had the opportunity to celebrate Black history and accomplishments. Although the turnout was low, younger participants enjoyed a storytime and craft while the adults in attendance shared stories about their ancestry. Attendees also expressed an interest in taking part in a similar activity next year as the library is an ideal place for community members with similar interests to meet.
- Renovations continued on Level 2 during the month of February. The space is shaping up very nicely (pictured below). Thanks to Kim Lennie, Executive Assistant, for managing the ordering and shipment of the LED lighting for the space in short order, after it was discovered that this was somehow not included in the original scope of the project.



6. Other

- We welcomed back Carrie Berg, Youth Services Library Assistant to the Youth Services department after a year's absence, replacing Shannon Lirondelle who did an amazing job but is now headed back to her regular gig in Member Services - the more things change, the more things stay the same!
- The Timberlands Branch received a donation of \$1,155.00 from Central Alberta Co-op from the proceeds raised from their Book Exchange Program (at Co-op Deer Park, Plaza, Lacombe, and Innisfail food stores) to celebrate the upcoming opening of the new Co-op location in the

Timberlands subdivision. The funds will be used to purchase new adult and children's books for the branch.

- February offered plenty of material for our social media team to share on Facebook and Twitter, including Freedom to Read Week, renovation pictures, program information and photos, quotes, book recommendations, and more! See the sample of Facebook posts pictured below:



- Angelina Bontje has been hired in the Acquisitions Specialist position that was recently vacated due to the retirement of Deborah O'Brien. Angel has worked at Red Deer Public Library since she was a page in high school, and most recently had been working in the Technical Services Department as our Processing and Receiving Specialist. Congratulations Angel!