

CALGARY PUBLIC LIBRARY

Board Meeting

5:30 PM, Wednesday, October 25, 2017
2nd Floor Boardroom, Central Library



I.	Treaty 7 Opening and Chair’s Opening Remarks	...4
II.	Review of Agenda	
III.	Consent Agenda <u>(5 minutes)</u>	
	A. Minutes of the September 27, 2017 Board Meeting	...6
	B. Chair’s Report	...14
IV.	Business Arising (20 minutes)	
	A. Business Arising from the Minutes	
	B. Advocacy Updates, including ALTA Report <u>(5 minutes)</u> (carried over from September 27, 2017 meeting)	...16
V.	What It Means to Be a Library Partner <u>(10 minutes)</u>	...verbal
	– Ms. Shelley Youngblut, CEO, Wordfest	Information
VI.	Chief Executive Officer’s Report <u>(15 minutes)</u>	...20
	– Mr. Bill Ptacek, CEO	Information
	A. Engaging Support Workers at the Calgary Public Library Mr. Mark Asberg, Director, Service Delivery	...verbal Information
VII.	Audit and Finance Committee <u>(10 minutes)</u>	
	A. Report of the October 19, 2017 Meeting - Ms. Debra Giles, Committee Chair	...verbal Information
	B. Recommendations to the Board from the Audit and Finance Committee - Ms. Debra Giles, Committee Chair	...30 Information
VIII.	Calgary Public Library Foundation Update	...32
	– Ms. Ellen Humphrey, CEO, Calgary Public Library Foundation	Information

IX. Other Business

A. Alcohol and Ice Cream at the New Central Library

...verbal

X. Adjournment

Meeting Opening

We would like to take this opportunity to acknowledge that we are meeting in the traditional territories of the Blackfoot and the people of the Treaty 7 region in Southern Alberta, which includes the Siksika, the Piikuni, the Kainai, the Tsuu T'ina and the Stoney Nakoda First Nations. The City of Calgary is also home to Metis Nation of Alberta, Region III.

Report to the
Calgary Public Library Board
October 25, 2017
Chair's Report

Sep 21	Farewell Event for Paul McIntyre Royston
Sep 27	Foundation's External Relations Committee meeting
Sep 27	Board meeting
Oct 10	Opening of Forest Lawn Early Learning Centre
Oct 10-13	Urban Libraries Council (ULC) Annual Forum
Oct 17	Celebrating Ellen's Next Chapter
Oct 19	Audit & Finance Committee Meeting

Throughout October:

- Worked with Shereen and Administration on details of report to Council on Board Appointments
- Preparation and follow-up to meetings
- Email correspondence and meetings with Board and Library staff on various matters

Janet Hutchinson
Board Chair

Report to the
Calgary Public Library Board
September 27, 2017 (brought forward to October 25 Board Meeting)
ALTA Report

ALBERTA LIBRARY TRUSTEES ASSOCIATION
Board of Directors' Meeting - Teleconference
September 20, 2017
6:30 - 7:30 pm

NOTES

1. ALTA COMMITTEES - Committee meetings to be held in October

Advocacy - Chair, Catharine
Education and Resources - Chair, Tanya
Recruitment and Recognition - Chair, Judy
Operations - Chair, Bob
Finance and Personnel - Chair, Colleen
Marketing and Communications - Chair, Jill

Alternates are invited to place themselves on a committee.

2. ALTA RETREAT - Lazy M Ranch (west of Caroline, Alberta); June 1-3, 2018.

3. ALC REPORT - Conference April 27-29, 2018; Jasper Park Lodge. Two additional hotels in town will be available during the conference, with shuttle service to the Lodge. Session proposals due October 3, 2017.

4. FINANCE REPORT - Finance Committee to review expenses on Bank Charges/PayPal fees (239.9% of budgeted) as well as membership fees (no increase for over 5 years) and report back to the Board with recommendations.

5. NEW BUSINESS

Unification Committee - this committee is chaired by Tanya Pollard (ALTA); the committee met in June, no meeting over the summer, with no future meeting date set. Appears to be little political will to have anything happen with this initiative.

PLSB/ALTA Symposium - H-R themed opportunity, in Edmonton, likely February 23-24, 2018. No specifics re program at this time.

ALTA NOMINATIONS 2018 - The following Areas will require nominations: Yellowhead, Marigold, Shortgrass, Northern Lights. Nominations will occur December 1, 2017-January 31, 2018.

- The Operations Committee will clarify the process for nomination of the President Elect; this committee will also clarify roles and responsibilities of ALTA Board Members and Alternates.

Review of ALTA president/designate attendance and presentations at provincial conferences. AUMA will be held in Calgary this year; local representation has been requested.

6. PLSB UPDATE

Review of staff changes/updates.

Announced a review of “Standards and Best Practice” document; will likely be discussed at ALC.

Discussed work being done within the Department on the role of the public library in early childhood literacy. Publication should be completed 6 months-1 year.

7. Next ALTA Board meeting - November 16, 2017.

8. Adjournment.

Judy Gray
ALTA Representative

Advocacy Overview Chart

as of Mar 7, 2017

Board Role		Board Advocacy Priorities	Interested Team Members
Leader	1	Recruitment of Potential Library Partners To help expand CPL services, especially for those who need the Library the most	Avnish, Judy, Janet, Catherine, Debra
Leader	2	Support for Volunteer Resources Connecting potential volunteers with the Library, and thanking individual volunteers	Shereen, Debra, Catherine
Leader	3	City Charter and Amendments to the Libraries Act As required, stay apprised of changes and influence direction (with Library Admin Team, City, Ministry of Municipal Affairs, or ALTA)	Rob, Janet, Avnish
Advocate	4	Provincial or National Initiatives Support building stronger partnerships/relationships (e.g. AHS, school boards, provincial ministries, national literacy efforts)	Judy (ALTA), Janet (ULC links)
Advocate	5	Funding Where required, advocate with elected officials for maintaining or increasing current levels of funding for 2017 and beyond	Janet
Advocate	6	Support for Foundation Fundraising Support for attending and leading "Get to Know Your Library Tours"	Avnish, Deb, Janet
Advocate	7	Green Line LRT Participate in engagement activities (i.e. charrettes) to ensure Library is involved in early planning	Shereen
Learner / Leader	8	Alberta Library Conference Present new and successful Calgary Public Library Board initiatives and be a presence at the conference to network and build relationships	Debra, Janet, Shereen, Catherine, Avnish
Learner	9	Beyond Words: The Cult Initiative Participate with renewed purpose, focus and energy	Board role to be defined, coming out of retreat

Report to the
Calgary Public Library Board
October 25, 2017
Chief Executive Officer's Report

GOVERNMENT RELATIONS

It was disappointing to receive a letter from the YWCA in which they formally opted out of any further planning for the Sage Hill and the Thorn-Hill/Judith Umbach Library developments. There is a significant library component to these projects and they represented a great opportunity for partnership. A year ago, we met with the YWCA leadership team and they were eager and ready to move forward with a partnership with the Library for these two developments, especially in Sage Hill. Unfortunately, the planning process moved so slowly that they were unable to proceed with a partnership. Original schedules targeted Library design to begin by Labour Day, yet at the time of this report the project had only completed a feasibility study and the site plan had not been started. The loss of this potential partnership highlights external hindrances in the Library's ability to seize opportunities. I have learned that the City's Project Manager for Sage Hill was terminated as well.

The planned increase in the Operating Budget as a result of the New Central Library is \$3.5 million. However, in 2018, it will only be open for two months (November and December). We have submitted a 2018 request for \$2.625 million to fund the expanded operation as well as the preparation and opening of NCL. City Council will review that request as part of their regular budget process and we should know the status of this and the rest of the 2018 operation budget by December 1.

At a recent meeting of the Canadian Urban Libraries Council, we heard that the new central library for Ottawa was stalled because the Federal Funds to support the new Libraries and Archives, which was to be a big part of the project, has not yet come forward. The Ottawa Public Library went through a gruelling public process to pick a site and secure The City of Ottawa's funding for this new joint facility. They sent Board members and City staff to Calgary to study our project. Since Libraries and Archives are important to all Libraries and cultural institutions, such as our own Glenbow Museum, we enlisted the help of Hon. Kent Hehr, MP Calgary Centre. His Calgary staff were very helpful and felt he could have some influence with the Heritage Ministry under which this project falls. We also encouraged other libraries around the country to put in a good word with their MPs.

The City's Audit Department has completed the fieldwork for their audit of the Library's readiness for the New Central Library. In general, their assessment is favorable and we have "solid plans." They have made some recommendations to improve our planning in the three major risk categories of programs and services, security, and facilities operations. They will work with Library staff and finalize their report so that the Library's Audit and Finance Committee will have a chance to review it at their January meeting. Finally, it will go to The City's Audit Committee in February.

OPERATIONS

The Library will be participating in the 29th Annual Mayor's Food Drive. Last year, the Library participated in the CBC Food Drive, during which the Library collected over 1,500 pounds of non-perishable food. Boxes will arrive at all Calgary Public Library locations on the week of November

13 and be available for donations through December 11. The Mayor’s Food Drive is a great way for the Library to help Calgarians get involved in supporting the community.

Folks from across the Library system have been getting ready for October’s Accelerated Learning Week, October 23-27. The week charts new territory for the Library, offering five days of concentrated learning to support us as we **Learn, Change and Grow** together. This accelerated week of learning and development is made possible by funds from the Calgary Public Library Foundation, including funding provided for professional development in early literacy as part of the Calgary Foundation grant in support of the Library’s new early learning centres.

The varied sessions that will be offered are designed to support us all as we focus on services that make a positive impact in the diverse community we are here to serve:

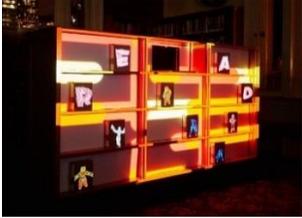
- The KAIROS Blanket Exercise is an interactive learning experience that teaches Indigenous rights history that we’re rarely taught.
- *At Your Service: Creating Outstanding Library Experiences* are new learning modules being designed exclusively for Shelves, Support Workers, Customer Service Clerks, and Drivers. In response to feedback from these team members, this fun, interactive learning will focus on customer service, workplace skills, and engagement with the broader work and goals of the Library system.
- *The Brain Game*, led by experts from the Palix Foundation, will support increased understanding about how early experiences affect brain development.
- *Playing to Learn* is an interactive session that will take place in Early Learning Centres. It explores the importance of play, and provides practical tools and strategies for animating the Library’s spaces for children.
- *Becoming the Guide on the Side* will be offered three times during this week. This professional learning helps participants learn how to engage members through questioning and open-ended activities, and discover how to spark creativity.
- The Library’s leadership team will walk and talk employees through upcoming changes and answer questions in Virtual Town Halls.
- Finally, we’ll celebrate the week of learning with an optional, fun, guilt-free trivia competition at Memorial Park Library on Friday night. In conjunction with Wordfest, the Library invites staff to *Dick Lit Trivia Night!* Admission is free and refreshments will be served.

All sessions have already filled up and we even had to add an extra session of *At Your Service*.

ACCELERATOR WEEK SCHEDULE							
TIME	MONDAY, OCT. 23		TUESDAY, OCT. 24	WEDNESDAY, OCT. 25	THURSDAY, OCT. 26	FRIDAY, OCT. 27	
9 am - 12 pm	Guide on the Side A, part 1	The Brain Game (Palix Foundation)	Guide on the Side C, part 1	KAIROS Blanket Exercise	Guide on the Side A, part 2	Guide on the Side B, part 2	KAIROS Blanket Exercise
12 - 1 pm	Guide on the Side A, part 1 Reflection Time		Guide on the Side C, part 1 Reflection Time	Virtual Town Hall			
1 - 2 pm 2 - 3 pm 3 - 4 pm	Guide on the Side B, part 1	The Brain Game (Palix Foundation)	Playing to Learn	At Your Service: Creating Outstanding Library Experiences	KAIROS Blanket Exercise	Playing to Learn	At Your Service: Creating Outstanding Library Experiences
4 - 5 pm	Guide on the Side B, part 1 Reflection Time						
5 - 6 pm							
6 - 7 pm							
7 - 8 pm							Dick Lit Trivia Night at Memorial Park Library 6:30 - 9:00 pm
8 - 9 pm							

Learn.Change.Grow.

As represented by the following montage, Library staff have been working hard to activate the Memorial Park Library into a hub of cultural and civic events. Not only are they piloting programs for the New Central Library, but their work is paying off now. Visits to the Memorial Park Library were up by 42% last month.



Beakerhead lights up Memorial Park Library



A candidate addresses the crowd



Posters displayed in the lobby



Families create a Canadian Mosaic



Indigenous Drumming Circle



Gotta Minute Film Festival



Performance art in several media



Talk Back Wall LGBTQ Comments



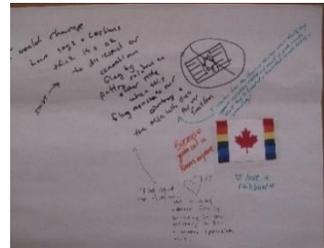
Influencers – books recommended by Millennial cultural influencers



Her first piano lesson



Pride Coffee Sleeve in Create Space



Honens Open Air Concert



A family "jamming" together

The Bonus Holds pilot will launch in October with recommended reads provided by Captain Carnegie, a creative personality designed by Marketing & Communications, and named by Memorial Park Library staff.

Continuing our once-per-month opening of an Early Learning Centre, the Forest Lawn Centre opened on October 10. Once again Patty Pon represented The Calgary Foundation and, as at Saddletowne, the activities and spaces were in full use before the event even started. With the Early Learning Centre, in addition to the Nature Playground, which opened this summer next to the children's area, the Forest Lawn Library is the go-to place for kids and their families in that area.



Some highlights from this month's overview include the following insights from our Service Delivery folks:

- The decrease in outreach is related in part to an underreporting for the Integrated School Support Program in September, but also the fact that the Lido pop-up library is no longer part of our outreach efforts in 2017.
- Website and catalogue visits and social media followers are showing strong growth.
- The addition of Sage Hill Library is helping us increase in-library program numbers, in addition to adding to continued growth in Chromebook sessions and room bookings.
- Computer sessions are remarkably stable and clearly being used more to their full capacity, given that the number of public desktop computers has been decreased throughout the system.
- Wireless sessions show a decrease; we are using a new tool to capture wireless statistics, so are now analyzing if this decrease is the result of the way the tool counts sessions. Use of the Library overall is up, so we are questioning the reasons that sessions are down. We will monitor if this is a trend.

The feature number this month is the accumulation of additional open hours over the last three years.

Increased Hours of Service

Year	Additional open hours	Notes
2017	4,812	3,120 from opening of Sage Hill
2016	1,990	
2015	1,394	Used 2013 as a benchmark

Our partnership with the two School Boards is highlighted by the growth in Book Views just this year with Tumblebooks. This is the digital resource that is jointly funded by both school districts and the Calgary Public Library. Almost 70% of the September number comes from the Calgary Catholic School District.

2017	2016	2015
Book Views by Month: 2017		
January		5156
February		4087
March		2286
April		2769
May		3074
June		3113
July		1027
August		1199
September		10855

OTHER

It was great that Janet Hutchinson and Debra Giles were able to join four members of our Executive Leadership Team at the recent Urban Libraries Conference in Minneapolis. The conference was built around race and social equity. Not only was it affirming of our own Board's recent work on values, there were some interesting concepts around new ways to measure the Library's impact on community development.

Bill and Heather attended the 3rd Rainforest Summit in Banff. Facilitated by Joe Sterling and Henry Doss from Rainforest Strategies, LLP, this full-day session led a group of leaders and innovators from a variety of organizations through discussions on how Calgary can strengthen the city's

Innovation Ecosystem. Rainforest Alberta has networks in Calgary and Edmonton, and brings together creative minds and entrepreneurial spirits to foster partnerships and new opportunities. Attendees were thrilled to see the Library at the table and we made several valuable connections that we hope will lead to opportunities to enrich library services. In particular, we are engaging in follow-up discussions with VizWorx, who specializes in the use of augmented reality and interactive visualization tools to enhance user experience, access to information and shared learning, and EZRobot, a local company who provides opportunities for youth and their families to build, play and learn about technology through robotics.

The Library is pleased to welcome Mary Kapusta as our new Director of Communications. Mary is an alumna from the University of Toronto and a graduate of the Rozsa Arts Management Program at the Haskayne School of Business. After beginning her career in publishing, Mary was Marketing Manager at Wordfest before joining the National Music Centre in 2013. While there, she led major marketing and communications projects that included crisis communications around the 2013 floods, a capital fundraising campaign, national and international media campaigns, content marketing strategies, and the opening of the National Music Centre's new 160,000 square foot facility in July 2016. She has worked in marketing and communications within the cultural sector for over ten years.

Bill Ptacek
CEO

Mission Moment

The **Colossal Calgary Playdate** for preschoolers planned for Olympic Plaza and the International Play Association conference delegate families moved indoors due to cold, wet weather. About 100 people attended. The Library also had a presence at the Plaza with activities under a canopy for three busloads of school-age children. From a Central Staff member:

"I just thought I'd let you know what a Colossal success I thought the Colossal play date was, not just for the kids, but for some of our regular customers who don't have the opportunity to see kids having fun on a regular basis. ... I saw one man, who is a regular here, and who I have never seen crack a smile, just beaming at the babies as they played on the floor. This guy is a really hard case but he was made so happy by the simple pleasure of seeing little ones at play. Another of our regular guys was nearly in tears he was so happy to see the children. He stayed on the main floor to read his paper, which he almost never does, just to be a part of the action. I think we often underestimate the power that the presence of children has to lighten people's moods, to give them hope. Many of our patrons are marginalized, possibly estranged from their own families, and often confined to adult-only accommodation. Providing this play date was not just a great thing for the kids, it changes the vibe of the library. I was so delighted to be able to see this. (Even the teens in the teen zone were happy to see the kids. "Can I be a kid again?" one of them said as she walked past.)"



Date				Library Space				Access to Technology											
Year	2017																		
Month	September																		
New Members				Visits				Total technology sessions											
Sep	2017	10,630	1%	YTD	2017	86,997	-3%	Sep	2017	129,424	-2%	YTD	2017	1,237,955	8%				
	2016	10,536			2016	89,993		Sep	2016	131,571		YTD	2016	1,148,318					
Active Members				Room bookings				...computer sessions											
Sep	2017	615,532		Sep	2017	492	82%	YTD	2017	4,169	91%	Sep	2017	72,030	-1%	YTD	2017	644,666	-3%
					2016	271			2016	2,178		Sep	2016	73,026		YTD	2016	667,352	
Programs & Outreach				Collections				...chromebook sessions											
Programs				Physical items acquired				...wireless sessions											
...in the library				Physical collection size				Website, Catalogue & Social Media Followers											
Sep	2017	1,285	6%	YTD	2017	11,312	17%	Sep	2017	42,981	-14%	YTD	2017	471,031	12%				
	2016	1,213			2016	9,686		Sep	2016	49,990		YTD	2016	422,172					
...in the community				Expenditure on physical items															
Sep	2017	206	-21%	YTD	2017	3,316	14%	Sep	2017	471,894	35%	YTD	2017	3,728,656	6%				
	2016	262			2016	2,906		Sep	2016	349,895		YTD	2016	3,502,130					
...for adults, seniors or all ages				Total expenditure															
Sep	2017	548	-6%	YTD	2017	4,807	18%	Sep	2017	612,868	28%	YTD	2017	6,050,487	5%				
	2016	584			2016	4,065		Sep	2016	477,784		YTD	2016	5,739,300					
...for kids & teens				Circulation															
Sep	2017	943	6%	YTD	2017	9,821	15%												
	2016	891			2016	8,527													
Total number of programs				Total Checkouts															
Sep	2017	1,491	1%	YTD	2017	14,628	16%	Sep	2017	1,183,066	-7%	YTD	2017	11,077,657	-8%				
	2016	1,475			2016	12,592		Sep	2016	1,269,084		YTD	2016	12,063,807					
Program participants				...physical items															
Sep	2017	26,607	-7%	YTD	2017	294,806	0%	Sep	2017	982,018	-8%	YTD	2017	9,207,919	-10%				
	2016	28,613			2016	293,582		Sep	2016	1,070,936		YTD	2016	10,218,426					
				...digital items															
				Sep	2017	201,048	1%	YTD	2017	1,869,738	1%								
					2016	198,148			2016	1,845,381									
								Social media followers											
								Sep	2017	36,770	15%								
								Sep	2016	32,036									
								Facebook, Twitter, Instagram & LinkedIn											
								Website sessions											
								Sep	2017	678,983	14%	YTD	2017	6,133,597	12%				
								Sep	2016	596,256		YTD	2016	5,486,113					
								Catalogue sessions											
								Sep	2017	415,167	-4%	YTD	2017	3,881,168	-3%				
								Sep	2016	432,670		YTD	2016	4,011,860					
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								Sep	2017	415,167	-4%	YTD	2017	3,881,168	-3%				
								Sep	2016	432,670		YTD	2016	4,011,860					
								Social media followers											
								Sep	2017	36,770	15%								
								Sep	2016	32,036									
								Facebook, Twitter, Instagram & LinkedIn											
								Website sessions											
								Sep	2017	678,983	14%	YTD	2017	6,133,597	12%				
								Sep	2016	596,256		YTD	2016	5,486,113					
								Catalogue sessions											
								Sep	2017	415,167	-4%	YTD	2017	3,881,168	-3%				
								Sep	2016	432,670		YTD	2016	4,011,860					
								Social media followers											
								Sep	2017	36,770	15%								
								Sep	2016	32,036									
								Facebook, Twitter, Instagram & LinkedIn											
								Website sessions											
								Sep	2017	678,983	14%	YTD	201						

Year 2017

Month September

Monthly Community Library Results

September

Location	New Members		Visits		Circulation (Physical Items)		Computer Sessions		Chromebook Sessions		Wireless Sessions		Holds Filled (daily average)		Programs in the Library		Programs in the Community	
	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017
Alexander Calhoun	332	324	17,091	17,456	33,320	29,902	1,921	1,885	130	276	1,566	1,322	297	293	65	62	4	6
Bowness	162	166	8,189	7,580	15,138	11,435	1,661	1,466	89	135	731	492	91	97	36	32	3	2
Central	2,041	1,905	89,461	90,000	58,013	47,172	18,009	17,931	1,411	2,212	7,501	6,044	459	482	185	191	57	41
Country Hills	655	676	36,881	33,535	61,358	49,313	4,192	3,792	153	327	3,766	3,053	402	387	65	70	2	
Crowfoot	946	939	45,511	41,861	104,128	83,441	4,976	4,285	485	434	6,112	4,382	748	732	99	105	7	9
Fish Creek	829	795	40,509	39,969	84,072	73,809	4,465	4,240	308	482	4,189	3,293	603	618	103	80	5	10
Forest Lawn	520	472	18,036	19,600	23,128	18,531	5,052	4,575	402	458	2,267	1,799	128	132	77	81	31	3
Judith Umbach	340	345	21,772	19,414	35,839	28,764	3,510	3,317	377	593	2,208	2,007	269	263	61	61	8	7
Louise Riley	352	378	29,888	26,348	45,436	36,699	3,172	3,786	577	760	2,488	2,153	423	406	56	53	8	9
Memorial Park	200	234	9,695	14,138	12,183	10,687	1,813			959	1,200	1,131	156	137	19	43	2	2
Nicholls Family	386	395	15,259	16,837	19,102	15,943	1,486	1,372	875	1,322	1,929	2,010	137	144	31	32	1	1
Nose Hill	318	390	20,000	34,423	53,049	51,803		3,364	443	546	890	2,585	427	437	16	54	11	3
Quarry Park	531	354	12,501	20,006	24,017	24,832	1,501	1,644	115	207	1,288	1,074	108	137	30	38	11	8
Saddletowne	670	760	42,050	45,092	32,278	24,530	6,915	6,722	1,172	2,356	3,388	2,814	129	128	59	59	11	18
Sage Hill	5	176		5,415		7,611				295		276		16		42		
Shawnessy	862	873	44,383	44,172	71,938	58,785	4,663	4,665	601	778	4,412	3,319	596	542	89	88	21	18
Signal Hill	540	560	36,127	36,195	75,495	63,293	3,371	3,152	178	275	2,337	2,110	587	554	77	77	5	3
Southwood	312	260	15,466	14,159	28,091	25,816	1,955	1,793	134	185	1,073	923	305	294	61	43	8	7
Village Square	535	628	34,031	35,833	31,215	25,886	4,364	4,041	1,105	1,813	2,645	2,194	183	160	83	74	19	19
	10,536	10,630	536,850	562,033	807,800	688,252	73,026	72,030	8,555	14,413	49,990	42,981	6,048	5,959	1,212	1,285	214	166

**Recommendations to the Board from the
Audit and Finance Committee meeting of October 19, 2017**

1. Presentation of Annual Audit Service Plan

Previously distributed with Audit & Finance Committee materials

- That the Calgary Public Library Board receive this Report for Information.

2. Controller's Report for the Period Ended September 30, 2017

Previously distributed with Audit & Finance Committee materials

- That the Calgary Public Library Board receive the Controller's Report and the Calgary Public Library Board's financial statements for the period ended September 30, 2017, for information.

Report to the
Calgary Public Library Board
October 25, 2017
Calgary Public Library Foundation Update

1. October Highlights

- Government of Alberta Community Facilities Enhancement Program (CFEP) grant application submitted October 1 for Indigenous Placemaking in New Central Library; ask is \$261,250.
- BMO Add-In Founding Partner Announcement and Executive Tour, October 1 – BMO Community Room at New Central Library - \$550,000
- Calgary Foundation Forest Lawn Library Early Learning Centre Launch, October 10 - \$1,000,000 for 4 locations
- New Central Library Exterior Walking Tours executed weekly to cultivate donor support
- Library Raffle draw November 2: Ticket prices from \$10 to \$60 for 5 prize options, including Feature Prize of California Royale Wine Country Trip with flights, two nights' accommodation, and wine experiences. Goal is \$21,250. Visit LibraryRaffle.ca
- New Central Library Construction Tour for lead gift prospects, October 26

2. November Forecast

- 2017 Bob Edwards Award Gala November 2, Fairmont Palliser, goal is \$200,000 net; currently at 31.5 of 35 table goal
- Add-In Campaign Launch November 7, 11 am – 1 pm
 - Goal is \$30,498,987 (as of October 18), the remainder of the Add-In Campaign's \$350,000,000 target
- In partnership with CMLC, the joint media launch event will introduce the Windows of Opportunity initiative:
 - Calgarians can 'buy' a New Central Library window with three options: \$100 for inclusion on a Group Window; \$2018 for a Personal Window with ten-year recognition; and \$5,000 for a Generational Window with twenty-five-year recognition. Goal is \$2,500,000 (tbc). Visit Librarywindow.ca
- Campaign promotion plan includes Metro newspaper, Pattison Billboards, radio, social media, in-Library signage, Library TV, computer home screens, and due date slips, direct mail – email and mail, and lawn signs.
- Holiday Direct Mail, November 14 (approx.), 30,000 distribution, goal is \$50,000. Inspiring message features priority community needs being met through Library's Digital Literacy in the Community, Igniting the Fire Indigenous Program, and Story Truck.
- Calgary Foundation Signal Hill Library Early Learning Centre Launch November 18

- Library Store Holiday Hours at Library Foundation Office. Calgarians and Library 'family' are invited to shop for the Library cause at librarystore.ca or in pop-up holiday store at Foundation office. Visit Librarystore.ca
- Leadership Breakfast November 28, Central Library, 7:30 – 8:30 am, goal is \$150,000 raised. This fundraising event features community members sharing their inspirational impact stories about Library support.

3. December Forecast

- Calgary Foundation Crowfoot Library Early Learning Centre Launch, December 7
- Holiday Direct Mail processing and supporting 'last minute' donations for 2017 tax year.

4. Add-In Campaign – Key Performance Indicators

- Silent Phase current result: \$319,501,022 raised since 2011 led by transformative Add-In Founding Partner gifts (\$500,000 and higher).
- Year to Date Raised: \$5,812,032
- Total Campaign Gifts: 41,944
- Unique Donors: 14,035
- New Central Library Windows Campaign: 127 pledges received (total for 3 levels available).
- Monthly Donors: 343
- Grant Funding Submissions: 30 with prospective \$1,000,000+

Ellen Humphrey, CEO
Calgary Public Library Foundation