

Agenda 2.3



Mississauga Public Library Board

Regular Meeting

Minutes of the virtual meeting held on Wednesday, February 18, 2026 at 5:30 p.m.

Present

Brad Bass
Reyen Jones
Suman Kathuria
Councillor John Kovac
Paul Lee
Mai Lu
Priscilla Mak
Chucks Uwandulu

Absent

Councillor M. Mahoney

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 5:33 pm.

1.1 Excused Absences

01:26 Resolved that Councillor M. Mahoney be excused from the meeting.

Moved by C. Uwandulu
Seconded by B. Bass
Carried

2.1 Approval of Agenda

02:26 Resolved that the agenda be approved as presented.

Moved by P. Lee
Seconded by S. Kathuria
Carried

2.2 Declaration of Conflict of Interest

There were no conflicts of interest declared.

2.3 Approval of Minutes

03:26 Resolved that the Minutes from the November 19,2025 Board meeting be approved.

Moved by P. Lee
Seconded by C. Uwandulu
Carried

2.4 In Camera Agenda

There were no in-camera items to discuss.

3.0 Delegation/Guest Speaker

3.1 Item 6.2 Advocacy & Marketing Plan

The CEO introduced Rob Simeon, Manager of Social Engagement who was joined by City Strategic Communications & Initiatives colleagues, Wanda Day (Supervisor of City Marketing) and Samuel Forrest (Communications Advisor) in presenting the 2026 Advocacy and Marketing Plan.

R. Simeon spoke to 2025 marketing highlights which included overall, strong performance on social media platforms, Instagram, Facebook and YouTube. On the other hand, due to a 52% decline in engagement, platform issues, and City direction, a decision has been made to sunset the library's X (Twitter) account. The library will keep the X account so as not to lose the handle but will not be actively posting and will redirect followers to its other social media accounts instead. Considering the library has 9,000 followers on X, the Board asked if additional data could be provided to support the decision to sunset the account.

In response to the Board's question about emerging platforms (e.g., BlueSky); staff noted that an account was reserved but not activated due to current scale and strategy considerations.

R. Simeon emphasized the importance of having internal City supports (Strategic Communication team, Creative Services, website support and build, print shop) resulting in substantial costs savings. An example of this would be the signage refresh at 16 branch locations last year where the library saved \$33,000 using the print shop versus what it would have cost to use an outside vendor.

The 2026 Marketing plan overview includes:

- Supporting ~56 projects
- Continued high support for LitFest and Comic Expo
- Focus on short-form Makerspace “what you can make” videos
- Exploration of “personalized promotions” module in catalogue to target messaging based on search behaviour.
- Early stages of a library card acquisition campaign using Environics data analysis

The Board Advocacy plan which has been updated for 2026 provides a series of opportunities that are directly related to the library’s marketing plan. The plan supports building the library’s community profile and government advocacy. The Board is encouraged to use social media to promote the library within their existing networks. Proposed messages have been included in the plan and images can be provided at any time upon the members’ request.

04:26 Resolved that the 2026 Board Advocacy Plan be approved.

Moved by S. Kathuria
 Seconded by R. Jones
 Carried

4.0 Business Arising from Minutes

4.1 Review results of Board Evaluation and approve Board Workplan (Schedule of Activities & Report and Advocacy Plan)

R. O’Banion discussed the results of the Board evaluation survey tool. Overall, the Board felt positive about their performance. Recurring themes include clarity on governance vs operational roles; expectations of operational involvement and the importance of governance focus and policy oversight. The Board was in agreement that there is opportunity for improvement in terms of coming to the meeting better prepared.

In terms of the Schedule of Activities and Reports, the CEO suggested that the document be renamed as the Board Annual Workplan as it captures the work that the Board will be doing, including higher level governance work like reviewing and approving policy. The other important piece to the Board’s work is advocacy, a detailed plan for which had been presented earlier by R. Simeon. The Board appreciated getting a copy of the Library Leadership Team’s own workplan which shows how staff operationalize the library’s plan for the year. Members liked the way the information was presented helping them to quickly visualize who is responsible for which project.

05:26 Resolved that the Board
 a) receive the Board Self Evaluation Report and
 b) approve the Board Work Plan in the forms of the 2026 Schedule of Activities and Reports and the 2026 Advocacy Plan

Moved by B. Bass
 Seconded by Councillor J. Kovac
 Carried

5.0 Consent Agenda: Staff Information Reports

Discussion highlights are as follows:

- The CEO flagged proposed changes to the *Canada Post Corporation Act* in the omnibus Bill C-15, specifically that relate to the library materials shipping rate. Advocacy is underway through library sector leadership and unless something changes, it is status quo. Should it become necessary, this would be an opportunity for the Board to advocate for the library by writing letters to the federal government through our local MPs.
- Resident Experience Survey: Library achieved strong satisfaction results and ranked first among city divisions. The CEO acknowledged front line staff and the wonderful work they do for the positive feedback received from residents.
- Annual privacy/MFIPPA reporting has been completed.
- Public Library Grant approximately \$715,000 was received in late December 2025.
- L. Reed noted the large number of students at HMCL during exam week. She also highlighted the growing demand for exam proctoring services offered through the Information Services Department. In answer to a question from the Board, she spoke to the important work done by library pages which impacts everyone, especially customers.
- J. Stirling drew attention to the working with the City's Asset Management team to develop a standalone asset management plan. This plan identifies the library's infrastructure assets, their condition, and approaches to asset management lifecycle and maintenance. She also spoke about increased demand for Radon meters necessitating and additional order of 36 meters which will double the library's existing collection.
- S. Coles focused on facility upgrades at the various branches, including the overall signage refresh project to help with branch visibility to the public.
- F. Raja reported on 2025 year end financials and utilization. She spoke to the variances in operating budget being overspent by 13.2% primarily due to labour, resulting from delays in retroactive adjustment related to the signing of the new Collective Agreement. There was also discussion regarding the slight decrease in foot traffic for 2025, with numbers going back to normal after the surge attributed to the reopening of HMCL as well as facility closures at various branches due to renovations.

06:26 Resolved that item 5.1 to 5.4 on the consent agenda be received.

Moved by Councillor M. Mahoney
 Seconded by M. Lu
 Carried

6.0 New Business

6.1 Adoption of 2026 Budget

F. Raja advised that City Council approved the 2026–2029 business plan and the 2026 budget previously brought to the Board in October 2025.

Highlights included labour-related operating pressures and capital items including design work for Mississauga Valley and Cooksville projects.

Councillor Kovac spoke in support of the future Mississauga Valley Community Centre & Library redevelopment and the importance of timely design work.

07:26 Resolved that the 2026 Budget as approved by Council be adopted by the Library Board.

Moved by S. Kathuria
Seconded by M. Lu
Carried

7.0 Adjournment

08:26 Resolved that the meeting adjourn at 7:36pm.

Moved by B. Bass
Seconded by P. Lee
Carried

Next Meeting

The next Library Board meeting will be on April 15, 2026 at Churchill Meadows Library.

Secretary/Treasurer

Chair