



RED DEER LIBRARY BOARD
6:30 p.m. Thursday, October 29, 2015
****Dawe Branch Library Program Room****

AGENDA

Welcome & Chair's Remarks

Conflict of Interest Declaration

Approval of Consent Agenda

37. Approval of Agenda
38. Approval of Minutes of the Previous Meeting (September 24, 2015)
39. Report from the Planning & Finance Committee
 - a. Approval of Financial Statements of September 30, 2015
40. Report from the Personnel & Administration Committee
41. Acceptance of the Managers' reports & Library statistics

Items for Decision

39. Planning and Finance Committee
40. Personnel and Administration Committee

Strategic Discussion and Board Development

- Strategic Plan Update

Adjournment



RED DEER LIBRARY BOARD
6:30 p.m. Thursday, September 24, 2015
Waskasoo-Kiwanis Meeting Room

MINUTES

Present: Lisa Wakefield (Chair), Anita Thomas, Verda Lee Gilchrist, Lionel Lustgarten, Sylvia Bolkowy, Christina Wilson (CEO), Jim Taylor, Mark Waters, Leah Tymko, Jannie Ypma (Minutes)

Regrets: Lawrence Lee, Jackie Ammeter

Guest: Sarah Cockerill – Director of Community Services, City of Red Deer

Welcome & Chair's Remarks

Lisa called the meeting to order at 6:30 p.m.

Conflict of Interest Declaration

No conflict of interest was declared.

Approval of Consent Agenda

33. Approval of Agenda
34. Approval of Minutes of the Previous Meeting (June 25, 2015)
35. Report from the Planning & Finance Committee
 - a. Approval of Financial Statements of June 30, 2015
 - b. Approval of Financial Statements of July 31, 2015
 - c. Approval of Financial Statements of August 31, 2015
36. Report from the Personnel & Administration Committee
37. Acceptance of the Managers' reports & Library statistics

MOTION: To approve the consent agenda as presented.
BOLKOWY / GILCHRIST / CARRIED

The Board members expressed great appreciation for the Summer Reading Program report. They were very impressed with the amount of activities that took place over the summer. The report was well written and offered excellent suggestions for the improvement of the program for the following year.

Items for Decision

35. Planning and Finance Committee

- a. Approval of the financial statements of June 30, 2015.

MOTION: To approve the financial statements of June 30, 2015.
BOLKOWY / WATERS / CARRIED

- b. Approval of the financial statements of July 31, 2015.

MOTION: To approve the financial statements of July 31, 2015.
BOLKOWY / GILCHRIST / CARRIED

- c. Approval of the financial statements of August 31, 2015.

MOTION: To approve the financial statements of August 31, 2015.
BOLKOWY / WATERS / CARRIED

The financial statements show that the library is over-budget for building maintenance. This is due to the arrangement made with the City that the library will pay the costs of the new roof for the Downtown Branch as the contractors send the bills to the library. Then the library will invoice the City for the amount paid. The Marketing budget line is also over-budget. All the costs for the community survey and consultation process are taken out of the Marketing budget. Once this process is complete the restricted funds designated for this consultation process will be transferred into the Marketing budget. Red Deer Reads expenses are also taken out of this budget. By the end of the year the financial statements should be up to date. There was a question regarding the low interest income. The interest income is low because we are spending more.

Community Advisory Committee – The first of the consultation days was September 22, 2015. Jim Taylor, Amy Trepanier, Jessica Dinan, and Stefan Lapalme represented the library. Fifteen members from the community confirmed their attendance at both days. One member was not able to attend the first day due to illness and another member was not able to attend due to last minute issues at their place of business. There was excellent engagement in the process by the participants as led by the facilitator, Anne Smith. Lots of useful information was gathered.

36. Personnel and Administration Committee

MOTION: That we ratify the decision made by email to award a 3% salary increase to exempt staff retroactive to July 1, 2015.
TAYLOR / THOMAS / CARRIED
One member abstained; one member opposed.

There was discussion regarding the term “exempt staff”. This is the term that has historically been used to describe RDPL staff members who are not part of the CUPE contract. It was mentioned that this term does not accurately describe the group of staff members referred to in the above motion. This issue is referred to the Personnel and Administration Committee for further discussion.

There was discussion regarding the meeting scheduled on September 23, 2015 between representatives of the Library Board and Exempt Staff. At that meeting, a response to the letter submitted by Management Staff to the Library Board dated June 17, 2015 was read by Jim Taylor. Results of the report by Jay Archibald were communicated.

Strategic Discussion and Board Development

- Lisa introduced Sarah Cockerill to the meeting. Everyone introduced themselves to Sarah and described their role on the Board.
- Sarah Cockerill – Director of Community Services, City of Red Deer, attended the meeting from 7 to 7:30 p.m. Sarah has been Director of Community Services since April 2014. Her portfolio includes Parks, Recreation and Culture; the RCMP; Red Deer Transit; and Social Planning.
- Sarah discussed the City of Red Deer budget and communicated the expectations for the 2016 taxation year. The 2016 City budget will be distributed at the end of December and then debated by City Council in January 2016.
- This is the first time that the City has asked for a tax increase of under 5%. Due to the economic times we are asked to keep this in mind for developing our 2016 budget for the library. At present the library has asked for a 7% increase in our budget. We need to keep the operating and capital budgets separate. There is still some uncertainty regarding provincial funds as well.
- Sarah distributed copies of the Social Policy Framework (dated September 3, 2015). Through a community consultation process, this document has been developed to provide the City with a framework within which to make decisions regarding the level of support for various agencies and programs in the City.

MOTION: To move to “in camera” at 8:15 p.m.
GILCHRIST / WATERS / CARRIED

Christina and Jannie left the meeting.

MOTION: To move out of “in camera” at 9:15 p.m.
GILCHRIST / WATERS / CARRIED

Adjournment

Lisa adjourned the meeting at 9:16 p.m.

Approved _____
Lisa Wakefield (Chair)

CEO Report – September 2015

A Month of Celebrations

International Literacy Day was celebrated at the Dawe Branch by Library staff and Adult Literacy staff, volunteers and tutors with a heartwarming event on September 8. I was pleased to be asked to contribute to the program and was rewarded with engaging stories shared by tutors and students, the staff presentations (Lois Prostebby, Lucinda Sheardown and Tatiana Tilly) and by Michael Dawe's keynote talk.

50 Years of United Way. As chair of the Library's campaign, I attended the United Way Kickoff event at the Sheraton Hotel on September 10. Library staff members have consistently supported this community wide effort and the Library's United Way Committee (Kareena Fulton, Tatiana Tilly, Jannie Ypma, Janet Pierce) have come up with an innovative campaign with an emphasis on FUNdraising. It begins the week of October 26.

Alberta Culture Days. RDPL celebrated the literary arts by launching our Community Wide Book Club "Red Deer Reads" at an after-hours, PopUp Celebration Event on Friday, September 25, partially funded through a grant from Alberta Culture Days. Featuring book readings, a photobooth, giveaways, games, refreshments and a performance of King Lear from Prime Stock Theatre, it was well received as evidenced from the following survey comments. Particular likes included "Love meeting new people & reading", "discussion on the book" (several book club participants attended), "seeing the show" (Primestock performed scenes from King Lear), "small, informative, congenial, good snacks and wine", "well organized/great launch of #RRDReads".

Timberlands, our newest Branch celebrated one year of business in September and found time to throw a party on Saturday, September 26th. The impact of the branch is stated as follows by Chris Good, École Barrie Wilson Principle: "The partnership between the Red Deer Public Library and the École Barrie Wilson School community has been overwhelmingly positive from the school perspective. The staff and students appreciate having access to such a great library space and getting to interact with highly qualified staff. Parents and students appreciate the ability to access the building after school hours through visits to the library and attending library programs." It's an inviting community space and a perfect place for a cartoon jam as Tanya Collard and I found when we attempted to bring the graphic novel of "Dr. Eleven" to life as one of our Red Deer Reads events.

Strategic Planning for Results: Community Consultation

Much of September was focused upon the next phase in the Library Board's strategic planning process: the community consultation meetings. During the first part of the year, we gathered community feedback through several instruments: a satisfaction survey, participation Let's Talk citizen engagement activity and a statistically valid telephone survey, of library users and non-users (administered by Environics). In August, a Community Advisory Committee (CAC) was established with participation from 15 community representatives from various sectors (business, education, non-profit, civics, etc.). In addition, 3 Library staff (Stefan Lapalme, Amy Trepanier and Jessica Dinan) and Library Board member Jim Taylor made up the full committee. These 19 individuals gathered in the Snell Auditorium on September 22 to ponder Red Deer's

community needs and then consider ways the library can achieve or assist in meeting these needs. Our facilitator for the meeting was Anne Smith, who is experienced in the “Planning for Results” strategic planning process that is recommended by the Public Library Services Branch (PLSB). It has been used effectively at other public libraries in Alberta and was recommended as a way for RDPL to draft its Plan of Service, 2016 to 2018. Below demonstrates some of the consultation activities from the first meeting.



A Welcoming Place: Downtown Branch

Downtown renovations continued with the removal of the air conditioning unit from the Centennial Library and the replacement of the Link and Centennial Library roof surfaces. This work will continue into October.

There were very few serious security incidents during September, aided by the diligence of Library and Corps of Commissionaires staff. Our pilot project with Safe Harbour ended; however the Central Alberta Aids Network (CAANS) outreach workers continue to visit the downtown branch.

Statistics

September’s overall circulation, new memberships and programs were all showing positive results. Collection use, as measured in checkouts (i.e. circulation) exceeds last year’s September usage, assisted by our new branch, Timberlands. Timberlands may be drawing circulation and visitors away from the Dawe Branch however. The Dawe Branch’s reference numbers are impressive though. Library staff at all branches are meeting a wide range of interests and audiences with the range of creative programs being offered and we’re rewarded with good program attendance figures. The creativity at work is visible from the Managers’ reports and the LinQuarterly. Overall Ebook use among Adults continues to rise. Visits to the Downtown Branch in September visits show a decline; the gate counter was offline for several days as maintenance took place.

More reasons to celebrate in the Red Deer Public Library this September!

Library Statistics - September, 2015

	Sept 2015	Sept 2014	% Difference	2015 YTD	2014 YTD	% Difference
CIRCULATION						
Total Circulation	75,164	74,101	1.4%	649,677	605,091	7.4%
Adult Materials	37,662	33,594	12.1%	325,314	312,463	4.1%
Paperback	1,909	2,459	-22.4%	18,737	22,673	-17.4%
Fiction	5,777	5,197	11.2%	50,222	47,515	5.7%
Non-Fiction	3,311	3,263	1.5%	30,525	31,461	-3.0%
Large Print	1,142	1,180	-3.2%	10,910	10,704	1.9%
Teen	2,774	2,619	5.9%	26,023	26,512	-1.8%
Audio-visual	18,035	14,671	22.9%	151,203	138,771	9.0%
Magazines	936	1,252	-25.2%	8,164	9,896	-17.5%
Other Languages	13	34	-61.8%	189	264	-28.4%
Daisy CDs	21	53	-60.4%	601	541	11.1%
eBooks	3,744	2,866	30.6%	28,740	24,126	19.1%
Children's Materials	18,627	19,373	-3.9%	173,056	167,192	3.5%
Paperback	1,833	1,713	7.0%	15,804	15,697	0.7%
Non-Fiction	1,537	1,685	-8.8%	14,857	14,483	2.6%
Other Languages	393	520	-24.4%	2,893	2,970	-2.6%
Fiction	1,610	1,473	9.3%	13,909	11,153	24.7%
Easy	7,285	6,872	6.0%	64,687	60,317	7.2%
Audio-visual	5,308	5,893	-9.9%	50,382	52,746	-4.5%
Magazines + Comics	450	490	-8.2%	4,413	4,643	-5.0%
eBooks	211	727	-71.0%	6,111	5,183	17.9%
Timberlands Circ	5,275	3,321	58.8%	43,219	3,321	
Dawe Circulation	13,600	17,813	-23.7%	108,088	122,115	-11.5%
Visits-Timberlands	4,000	4,995	-19.9%	35,125	4,995	
Downtown	26,455	23,396	13.1%	195,459	204,165	-4.3%
Dawe	13,707	17,724	-22.7%	113,600	115,424	-1.6%
Website Visits	67,541	34,474	95.9%	417,015	324,957	28.3%
Total Visits	107,703	80,589	33.6%	746,950	644,546	15.9%
Interlibrary Loans						
ILL In	329	301	9.3%	2,941	2,499	17.7%
ILL Out	204	206	-1.0%	1,861	1,843	1.0%
Total	533	507	5.1%	4,802	4,342	10.6%
New Memberships	1381	1251	10.4%	8,305	7,186	15.6%
Renewals	180	211	-14.7%	1,742	3,310	-47.4%
Total	1,561	1,462	6.8%	10,047	10,496	-4.3%

	Sept 2015	Sept 2014	% Difference	2015 YTD	2014 YTD	% Difference
REFERENCE						
Adult Total	7,939	5,510	44.1%	56,786	45,063	26.0%
Juv Total	1,707	1,593	7.2%	16,048	19,591	-18.1%
Timberlands Total	644	324	98.8%	4,869	324	
Dawe Total	1,505	705	113.5%	11,005	7,294	50.9%
Total Ref Questions	11,795	8,132	45.0%	88,708	72,272	22.7%
Database Queries		2,197	-100.0%	16,302	17,349	-6.0%
Total Questions	11,795	10,329	14.2%	105,010	89,621	17.2%
PROGRAMS						
Adult Programs	18	20		144	226	
Attendance	283	274		1,849	1,365	
Youth Programs	38	33		400	347	
Attendance	964	769		10,642	9,085	
TL Programs	57	0		539		
Dawe Programs *	92	33		545	544	
Attendance	1775	547		11,733	9,999	
TL Attendance	1,173	0		10,911		
Library Programs	205	86	138.4%	1,628	1,117	45.7%
Attendance	4,195	1,590	163.8%	35,135	20,449	71.8%
VOLUNTEER HOURS						
Friends	28	84		425	534	
Library *	549	561		5,673	5,538	
Library Board	93	89		445	543	
Total	670	734	-8.7%	6,543	6,615	-1.1%
PUBLIC INTERNET						
Timberlands	335	42		2,715		
Adult Sessions	2,858	2543		24,401	19,310	
Youth Sessions	302	248		2,676	3,325	
Dawe Sessions	1191	704		10,651	5,915	
Total Sessions	4,686	3,537	32.5%	40,443	28,631	41.3%
* Includes						
Adult Literacy Stats						
Tutors	99	98	1.0%			
Hours	496	648	-23.5%	5,045	5,647	-10.7%
Students	130	115	13.0%			
Hours	496	523	-5.2%	4,852	5,010	-3.2%

Managers Reports – September 2015

A. Learning and Literacy

- \$1500 from the Pediatric Consultants Associated Red Deer for 1000 Books Before Kindergarten was donated in September and information on the program is being placed in pediatric offices in Red Deer.
- Adult Literacy tried new idea for tutor training - Panel of 4 ESL experts to answer any questions tutors may have. Very well received. Lois (Adult Literacy Manager) also did tutor orientation training with twelve new tutors in September.
- International Literacy Day was celebrated at Dawe Library with guest speaker Michael Dawe on September 8th. He gave a short history of literacy initiatives in Red Deer, as well as adding his own personal experiences. Tatiana and Lucinda gave an overview of digital resources available and monitored the device lab for people to try. Several adult literacy participants (both learners and tutors) spoke about their experiences with the program.



- Jennifer Barritt, the Dawe staff member, attended the Yellowhead Library system conference Shaping Success: The Power of Libraries on Friday, September 18, 2015.
- Classes from École Barrie Wilson School started up again at the Timberlands Branch. The school has grown a lot since last year, and we now have 23 classes visiting the library each week.
- Four staff members from Adult Services attended the Yellowhead Regional Library conference in Edmonton on Friday September 18, 2015. They attended sessions on a variety of things, including a Leading From Any Position session led by staff from EPL. Staff was very enthusiastic about this session and the content they learned, and suggested it would make a fantastic staff development day for RDPL (if we could get the facilitators). Staff compiled a document of notes from the conference and shared it with the department.

B. Access and Inclusion

- Millie Watson facilitated Quilting 101, a 4-week long course at the Dawe Branch in September. The course was attended by 9 people who registered for the course and was received very well. The participants were able to start and almost complete their first quilt. We had inquiries about whether we can do this course again. For many it was an affordable and accessible opportunity to learn.
- Donna Stewart, Library Assistant (Adult Services) has been working to make DAISY CDs more accessible by re-organizing them and displaying them in a more prominent location, adding the format and some annotations to their cases, as well as doing some targeted promotions about them. The hope is that this will make the collection more visible to customers who might find them useful.

C. Community

- Amy Trepanier and Rachelle McComb from Youth Services supported the Red Deer Public School District's One Book, Three Schools school community book club by setting up a display and talking about all the youth programs and services that the library offers. The book is *Escape from Mr. Lemoncello's Library* so the school district was really excited to have RDPL involved. I was also fortunate to be a guest reader on their website for students who want to listen to the book, as was our own Board Member Lawrence Lee!

<http://mattie.rdpsd.ab.ca/Mr.%20Lemon%20-%20Audio.php>

- One highlight from the Social Media team came from the Children’s Department: a little stuffed puppy left behind at the library needed to find his way home! Thankfully, this story had a happy ending :) The first post netted us 144 likes and 102 shares!

Red Deer Public Library
 Published by Hootsuite [?] · September 20 at 5:10pm · 🌐

To the child who left their puppy stuffie at the DT library, we're looking after him! #LostAndFound



13,200 people reached Boost Post

145 Likes · 17 Comments · 102 Shares RDPL

Red Deer Public Library
 Published by Hootsuite [?] · October 4 at 1:01pm · 🌐

Update on the puppy stuffie found in the library! We are thrilled that he and his owner have been reunited! #HappyEnding



1,194 people reached Boost Post

62 Likes · 2 Comments RDPL

D. Relationships

- New partnerships in the Children's Department downtown include Cafe O' Play where we are starting regular outreach storytimes, Medicine River Wildlife Centre who is bringing in Otis the Owl for morning story fun, and Rishi Maze: the Geek Emporium who is collecting funds for our 1000 Books Before Kindergarten program.
- Scholastic fair at the Dawe was super successful with overall sales for 8,323.76 and \$5,826.64 in commission money for the Dawe Branch juvenile collection. It was almost double the amount the Dawe branch raised last year, mostly due to the St. Patrick's teachers support who decided to spend their classroom library money at the fair letting the students choose the books they wanted to have in their classes.
- We were able to secure some funds, and connections at the 100+ Women Who Care Event. Although we presented but didn't secure the large pool of funds, we did receive \$600 in donations spontaneously that evening because of this group's support for early literacy. We also made a connection with Rotary Sunrise, to whom we sent a grant application for their fall grant process. And on another happy IKBBK note, we just had our first graduate, Kaydence!



E. Fun

The Timberlands Branch celebrated its first birthday in September. It has been an exciting, amazing first year!



F. The Arts

- Our Red Deer Reads Community Launch Party took place on September 25 during Alberta Culture Days. We were named an Official Alberta Culture Days Celebration site this year, which came with a \$1500 grant from the Government of Alberta. Over 50 people came out to celebrate our Red Deer Reads title, *Station Eleven*, and enjoy food, drinks, and entertainment from Prime Stock Theatre, who performed parts of *King Lear* for the crowd. It was a very exciting and well-received event!

G. Additional Management Notes

- Sandra Erdman, Adult Literacy Program Assistant, is retiring the end of October after 15 years of service to this program.
- Weeding of the Adult Services department downtown is ongoing. Level 2 is almost completely done, and a procedure has been written for the non-fiction department upstairs. The anticipated end date for this project is the end of December, 2015.