



**BRUCE COUNTY**  
PUBLIC LIBRARY

**Minutes  
of the  
Bruce County Public Library Board Meeting  
January 19<sup>th</sup>, 2011  
10:00 a.m.  
Library Headquarters  
Town of Saugeen Shores, Ontario**

**A. Meeting called to order.**

The meeting was called to order at 10 a.m.

**B. Welcome and Introductions.**

The Chair-elect welcomed members to the meeting.

**C. Attendance**

Present: **Mitch Twolan** , Chair-Elect, County Councilor  
**Patricia Symon**, Citizen Trustee  
**Les Nichols**, Citizen Trustee  
**Lynn Sawatsky**, Citizen Trustee  
**John Michaluk**, Citizen Trustee  
**Mike Smith**, Warden County of Bruce  
**Joan Harrison**, Citizen Trustee

Staff: **Marzio Apolloni**, Director  
**Ken MacLeod**, Assistant Director  
**Wayne Jamieson**, C.A.O. County of Bruce

**D. Declaration of Pecuniary Interest.**

The Chairman reminded members to declare any pecuniary interest.

**E. Minutes December 22<sup>nd</sup>, 2010**

Moved by: Les Nichols  
Seconded: Mike Smith

**Resol# 01-11**  
**Minutes**

That the minutes of the December 22<sup>nd</sup>, 2010 meeting, be accepted as presented.

Carried.

**Business Arising**

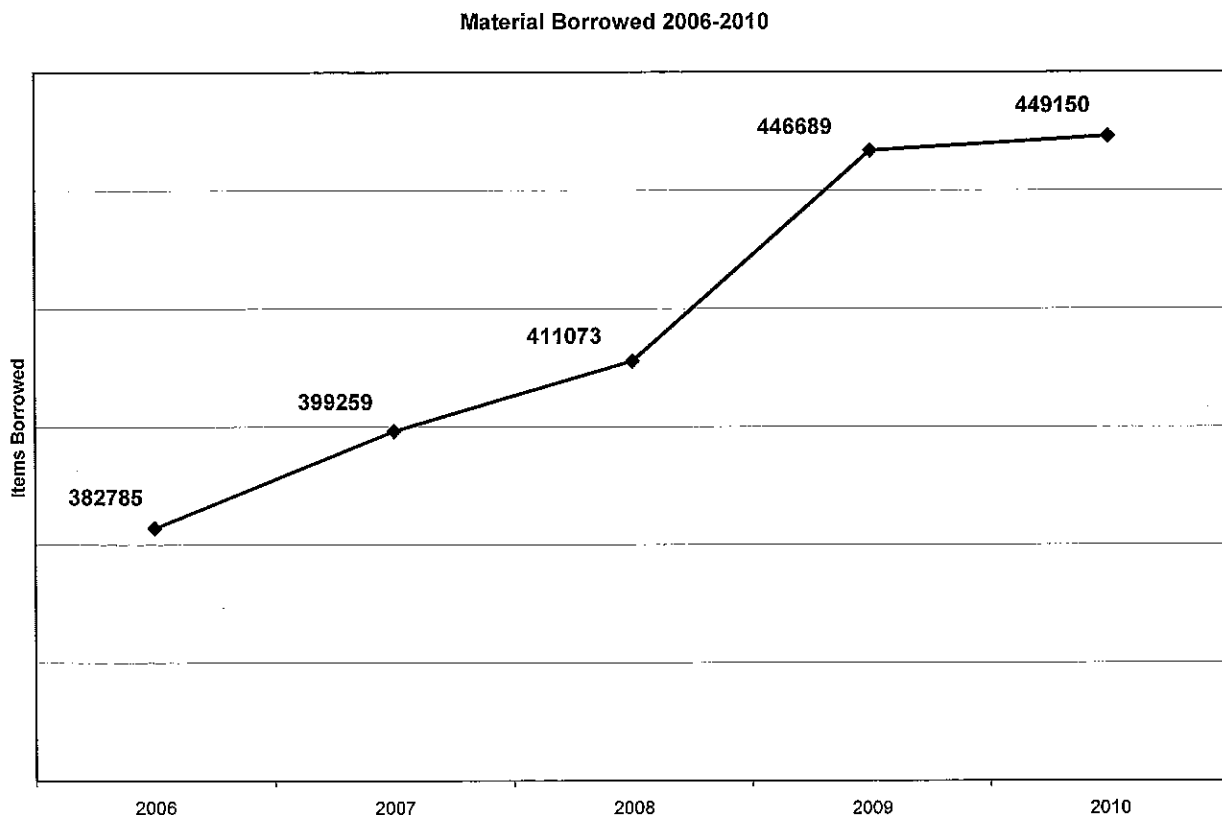
Will be reflected in the reports of the Director and Assistant Director

## F. Report of the Chair

The Chair passed on giving a report In order to give more time to consider the 2011 Budget proposal

## G. Director's Report

- a) The year 2010 has continued to show a surprising trend. In 2009, the amount of material borrowed increased by **9%** - **a staggering increase over the previous year**, proving that libraries are used more during times of economic uncertainty. **The statistics for 2010 are equally surprising with an increase of 1%**: We had thought the use we experienced in 2009 was a one time event, as it was tied to the economy, and thus we had expected to see a drop. Not so. The trend which began in 2008 has continued in 2010, building on the phenomenal used we experienced the previous year.



A number of branches have exhibited phenomenal increases: **Port Elgin (18%)**, **Ripley (55%)**, **Chesley (8%)** & **Tara (11%)**, but overall with reductions and increases we are anticipating an increase of approximately **1%**.

We anticipate seeing evidence of increases in 2010 in areas of **walk-in traffic** and online use of our services. I will be pleased to present those statistics once available. It has been noted that libraries can be seen as the 'canary in the coalmine'. When the economy was beginning to run into trouble, libraries noticed it long before the 'experts' passed judgment, which was reflected in increased use.

At the December 2010 session of County Council I shared a report which showed the impact of a library in Bruce County on the economy of the

communities in which we serve. The report revealed that when a person made the library part of their visit to town, they spent on average \$200 per month. Clearly, your library continues to play a role in:

- **Economic Development**
- **Employment**
- **Early Literacy Development**
- **Efficient Government Services**

Public libraries are fundamental to the goals of cultivating a knowledge economy and of closing the persistent digital divide. That's why safeguarding public library services and funding is so crucial. And this budget provides an ability to continue to deal with increased and changing use by the people of Bruce County, and manage the expectations of the people we serve.

Three major items will impact on the 2011 proposed budget:

- **Branch Rent**
  - Rate increase of 2.5% but total increase of 4.85% due to assuming space in Tara (\$14,683)
- **Materials**
  - DVD's, Ebooks, books (\$19,000)
  - Capital (\$12,000)
- **Salaries and wages**
  - 2.5% increase on the grid (over all increase of 5% see last two items)
  - 14.34% increase in benefits
  - Hours for expanded Teeswater Branch
  - Part Time supervisor for Chesley/Tara/Paisley area

**\$20,000 will be applied to the 2011 budget from an anticipated operational surplus from 2010.**

- **Branch Rent**

(Line 41)The rent reflects a **2.5%** increase in the square footage rate. We are planning to assume the use of the basement in Tara, thereby doubling the rent paid there. Over all, the rent will increase by 4.85% or **\$14,683**. Details of the branch rent as apportioned to each municipality in Bruce County has been attached.

- **Materials**

- DVD's, Ebooks, books (\$19,000)
  - **Ebooks, books: (line 71)** We are proposing to increase the book budget by \$10,000, half of that increase will be dedicated to purchasing Ebooks, the intention being that future purchases of books will be in that format. The remainder of the increase will be used to purchase more 'real' books.
  - **DVD's: (line 75)** We are proposing to increase the DVD budget by \$9,000, the first significant improvement in funding in almost 15 years. This would bring that total to \$20,000. We will be anticipating technology to change in the next few years, with the advent of Netflix and other streaming video

services. The library offers not only entertainment, but also videos not normally found through those kind of services (life long learning, instructional, teaching, etc).

- **Salaries & Wages**

( **Lines 14 & 15**) There are four items which will have an impact.

- **2.5% on the grid**

- This will increase our base salary figure by about **\$48,000**. With staffing changes (see below Assistant Position, Van Driver & Teeswater below) the total percentage increase would be **5.05%**.

- **Benefits**

- Based on salary projections we will be experiencing a significant increase in the cost of benefits, an increase of **14.34%**. **OMERS alone will cost an additional \$20,500, while Extended Health will cost \$6,143 more.** The total additional cost will be approximately \$40,000.

- **PT Assistant Supervisor for Tara/Chesley/Paisley & PT Van driver**

- Need has been demonstrated in this cluster of branches to have an assistant for the fulltime Supervisor, who is looking after three branches. All three branches are strong drivers of use in our system with Tara and Chesley showing 8% and 11% increase in use. The budget amount (**\$26,650**) for the PT Assistant position has been pro-rated to cover 9 months of this this year.
- Increased interbranch flow of material was still evident in 2010, after coming off an increase of that flow of over 20% in 2009. Consequently we are proposing a modest increase (**\$2,891**) to the PT Van Driver position, again pro rated to cover 9 months of this year.
- **Teeswater Hours:**  
We had originally budgeted increased open hours for the Teeswater Branch, a normal practice after a major renovation/expansion. We were not able to use those hours because of the late opening. Consequently we are planning to implement those new hours this year (**\$5,000**).

### **Other Expenditures**

All other expenditures will, where possible, be kept at 2010 levels. We continue to be the beneficiaries of the special provincial funding and have had the remainder of the previous funds committed.

(**Lines 46-66**) Community Access Program, or CAP, as a program of the Federal Government through Industry Canada, will be continuing for now. To what extent, that remains to be seen. In any case the program continues to be a net benefit to the library and the County. We continue

to be participants in the ServiceOntario at Your Library program, with the province funding the library \$9,000 per year. Last year we were received last minute funding to participate in a program to help small business access pertinent information through their library, both in the branch and through the internet. We anticipate similar funding this year but we are always cautioned that this is 'one time funding'.

## Capital

The Capital forecast has been incorporated into the operational budget. Most capital will be funded from reserves, specifically upgrades to computers and software (lines 66 & 70) thus lessening the impact on the levy.

## Conclusion

**The impact of the 2011 Budget on the County (including capital) will be 6.47%, with the largest single impact coming from benefits.**

### County of Bruce Library 2011 Budget

	2011 Budget Estimate	Estimated % Increase	2010 Budget	YT D Actual	
<b>Library</b>					
<b>Revenues</b>					
<b>1</b>	Donations	6,100	0.00%	6,100	0
<b>2</b>	Donations - Other	3,000	0.00%	3,000	
<b>3</b>	Provincial Subsidy Conditional	188,487	0.00%	188,487	
<b>4</b>	Childrens Programs	3,000	0.00%	3,000	
<b>5</b>	Book Sales - lost, damaged	4,000	0.00%	4,000	
<b>6</b>	Sale of Book Bags	2,000	0.00%	2,000	
<b>7</b>	Miscellaneous User Fee Revenue	6,000	0.00%	6,000	
<b>8</b>	Photocopy Revenue	4,000	0.00%	4,000	
<b>9</b>	AV Charges Equipment	1,500	0.00%	1,500	
<b>10</b>	Rental Income	1,000	0.00%	1,000	
<b>11</b>	Fines	20,000	0.00%	20,000	
<b>12</b>	Interest Income	2,000	0.00%	2,000	
<b>13</b>	<b>Total Revenues</b>	<b>241,087</b>	<b>0.00%</b>	<b>241,087</b>	

### Administration

	2011 Budget Estimate	Estimated % Increase	2010 Budget	YT D Actual	
<b>Expenditures</b>					
<b>14</b>	Salaries and Wages	1,697,694	5.06%	1,615,931	Ast.Sp 26,650
<b>15</b>	Employment Benefits	321,591	14.34%	281,253	PT Van 2,891
<b>16</b>	Vehicle Maintenance	16,000	6.67%	15,000	Tee. 5,000
<b>17</b>	Utilities	9,000	0.00%	9,000	

18	Maintenance Building and Grounds-	10,000	0.00%	10,000
19	Equipment Repairs and Maintenance	10,000	-9.09%	11,000
20	AV Films (Criterion))	3,500	0.00%	3,500
21	Audio Visual Supplies	800	-20.00%	1,000
22	Workshop Related Expenses	2,000	0.00%	2,000
23	Childrens Programs	2,000	0.00%	2,000
24	Promotional Advertising - Programs	1,000	0.00%	1,000
25	Insurance Premiums	10,290	4.78%	9,821
26	Periodicals and Subscriptions	21,500	2.38%	21,000
27	Memberships	12,000	-3.61%	12,450
28	Advertising	9,000	28.57%	7,000
29	Postage	1,800	-10.00%	2,000
30	Telephone	25,000	-7.41%	27,000
31	Office Supplies	5,600	-6.67%	6,000
32	Supplies - General	12,000	-22.58%	15,500
33	Travel cost	17,000	13.33%	15,000
34	Staff Training	6,500	0.00%	6,500
35	Conventions	12,000	4.35%	11,500
36	Health and Safety	3,000	0.00%	3,000
37	Miscellaneous	6,000	0.00%	6,000
38	Snow Removal Contract	2,000	0.00%	2,000
39	Maintenance Office Equip - Contract	38,000	2.54%	37,057
40	Audit	1,200	0.00%	1,200
41	Branch Library Rents	317,596	4.85%	302,913
42	Data Processing	1,102	0.00%	1,102
43	Rental Charge Interfund	100,000	0.00%	100,000
44	<b>Total Expenditures</b>	<b>2,675,173</b>	<b>5.37%</b>	<b>2,538,727</b>
45	<b>Total General Admin</b>	<b>2,434,086</b>	<b>5.94%</b>	<b>2,297,640</b>

Marketing 2,000
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Branch Rent
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#### CAP Program -Library

##### Revenues

46	Provincial Subsidy -CAP Program	80,000	0.00%	80,000
47	<b>Total Revenues</b>	<b>80,000</b>	<b>0.00%</b>	<b>80,000</b>

##### Expenditures

48	Miscellaneous	80,000	0.00%	80,000
49	<b>Total Expenditures</b>	<b>80,000</b>	<b>0.00%</b>	<b>80,000</b>
50	<b>Total CAP Program -Libra</b>	<b>0</b>		<b>0</b>

#### Service Ontario Initiati

##### Revenues

51	Provincial Subsidy - Service Ontario	9,000		9,000
52	<b>Total Revenues</b>	<b>9,000</b>		<b>9,000</b>

<b>Expenditures</b>			
<b>53</b>	Equipment Repairs and Maintenance	9,000	9,000
<b>54</b>	<b>Total Expenditures</b>	9,000	0.00% 9,000
<b>55</b>	<b>Total Service Ontario In</b>	<b>0</b>	<b>0</b>

<b>Seniors Portal</b>			
Revenues			
<b>56</b>	Transfer from Reserves - Seniors	40,000	0.00% 40,000
<b>57</b>	<b>Total Revenues</b>	40,000	40,000
Expenditures			
<b>58</b>	Miscellaneous	40,000	0.00% 40,000
<b>59</b>	<b>Total Expenditures</b>	40,000	0.00% 40,000
<b>60</b>	<b>Total Seniors Portal</b>	<b>0</b>	<b>0</b>

<b>Special Funding</b>			
Revenues			
<b>61</b>	Provincial Subsidy - Special Funding	100,000	100,000
<b>62</b>	<b>Total Revenues</b>	100,000	100,000
Expenditures			
<b>63</b>	Miscellaneous	100,000	100,000
<b>64</b>	<b>Total Expenditures</b>	100,000	0.00% 100,000
<b>65</b>	<b>Total Special Funding</b>	<b>0</b>	<b>0</b>

<b>Capital</b>			
Revenues			
<b>66</b>	Transfer from Reserves - for IT	64,950	51,975
<b>67</b>	Transfer from Reserves - For Capital	5,000	20,000
		<b>69,950</b>	<b>-2.81% 71,975</b>

<b>Expenditures</b>				
<b>68</b>	Bldg Mech Elect Access Sys/Ext	10,000	10,000	Book Carts
<b>69</b>	Equipment Other	13,000	10,000	3000
<b>70</b>	Technology - Computer Pool	64,950	51,975	
<b>71</b>	Library Books - Purchases	250,000	240,000	Books 5,000
<b>72</b>	Library Books - Purchase by Donations	3,000	3,000	Ebooks 5,000
<b>73</b>	Library Talking Books	5,000	5,000	
<b>74</b>	Library Books Cataloguing and	33,250	33,250	
<b>75</b>	Library Audio Visual Collection	20,000	11,000	DVD's 9,000
<b>76</b>	Transfer to Capital Reserves	13,000	19,000	
<b>77</b>	<b>Total Expenditures</b>	<b>412,200</b>	<b>7.56% 383,225</b>	
<b>78</b>	<b>Total Library Capital</b>	<b>342,250</b>	<b>9.96% 311,250</b>	

79	Transfer From Surplus	20,000		20,000
80	<b>County Contribution</b>	<b>2,756,336</b>	6.47%	<b>2,588,890</b>

Difference 2010 - 2011                      167,446.46

Synopsis Additions (new/approved)	
2,000.00	Marketing
14,683.00	Rent
9,000.00	DVD's
5,000.00	Ebooks
5,000.00	Books
3,000.00	Book carts & Book Deposits
9,000.00	Capital
28,541.00	Ass. Super CH/TA/PA& Pt Van driver
5,000.00	Teeswater Hours
48,222.00	Base Salaries
40,334.00	Benefits
<b>169,780.00</b>	<b>Total</b>

**b) Grey County – County Library**

The Director reported to the press reports and discussions at Grey County Council regarding the proposal of a study to determine the feasibility of a County Library system for Grey County.

Moved by: Patricia Symon  
Seconded: Les Nichols

**Resol# 02-11**  
Direc. Rpt.

That the Director's report be accepted as presented.

Carried.

Moved by: John Michaluk  
Seconded: Joan Harrison

**Resol# 03-11**  
Budget 2011

That the Board recommend the proposed 2011 Library Budget to County Council for approval

Carried.

## H. Assistant Director's Report

### Assistant Director's Board Report January 19, 2011

#### 2010 Activities Report

#### 2010 Circulation by Branch

Location	2006	2007	2008	2009	2010	% +/-
Cargill	3367	3054	2606	2354	2454	4
Chesley	21628	24419	24978	22866	24758	8
Headquarters	13140	16564	19611	17287	16754*	-3
Hepworth	8012	8668	10041	9531	7899	-17
Kincardine	62729	60702	62496	66290	67215	1
Lion's Head	13884	14448	14692	15509	16073	4
Lucknow	11587	12272	12352	14805	15353	4
Mildmay	9480	10972	11658	14010	11480	-18
Paisley	6986	6674	7938	9733	8974	-8
Port Elgin	48073	50273	14588	55353	65047	18
Ripley	5993	5413	5053	5354	8273	55
Sauble Beach	24317	26500	27108	27534	26619	-3
Southampton	39365	40920	72149	48984	45298	-8
Tara	7129	6537	8341	11916	13233	11
Teeswater	14711	17084	18163	17809	17480	-2
Tiverton	12387	10307	10484	10854	10386	-4
Tobermory	8012	7703	8062	8552	7964	-7
Walkerton	35888	38594	40713	45655	44692	-2
Warton	36097	38155	40040	42278	40638	-4
<b>Total</b>	<b>382785</b>	<b>399259</b>	<b>411073</b>	<b>446,689</b>	<b>450,590</b>	<b>1</b>

\*HQ circulations include 1,440 downloadable audio books borrowed by BCPL patrons.

#### Adult versus Juvenile

Adult                317,077 items (68%)  
Juvenile            101,818 items (32%)

#### Fiction versus Non-Fiction

Fiction             334,665 items (79%)  
Non-Fiction        70,737 items (21%)

#### Most Popular Fiction Genres

Adult DVDs                    47,067 (14%)  
Adult Fiction Thrillers        43,367 (13%)  
Adult Fiction (general)        35,732 (11%)  
Adult Fiction Mysteries        34,912 (10%)

Additional circulation and performance statistics will be available at the February Board meeting.

#### Marketing

Ken MacLeod, John Michaluk and Information Services Coordinator Shirley Morningstar met to discuss marketing plans on Monday, January 10, 2011 as discussed during the December Board meeting.

Library management proposes that we proceed with the creation of a marketing plan with the following features:

- Branch and Board input will be included in the Plan especially with respect to strategic goals
- The plan will be 90% finished by May and done by the summer break.
- The plan will be grounded on BCPL's Mission and objectives. From these we'll describe strategies and tactics. Tactics will be imaginative, innovative and reflect Bruce County's most attractive and interesting features.
- The plan will include an environmental analysis (of our demographics, economic conditions, competition, unique social and cultural forces in Bruce County, technology and local and wider political and legal forces).
- The plan will incorporate an understanding of our clients, their wants and their relationships with the Library
- The plan will incorporate a SWOT (strengths, weaknesses, opportunities and threats) assessment
- We will list and describe our target markets
- The plan will include a timeline, a budget, and measures of success

Members discussed the idea of becoming involved in Chambers of Commerce , BIA's as well as 'Spruce the Bruce' at the County level. The latter may be more advantageous as it would cover the larger geographic area. The Chairman suggested a County of Bruce Economic Development Officer would be very helpful in this regard.

Moved by: Les Nichols  
Seconded: Joan Harrison

**Resol# 04-11**  
Asst. Dir. Rpt.

That the Assistant Director's report be accepted as presented.

Carried.

#### **I. Correspondence**

The Director reported receiving a letter from the Paisley friends recapping the reasoning for a better facility in the village. The space analysis is still forthcoming, and should be done shortly. Meanwhile discussions have taken place regarding the disposition of the basement space in Tara.

#### **J. Other Business**

Moved by: Lynn Sawatsky  
Seconded: Mike Smith

**Resol# 05-11**  
Rsrv.CarryOver

That the identified reserve funds be carried over to 2011:

Branch Used Booksale -	\$7,000
Kincardine Optimists -	\$1,174
Teewater Reserve -	\$ 500
Port Elgin Reserve-	\$1,125.68
I. Taman (Sauble)-	\$ 300
Sauble Sandpipers -	\$ 500
Wiar-ton-	\$ 732.08

Carried.

Moved by: Joan Harrison  
Seconded: Les Nichols

**Resol# 06-11**  
**Fees & Fines**

That the schedule of fees and fines be approved.

Carried.

Board members discussed attendance and other arrangements for the Ontario Library Association Conference.

Patricia Symon asked that delegation/meetings be set up with local councils. It was suggested this happen after budgets are set.


**K. Adjournment**

Moved by: Joan Harrison  
Seconded: Les Nichols

**Resol# 07-11**  
**Adjournment**

That the meeting be adjourned.

Carried.

  
\_\_\_\_\_  
Chairman

  
\_\_\_\_\_  
Director