

**Minutes
of the
Bruce County Public Library Board Meeting
September 10th, 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: **Bill Goetz** , Chair, County Councilor
Patricia Symon, Vice Chair
Les Nichols, Citizen Trustee
Mike Smith, Warden County of Bruce
Joan Harrison, Citizen Trustee

Regrets: **Lynn Sawatsky**, Citizen Trustee
John Michaluk, Citizen Trustee

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

Moved by: Patricia Symon
Seconded: Les Nichols

Resol# 59-10
Attendance

That the following members be excused from the meeting:

John Michaluk
Lynn Sawatsky

Carried.

D. Declaration of Pecuniary Interest.

The Chairman reminded members to declare any pecuniary interest.

E. Minutes July 21st, 2010

Moved by: Joan Harrison
Seconded: Mike Smith

Resol# 60-10
Minutes

That the minutes of the July 21st, 2010 meeting, be accepted as presented.

Carried.

Business Arising

1) *Tobermory Water*

The Director reported that he met with staff at the branch, and that the water will be submitted for testing, although it may be a moot point as the postings already indicate that the water is not tested or treated. Meanwhile, staff have been instructed to acquire another water cooler to be placed next to the sink in the washroom.

2) *Paisley Accessibility Assessment (County Council)*

The Accessibility report pertaining to the Paisley Branch was officially received by County Council last month, with a letter directed to the Municipality of Arran-Elderslie sharing that report.

F. Report of the Chair

The Chairman reported that he attended the AMO conference which took place in Windsor, Ontario. At the conference the Warden's Caucus passed a motion to increase funding for the OLS's (SOLS and OLS-North)

The Chairman observed that everyone was in 'election mode' today.

Moved by: Les Nichols
Seconded: Mike Smith

Resol #61-10
Chair Report

That the Chair's report be accepted as presented.

Carried.

G. Director's Report

E-Voting

At the September meeting of County Council I reported that 6 branches, covering three municipalities who requested assistance, will be open on Election Day. A media release was issued, and has been included in your package.

Capital Forecast 2011-2015

I am still waiting for final figures from IT before I can consider a final version. I've included the forecast from last year in your package. Since I am not anticipating anything different for the next five years, as I indicated last year, I do not foresee any changes for 2011, and 2015 will merely be a continuation of the trend established last year. Funding for the IT forecast will be coming from reserves and thus will not have any impact on the levy. As such I am recommending that the Board consider approval of the continuation of the forecast as set out last year.

Branch Lease

I discussed the matter with County C.A.O. Mr. Jamieson and before I proceeded with the board's request to have corporate services consider a generic lease/agreement, I polled my colleagues. I received 7 documents, all significantly different from each other. After reviewing each of them I selected the document currently used by Huron County, primarily because of it's clarity and brevity. I've included a draft in your package, as it pertains to Bruce County. Once completed and approved by this board, I intend to share this document with Corporate Services as it will require each municipality (mayor) to sign.

Teeswater

Due to the election the grand opening has been postponed.

Lucknow Town Hall 100th anniversary

HAWK Theatre has extended an invitation to join in the celebration of the 100th anniversary of the Lucknow Town Hall (also known as the Carnegie Library) Saturday, September 11th. We won't quibble about the 100 year old shenanigans. I've included the itinerary. The actual 'ceremony' will take place at 12:30 while the library open house will be from 1-4.

Moved by: Joan Harrison
Seconded: Patricia Symon

Resol# 62-10
Direc. Rpt.

That the Director's report be accepted as presented.

Carried.

Moved by: Mike Smith
Seconded: Les Nichols

Resol# 63-10
Capital.

That the proposal for the 5 year Capital Forecast be approved.

Carried.

H. Assistant Director's Report

Teeswater Grand Re-opening

Due to a delay caused by the Municipal election the re-opening has been postponed.

2nd Annual marketing Public Libraries "think tank" in the Collingwood PL

Assistant Director attended this August 20th event that offered librarians and library workers from across Ontario ideas concerning marketing. Expert speakers and topic tables or sessions made for a worthwhile day/event. There were presentations from Edmonton PL and Toronto PL that, to some extent, contained information useful to smaller libraries.

Ideas about how to use and promote our new logo were found: staff buttons reading "Ask about our new logo", posters and giveaways/prizes are all good possibilities.

A "customer appreciation day" is worth considering. Using plastic cards rather than bookmarks to disseminate procedures is also worth considering.

Logo

Board and staff's first choice was ineligible. We discovered that the design was copied from another online contest. As a result, the Board's (and the logo selection committee's) second choice becomes the Library's logo. Ken MacLeod will distribute the new logo at the meeting.

Management will undertake the mother of all media releases in order to promote our

new logo. Director Marzio Apolloni will unveil the logo in a branch in order to attract media attention and spread the Library's message that BCPL offers patrons much more than just printed recreational reading.

The logo marketing effort will explain that the new logo heralds a new period for the Library: e-books, digital formats for video, wireless connectivity and catalogue enhancements are all planned and the Library is positioned now to be able to quickly offer whatever technology will make possible in the future.

Public Relations and Marketing

The following marketing efforts have been recently carried out or are soon to occur:

- Internal logo promotion is planned (staff t-shirts, Board freebies) to raise staff and Board awareness of the logo and build support for it. Trinkets and clothing featuring the logo will next year be offered for sale in order to raise revenue, promote the library and begin our "re-branding" efforts.
- Collingwood PL marketing event on August 20th was worth the registration fee
- 2010 marketing symposium - Marzio Apolloni and Ken MacLeod to attend this Toronto event covering such areas as marketing plans, media relations and "positioning library messages in today's marketing landscape".

Personnel

Our new Assistant Supervisor for the Peninsula branches (Lion's Head, Tobermory and Wiarton) is Kathryn Hauck, former Tobermory clerk.

A new clerk, Tatiana Jasinsky, has been hired for Tobermory.

Moved by: Patricia Symon
Seconded: Joan Harrison

Resol# 64-10
Asst. Dir. Rpt.

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

Carried.

K. Correspondence

None to report

L. Other Business

The Warden reported that the Museum – Library partnership has been featured at County Council. It was suggested at Council that this may result in lower revenue for the Museum.

Patricia Symon requested that a block of rooms be reserved for the Board for the O.L.A. conference (Jan/Feb 2011).

M. Adjournment

Moved by: Joan Harrison
Seconded: Mike Smith

Resol# 65-10
Adjournment

That the meeting be adjourned.

Carried.


Chairman


Director