

Agenda 2.3



Mississauga Public Library Board

Regular Meeting

Minutes of the meeting held on Wednesday, May 17, 2023 at 5:30 p.m. at South Common Community Centre Meeting Room

Present

Brad Bass
Ritu Janveja
Paul Lee
Mai Lu
Councillor Matt Mahoney
Priscilla Mak
Chucks Uwandulu

Absent

Reyen Jones
Councillor John Kovac

Staff Present

Rona O'Banion, Director, Library
Jennifer Stirling, Manager, Library Digital Services & Collections
Laura Reed, Manager, Central Library & Community Development
Sue Coles, Manager, Facilities & Operations
Fawzia Raja, Manager, Library Operations Planning & Analysis

Minutes Recorded

Anne Marie Solleza

Minutes

1.0 Call to Order

The Chair called the meeting to order at 5:34pm. She welcomed the following guests to the meeting:

Wes Anderson, Manager, Financial & Treasury Services
Lindsay Kay, Financial Analyst
James Cooper, Branch Manager, South Common Library
Robert Simeon, Marketing Consultant
Dave Hook, Manager, Library Innovation & Technology
Morgan Speare, Vice President, CUPE 1989

1.1 Excused Absences

07:23 Resolved that the following absences be excused:

From the April 19, 2023 meeting – Councillor Matt Mahoney and Brad Bass

From the May 17, 2023 meeting – Councillor John Kovac and Reyen Jones

Moved by P. Lee

Seconded by R. Janveja

Carried

2.1 Approval of Agenda

As requested by the CEO, Item 6.1 and 6.2 under New Business were moved up in the agenda, immediately after item 3.1 so that presenters will not have to stay for the entire meeting.

08:23 Resolved that the agenda be approved as amended.

Moved by B. Bass

Seconded by C. Uwandulu

Carried

2.2 Declaration of Conflict of Interest

There were no conflicts of interest declared.

2.3 Approval of Minutes

09:23 Resolved that the following be approved:

1. Regular Minutes from April 19, 2023 Library Board meeting
2. In Camera Minutes from April 19, 2023 Library Board meeting

Moved by C. Uwandulu

Seconded by P. Lee

Carried

3.0 Delegation/Guest Speakers

3.1 2022 Audited Financial Statements

Wes Anderson, Manager, Financial & Treasury Services and Lindsay Kay, Financial Analyst presented the 2022 Audited Financial Statements for the Board's approval. L. Kay reviewed the financial statements in detail and answered several questions from the Board relating to accrued vacation balances, pension benefits, how book values are amortized and the use of PCards vs. petty cash.

10:23 Resolved that the report entitled "2022 Year-End Audited Financial Statements" from the Director, Library, be received by the Mississauga Public Library Board, endorse the Audit Committee's findings and approve the 2022 Audited Financial Statements.

Moved by P. Lee

Seconded by M. Lu

Carried

6.1 Marketing Plan

Robert Simeon, Marketing Consultant, presented the library's 2023 Marketing plan to the Board. The presentation included the overall marketing strategy, areas of focus, tools and tactics, timelines and implementation plan.

Some of the comments/questions from the Board are as follows:

- How is demographic data utilized in the creation of a marketing plan?
- How is an increase in engagement tied to the marketing campaign?
- Is there a dedicated Marketing team?
- In addition to Environics data, there are multiple touchpoints that the Marketing team utilizes in its strategy e.g. the library partnered with schools to better serve the Ukrainian and Syrian newcomers.
- The library Social Engagement team works closely with the Community Services Marketing Team and the City's Strategic Communications team, relying on their skills and expertise to provide guidance, ideas and creativity and to help reach goals and support priorities.

11:23 Resolved that the Board received the 2023 Marketing Plan presentation.

Moved by B. Bass

Seconded by R. Janveja

Carried

6.2 Advocacy Plan

Dave Hook, Manager, Library Innovation and Technology, introduced the 2023 Advocacy Plan to the Board. Members can elect to participate in identified activities in the plan to help raise the community profile of the library, support library strategies, participate in library and partnered events and advocate for government changes in support of library goals. The plan includes a list of planned monthly activities with suggested social media messaging for platforms like Facebook, Twitter, Instagram and LinkedIn or the Board can choose to share posts from library social media accounts. The CEO also encouraged the Board to check out the library's Youtube channel for more content.

12:23 Resolved that the Board approve the 2023 Advocacy Plan.

Moved by M. Lu

Seconded by C. Uwandulu

Carried

4.0 Business Arising from Minutes

There were no items for discussion.

5.0 Consent Agenda/Staff Information Reports

Item 5.5 Operations Planning & Analysis Report (2022 Utilization Report) was pulled from the Consent Agenda as a separate item for discussion.

Discussion highlights are as follows:

- Intellectual freedom is a shared core value among libraries.
- Library is working on the logistics of extending digital cards to MCFN (Mississaugas of the Credit First Nation).
- The Board will have the opportunity to attend the Ontario Library Association Super Conference in 2024.
- Library is working on a robust marketing plan for the reopening of Hazel McCallion Central Library (HMCL).

- A tour of HMCL is being arranged for the Board sometime in September.
- A soft opening is being planned for December.
- As part of the City's Climate Change Action Plan, all renovations/redevelopment of City facilities will be built according Green Building standards.

13:23 Resolved that agenda items 5.1 to 5.4 be received for information.

Moved by C. Uwandulu

Seconded by P. Lee

Carried

5.5 Operations Planning & Analysis Report (2022 Utilization Trends & Analysis)

F. Raja walked the Board through the 2022 Full Year Utilization Trends and Analysis report. To offer comparison to the last full pre-pandemic year of Library services, the year over year comparator includes 2019 data. Key metrics included in the report are circulation, in-branch and virtual usage, programming and cardholders.

14:23 Resolved that agenda Item 5.5 be received for information.

Moved by B. Bass

Seconded by M. Lu

Carried

6.0 New Business

There were no items for discussion.

7.0 Adjournment

15:23 Resolved that the meeting adjourn at 7:45pm

Moved by P. Lee

Seconded by R. Janveja

Carried

Next Meeting

The next Library Board meeting will be on June 14, 2023 at Meadowvale Community Centre Program Room 2.

Secretary/Treasurer

Chair