

**Minutes
of the
Bruce County Public Library Board Meeting
October 20th, 2010
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 Chairman welcomed members.

C. Attendance

Present: **Patricia Symon**, Vice Chair (acting chair)
Les Nichols, Citizen Trustee
Mike Smith, Warden County of Bruce
Joan Harrison, Citizen Trustee
Lynn Sawatsky, Citizen Trustee
John Michaluk, Citizen Trustee

Regrets: **Bill Goetz** , Chair, County Councilor

Staff: **Marzio Apolloni**, Director
Ken MacLeod, Assistant Director

Moved by: Les Nichols
Seconded: John Michaluk

Resol# 66-10
Attendance

That the following members be excused from the meeting:

Bill Goetz, Chair, County Councilor

Carried.

In the absence of the Chair, Patricia Symon assumed the role of Acting Chair.

D. Declaration of Pecuniary Interest.

The Acting Chairman reminded members to declare any pecuniary interest.

E. Minutes July 21st, 2010

Moved by: Mike Smith
Seconded: Joan Harrison

Resol# 67-10
Minutes

That the minutes of the September 10th, 2010 meeting, be accepted as presented.

Carried.

Business Arising

None

F. Report of the Chair

The Acting Chair (and SOLS Board rep) reported that she will be attending the next SOLS meeting. The next meeting may be in Teeswater November 10th, but it appears that may be held over until the new year.

Moved by: Lynne Sawatsky
Seconded: Les Nichols

Resol #68-10
Chair Report

That the Chair's report be accepted as presented.

Carried.

G. Director's Report

a) OLS – Provincial Consultations

We learned at the Kempenfelt meetings that the OLS's were to embark on some kind of consultation process for the technology report, which was reported at the last meeting. Since then the consultation has become an 'omnibus' event and will not only deal with the technology report, but with the results of last year's 'Symposium 2020' and the \$15 Million 'Investment'. Curiously the time set aside for all three issues is a morning. Both Ken and I will be attending the session in Ingersol this Friday.

b) Knowledge Ontario – Funding request

I have copied you a request from David Thornly, CEO of Knowledge Ontario. Knowledge Ontario is asking libraries in Ontario to send them funds based on .05 cents per capita. For Bruce County that would mean over \$3,250. As you know, I have had a problem with Knowledge Ontario for a while, and this request does not help. 60% of Knowledge Ontario's budget deals with databases, like the ones listed on our website. This spring the Province transferred responsibility for those databases, along with \$2 million dollars, to the OLS's. This library's dealings with Knowledge Ontario had only been with the databases. The funding request is to support programs we do not use. And this will not be a one time request. They intend to make repeated requests. Thus it is my recommendation to the board to NOT heed Knowledge Ontario's request.

c) Marketing Symposium

It was an interesting day, with the key speaker raising our expectations. Ken will probably have some more pointed observations but in general it was difficult to differentiate this event from a SOLS workshop or a session at OLA. The outcome was not discussed and I'm fearful this will go the way of the 2020 Symposium.

d) Library Board Positions

All documents have been received. The standing selection committee comprised of the Chairman and the Warden, with my self and the County CAO as resource staff, will go over the submissions and prepare a report for the new Council in December.

e) 2011 Budget

As Shakespeare once wrote: "Once more unto the breach, dear friends, once more". And so we do so once more. We will see what council will decide regarding salaries and wages, and that will drive our approach. After which there are number of pressures I would like the board to be aware of:

- CAW & CUPE contracts (both up for renewal)
- Assistant supervisor for Chesley-Tara-Paisley
- Increased hours for PT Van driver
- Increased hours for branches to bring them up to 20 hours/wk
- Increased maintenance on the older van
- Book budget
- Marketing line (new)

f) Library Orientation for County Council

For your information, I've provided an updated Council Orientation document as well as a printout of the power point presentation.

g) Lucknow Town Hall 100th Anniversary – Update

The event was very well attended and even featured Mr. Carnegie himself. He impressed the crowd by not using the microphone. Mr. Twolan impressed the crowd by wearing a bowler hat.

Once the outside events were completed we retired to the library where a beautiful stained glass hanging was unveiled. It was dedicated to Lynn Peck, former library staff and local councilor. The family was in attendance and expressed their appreciation to all.

h) Bruce Remembers – Update

A number of years ago we discovered, while working on the names for the memorial, that many of them are buried here, in Bruce County. Over the past months we gleaned that information, primarily from the Commonwealth War Graves Commission database, and then corroborated that data with Veteran's Affairs Virtual Memorial. In total, 48 men and one woman, all considered 'war dead', are home resting in the bosom of Bruce County. You may recall my describing what happens in Holland on Christmas Eve – children place lit candles at the graves of the Allied soldiers who liberated them from tyranny. Identifying these 49 individuals may help each community think about how best they can honour them in their own way. The document you have in front of you provides a listing of one person per page, in alphabetical order. If actual photographs are available, they will be present on the page. Their rank, service number (if available), age, date of death, and cemetery will be listed. Perhaps of equal importance are references to the person's family at home, if that reference is available. This information could be a resource to those searching family histories. The last page provides an index by cemetery. Of interest is the discovery that some fought under the British flag and thus cannot be found in the Veteran's Affairs database. But they came home and are buried here.

This listing will be added to the Bruce Remembers website.

Moved by: Joan Harrison
Seconded: Mike Smith

Resol# 69-10
Direc. Rpt.

That the Director's report be accepted as presented.

Carried.

H. Assistant Director's Report

a) *Logo Event*

BCPL will organize an effective (attention-getting) media event to promote its new logo. Ken MacLeod intends to consult with local media representatives. The event itself will be a step towards re-branding the Library (reinforcing our "more than just books" message and emphasizing that the new logo represents, in many ways, a new Library). E-books, voting stations in branches, and the new website are several projects that will be described at the logo media event. Media representatives who attend will receive t-shirts sporting the logo.

b) *Fall Staff Workshop*

The Library's annual staff workshop will take place on Monday, November 1, 2010. As always, the underlying purpose of the workshop is to promote harmony among Library staff and pride in our organization.

Accordingly, workers will be herded onto a school bus and trundled through the County to Teeswater, Lucknow, Ripley and Tiverton. En route staff will learn about new procedures for handling of Interlibrary Loan requests that will mean that, for the first time in Bruce County that Branch workers create and submit online ILL requests themselves. This procedural change will speed up our Library's handling of ILL requests and ultimately improve our effectiveness in coping with these important transactions.

c) *November SLUGO Workshop*

Assistant Director Ken Macleod and Technical Services Coordinator Christine Wood will travel to the Burlington Public Library on November 9 to participate in a one day SLUGO (Sirsi/Dynix Library user group of Ontario) general membership meeting.

This meeting helps to keep us up to date about our Sirsi/Dynix cataloguing and circulation software (new modules being developed and sold by the company, ways that other libraries are using the software, and gives us a chance to discuss unresolved troubles with the software.

d) *Website Update*

By the time of the October Board meeting the old website should be no longer visible and the new one almost ready to be used by users.

The new website will be easier to use, offer a more logical structure of information, remove the multiple and confusing proliferation of BCPL sites, present branch information in a consistent and tidier way, emphasize the most important forms of information, and provide better online help.

All the information provided to users on the website has been updated and clarified. We next intend to create focus groups of branch staff and patrons to get community input to improve the site further. We also will promote the new site (which will feature our new logo). The recently announced impending departure of David Peralty won't slow down or otherwise interfere much with this project.

e) *Meeting with Daphne Johnson*

Assistant Direct Ken MacLeod spent a day (September 22, 2010) with Nawash Band librarian Daphne Johnson in order to meet each other, discuss ways that our two organizations can cooperate and make sure that there aren't any outstanding

problems or issues with the work of BCPL in Daphne Johnson's community that she is aware of.

The day was worthwhile and the assistant Director was able to discuss collection development project with Daphne. Part of this project will involve an assessment of our collection by Daphne which will enable her to advise us about gaps pertaining to First Nations' issues. She also hopes to visit our branch libraries and speak to our workers. This will help us develop a better relationship between our libraries and our communities.

f) *Public Relations and Marketing*

The following marketing efforts have been recently carried out or are planned:

- NOLS-organized 2010 marketing symposium was attended by Marzio Apolloni and Ken MacLeod in Toronto on October 6, 2010. Guest speakers included Arlene Dickinson (Venture Communications), Wendy Newman (iSchool, U. of T.), Alan Kay (Glasgow Group), Grant Kaiser (Calgary Public Library), and Jean Kavanagh (Vancouver Public Library). These experts spoke about the Library's role in the marketing landscape, marketing plans, marketing campaigns, and media relations.
- A media release went out promoting Ontario Public Library Week.

g) *Personnel*

An Internal posting recently was circulated for Tara clerk Saturday hours.

Moved by: John Michaluk
Seconded: Lynne Sawatsky

Resol# 70-10
Asst. Dir. Rpt.

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

Carried.

K. *Correspondence*

Municipality of Northern Bruce Peninsula – regarding water for the community and the library in particular. The Board will continue to monitor the situation.

L. *Other Business*

Les Nichols reported that the Grand Re-opening of the Teeswater Branch will be delayed again. A suitable date for the profile guests was difficult to establish. Consequently it was determined that the regular Board meeting (3rd Wednesday of the month) will proceed unless the Grand Opening date would suggest otherwise.

Joan Harrison reported the Port Elgin Friends of the Library kicked off a new series, 'Library Live' that will appeal to anyone with an interest in the early history of the region. The series is for adults, but the first presentation will be held Thursday, October 21st, would also be of interest to the grandchildren of those who attended. It is an opportunity to learn about the early days of Port Elgin as long-time Port Elgin resident George Walker will be using images from the 1940s to illustrate several aspects of those early years.

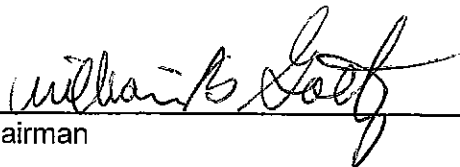
M. Adjournment

Moved by: Joan Harrison
Seconded: Les Nichols


Resol# 71-10
Adjournment

That the meeting be adjourned.

Carried.



Chairman



Director