

Minutes
Calgary Public Library Board Meeting
2nd Floor Boardroom, Central Library
Wednesday, April 25, 2018
5:30 pm

In Attendance:

Board

Ms. Janet Hutchinson, Chair
Ms. Debra Giles
Mr. Avnish Mehta
Mr. Andrew Rodych
Ms. Shereen Samuels

Regrets

Ms. Judy Gray
Mr. Rob Macaulay
Councillor Druh Farrell
Councillor Evan Woolley

Others

Ms. Elsa Gee, CUPE Local 1169
Ms. Terrill Budd, CUPE Local 1169
2 Members of the Public

Administration

Mr. Bill Ptacek, Chief Executive Officer
Mr. Mark Asberg, Director, Service Delivery
Community Libraries and System Operations
Ms. Teneya Gwin, Indigenous Service Design Lead
Ms. Ellen Humphrey, President and CEO, Calgary
Public Library Foundation
Ms. Mary Kapusta, Director, Communications
Ms. Elrose Klause, Controller
Mr. Paul Lane, Director, Corporate Services
Ms. Sarah Meilleur, Director, Service Delivery
City Centre Community Libraries and New Central
Library
Ms. Heather Robertson, Director, Service Design

Guests:

Mr. Zain Velji, Northweather

I. Treaty 7 Opening and Chair's Opening Remarks

We are gathered here today at a place called Moh'kinsstis, a Blackfoot word that means elbow. The word describes the landscape of what is now known as Calgary, an area where the Elbow River meets the Bow River. It is in the spirit of respect and truth that we honour and acknowledge Moh'kinsstis, and recognize the traditional territories and oral practices of the Blackfoot people, the Nakota people of the Stoney Nation, the Beaver people of the Tsuut'ina Nation, and the Métis Nation of Alberta, Region Three. This Library is one of 20 libraries across our city built on this traditional land. Finally, we acknowledge all people who make their homes in the Treaty 7 territory of Southern Alberta.

Ms. Hutchinson welcomed Ms. Elsa Gee and Ms. Terrill Budd from CUPE Local 1169, and two Members of the Public. She appointed Mr. Rodych as Meeting Evaluator.

II. Review of Agenda

MOVED by Ms. Giles, seconded by Mr. Rodych, that the Agenda be approved with the following changes: Ms. Shereen will present the Strategy & Community Committee report, and Ms. Hutchinson will present the Foundation Update.

Carried Unanimously

III. Consent Agenda

MOVED by Ms. Samuels, seconded by Mr. Rodych that the Consent Agenda, containing the following items, be approved as presented:

- A. Minutes of the March 28, 2018 Board Meeting
- B. Chair's Report

Carried Unanimously

IV. Business Arising

A. Public Comment: Person Wishing to Address the Board

Dr. Charlotte Alabaster addressed the Board about the renaming of the Giuffre Family Library, and the importance of continuing to recognize the legacy of Alexander Calhoun. The Board thanked her for her comments and time, and will respond.

B. Business Arising from the Minutes

There was no business arising.

C. Advocacy Updates, including ALTA Report

There were no advocacy updates.

V. Chief Executive Officer's Report

Mr. Bill Ptacek, CEO

Mr. Ptacek said that he had received the good news that the provincial library funding will remain constant this year. There is no further news about the City Charter. It is hoped that future Charter developments would allow The City to change the number of Library Board Members, and that libraries would become supported as part of land use development.

A. New Central Library Public Art

*Ms. Sarah Meilleur, Director, Service Delivery,
City Centre Community Libraries and New Central Library*

Ms. Meilleur gave a presentation on the new public art that was announced last week at a CMLC Placemakers event. The artist, Christian Moeller, has created 2 pieces for the New Central Library: a three-part exterior installation, and an interior art mosaic made of books. Ms. Meilleur brought several of the books for Board Members to inscribe. The Board discussed the positive public feedback on the art, and the best practice models used during the artist selection process.

In addition to the art display wall at Central and community libraries, there will be a dedicated space at the New Central Library where artwork from the community will be exhibited. An Artist-in-Residence program is being created in partnership with Calgary Arts Development, with a focus on newcomer artists, local Indigenous artists, and artists with a focus on art for children. Art is also being considered as an element of the work the Library has embarked on with the Indigenous Placemaking Council of Canada to guide the library in working with local Indigenous communities.

There being no objections, the Calgary Public Library Board received the report, *Chief Executive Officer's Report* and the *Highlight Report – New Central Library Public Art*, for information.

VI. Presentation: Audience Research and Membership Growth

Northweather

Ms. Kapusta introduced Zain Velji from Northweather, a firm engaged to analyze Library data and develop predictive modeling and meaningful breakdowns for membership engagement, growth and retention. Mr. Velji gave a presentation on the scope of the analysis, which identifies streams of Library users and allows lookalike audiences to be found by postal code. It will inform future promotional efforts, specifically advertising on digital platforms.

The Board discussed the following points:

- Micro-campaigns, using a snapshot of member interests and based on location, can enable the Library to test and refine promotional campaigns that are cost-effective and highly targeted.
- The types of member groups can be reviewed to refine criteria as new data becomes available. As well as five main streams, there are approximately 25 more nuanced sub-groups.
- The project is designed to identify the viable groups for membership, but also to reflect the diverse range of Library users.

The Board thanked Mr. Velji for his presentation and work, which provides an important step to the Library's drive to increase membership. Mr. Velji left the meeting at 6:35 pm.

Ms. Humphrey joined the meeting during the foregoing discussion.

II. Strategy & Community Committee

A. Report of the April 3, 2018 Meeting

(based on draft unapproved minutes)

Ms. Shereen Samuels

In Mr. Macaulay's absence, Ms. Samuels presented this report. In the debrief of the Board Retreat, it was noted that the Board will attempt to build more intentional generative discussion into its work.

B. Highlights from Indigenous Library Services Report

Ms. Teneya Gwin, Design Lead

At the Committee's request, Ms. Gwin presented her report to the Board. Her work is based on community engagement, cultural awareness, and delivering content in an appropriate way. Among the projects underway are working with communities to develop specific service approaches, the Elders' Guidance Circle, and Indigenous placemaking. The Library has recently recruited 5 self-identified Indigenous staff members who will assist the Library in building community relationships and support the development of Indigenous Services. Ms. Gwin concluded by showing a poignant video on placemaking. The Board thanked her for her work and her report.

III. Audit & Finance Committee

A. Report of the April 18, 2018 Meeting

Ms. Debra Giles, Committee Chair

The Central Library Cost Comparison has been developed with a robust formula and provides excellent reference material for the Board.

B. March 2018 Quarterly Risk Update

The Board reviewed the items in the yellow and red categories. Community partner involvement in programs is expected to increase with initiatives generated by the NCL and spread throughout the system. Service Design staff are working on a higher volume of projects, and it is anticipated that this will reach a more balanced number after November 1. An item under Finance was highlighted because it is now measured differently so as to flag if forecast operating expenditures will exceed known sources of funding. Security is now reported by showing a full 4 quarters to reveal seasonality effects. Security mitigations include Naloxone training by security personnel, security learning sessions for staff, and updates to the emergency response plan. The Library has a new security contractor and transition plans include opportunities for the current, experienced Library guards to join the new provider.

MOVED by Ms. Giles, seconded by Mr. Rodych, that the Calgary Public Library Board receive the March 2018 Quarterly Risk Update for discussion and information.

Carried Unanimously

C. Controller's Report for the Month ending March 31, 2018: Quarterly Financial Review

There are few variances at this time, with any expense deviations due to timing differences from budget.

MOVED by Ms. Giles, seconded by Ms. Samuels, that the Calgary Public Library Board receive the Controller's Report and the Calgary Public Library Board's financial statements and reserve reports for the period ended March 31, 2018.

Carried Unanimously

IV. Governance Committee

A. Report of the April 11, 2018 Meeting

(based on draft unapproved minutes)

Ms. Shereen Samuels, Committee Chair

Ms. Samuels reported that the Committee discussed the Board self-evaluation tool and the organizational meeting process. An RFP will go to tender for a recruitment firm, and Ms. Samuels will report back on the process and results. A document will be developed, for inclusion in the Board Handbook, outlining an intentional process to prepare in advance for the annual Board Organizational Meeting.

B. Resignation and Reappointments

Ms. Janet Hutchinson, Board Chair

Ms. Hutchinson said that more feedback needs to be obtained from other Board Members, and has postponed the decision until the end of May. Six candidates for appointment need to be put forward to Council for the three Board vacancies. Ms. Hutchinson, Mr. Macaulay, and Ms. Giles will work together on the selection and appointment process.

C. Reappointment Standards

Ms. Shereen Samuels

Ms. Samuels explained the guidelines that clarify the process of reappointment.

V. New Central Library Liaison

A. Update on New Central Library Project

Ms. Debra Giles, NCL Liaison

Ms. Giles reported that the project is under budget and on schedule at this time. Staff will start moving in October to be ready for the Grand Opening on November 1. Work that is underway includes exterior signage, 3rd Street remediation work, and landscaping. Ms. Meilleur distributed a draft, staff-only visual guide to the floorplans. Communications will continue to be aligned through CMLC until the official handover in September.

VI. Calgary Public Library Foundation Update

Ms. Janet Hutchinson, Board Chair

A. Report of April 17, 2018 Foundation Board Meeting

B. Strategic Plan Discussion and Joint Retreat

Since Mr. Mehta was not at the April 17 Foundation Board Meeting, Ms. Hutchinson gave these reports. At the meeting, Ms. Hutchinson presented the Library's Strategic Plan to the Foundation Board, which was received very favourably. More discussion is needed to plan a joint Boards' retreat, which is likely to take place in late September or early October.

Ms. Humphrey presented the campaign update and distributed the monthly reporting charts. The Foundation has continued to secure gifts of significant size during March, and substantial progress is being made each quarter. A total of 250 windows have been sold in the Windows of Opportunity campaign.

VII. Other Business

A. Meeting Evaluation Report

Mr. Rodych gave his evaluation, including the following points:

- More tie-ins to the Strategic Plan could be useful in certain topics.
- Efficiency could be improved by finding the right balance between formal presentations, questions, and regular Board items.

VII. Adjournment

MOVED by Ms. Samuels, seconded by Mr. Rodych, that the meeting be adjourned at 7:39 pm.

Carried Unanimously

Transcribed by Barb Roberts

Ms. Janet Hutchinson
Chair

Mr. Bill Ptacek
Chief Executive Officer