

RPL BOARD MEETING
January 24, 2017
Central Library Boardroom

MINUTES

IN ATTENDANCE:

S. Quinlan, Chair
B. March-Burwell, Vice-Chair
E. Brenner
S. Bryce
M. Fougere
S. Grebinski
R. Kapoor
C. Kobayashi
D. Lucke

ALSO IN ATTENDANCE:

J. Barber
J. Niedermayer

REGRETS:

1. Call to Order

S. Quinlan called the meeting called to order at 4:45 pm.

2. Adoption of the Agenda

S. Bryce moved to adopt the agenda. CARRIED.

3. Conflict of Interests

There were no conflict of interests.

4. Approval of Previous Meeting Minutes

B. March-Burwell moved to approve the minutes of the November 24, 2016 Board meeting. CARRIED.

5. Manager Presentation

Colleen Hawkesford, Manager, Marketing and Communications (MAC), provided a brief overview and update on the Unit's activities.

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Discussion

- In the background of everything MAC works on is the strategic direction provided by the Board. As RPL moves towards “re-branding”, the decisions of the Board will have a significant impact. The revised Mission, Vision and Values Statements have been shared with our partners.
- MAC measures the progress and success of all ad campaigns and RPL programming opportunities, although more effective and efficient means of measurement are always being pursued. The Unit sets objectives and regularly reviews them during the year. MAC works closely with a strategic marketing agency and takes the recommendations of focus groups and RPL’s Public Services Managers, to name a few, to assist them in selecting annual themes.
- The new theme MAC is currently working towards is “connecting”, and the measurement of success of this theme will be reported to the Board in the future.
- Having Marketing and Communications working side-by-side has been very effective for the Library.
- The YouTube streaming and video from the Bothwell opening was very successful.
- Brown Communications works with a media buyer who keeps an eye on trends that MAC can match to its marketing campaign.
- MAC works to connect with all customers and appeal to all audiences.

M. Fougere moved to receive and file the presentation. CARRIED.

6. Information Items

The Library Director & CEO will be away on vacation from February 6th to March 9th, and in his absence, Kevin Saunderson, Senior Manager, Corporate Services, will be acting in his place.

RPL and its staff have been recognized recently in nomination for the following awards, from local to international:

- *Gold Quill Awards*
- *Paragon Award: Marketing & Promotional Achievement*
- *Ken Haycock Award for Promoting Librarianship*

A contribution in the amount of \$250 will be made to the Staff Social Fund to support activities in 2017.

The George Bothwell Branch had a very successful opening. On opening night, there were about 800 people in attendance, and the last four weeks of the year showed a 92% increase in visitors over 2015.

The Library Director's Office was informed that the appointments would be on the City Council's agenda no earlier than February 27th. Legislation provides for Darryl Lucke and Renu Kapoor to remain as Board members until replaced, so Board membership remains complete in the interim.

RPL will host TEDx this Spring on March 23rd at the Central in the Film Theatre. The theme for the event is *Engage* and will include a broad array of pre-recorded TED talks as well as a number of live presenters. The official announcement and launch event will be on February 1st.

Scaffolding was installed to undertake repairs to the Library's lobby as a result of the 2016 bookdrop fire, and on December 23rd, there was also an attempt to set this bookdrop on fire. All available information has been provided to Regina Police Service for their investigation.

The Board was updated on the progress of the fund development project to January 24, 2017. On October 12, 2016, the Fundraising Advisory Group met for the first time and will be engaged periodically throughout the year.

The Communications Strategy to promote philanthropy at RPL is underway, and ads are running on the in-house monitors in all RPL Branches, on RPL's social media sites, and in *At the Library*.

D. Lucke moved to receive and file the Information Items. CARRIED.

7. Decision Items

a. Committee Submissions:

i. Audit and Finance

E. Brenner updated the Board on the status of RPL's mill rate request of 2.9% to the City of Regina, the status of the 2016 accounts and financial statements.

B. March-Burwell moved to receive and file the Audit and Finance Committee report. CARRIED.

ii. Human Resources

R. Kapoor reported on the work of the Human Resources Committee and, in particular, the progress to date on the CEO Performance and Evaluation, as well as Exit Interviews for departing Board members.

C. Kobayashi moved to receive and file the Audit and Finance Committee report. CARRIED.

Policy Update – Respectful Workplace Policy

S. Bryce moved to approve the Respectful Workplace Policy. CARRIED.

iii. Governance

a. Board Governance Policy

C. Kobayashi reported on the work of the Governance Committee. The Committee has been working closely with policy consultant, Irene Seiferling, to update and refresh the Board Governance Policy.

In Policy 5, Item 9 - "Open Meetings", replace "*the regular*" with "*the public*".

In Policy 7 – Training Opportunities, the Directors discussed the phrase, "*Directors who wish to attend a course or relevant information session at the expense of RPL must send a written request to the Board Chair. The request will be reviewed for approval by the Board Chair, Vice-Chair, and Library Director & CEO.*"

Discussion

- The question about the need for three approvals as being excessive was raised. The rationale behind the wording noted by the Chair, was aimed towards the Board displaying a strategic and cost-conscious awareness.
- It is not intended to dissuade Director's from engaging in appropriate practice development opportunities.
- The Library Director & CEO may be aware of potential opportunities for the Directors and will bring forward these opportunities to the Board for consideration, as appropriate.
- Directors discussed the pros/cons of multiple Directors attending the same training session and/or conference.

- Reporting by Directors to the Board is essential following a training opportunity.
- Fiscal responsibility is a priority when considering training/conference opportunities.
- This point of discussion will be revisited in one year.
- Orientation of new Directors – while attendance at every orientation session by all Directors would be ideal, given the number of sessions that could be involved from year to year, Director participation is not mandatory.

The members of the Governance Committee were commended for their work in putting together the Board Policy.

C. Kobayashi moved to approve the Board Governance Policy, as amended.
CARRIED.

b. Committee Chair Appointments

C. Kobayashi put forward the recommendation for Committee Chairs, for 2017:

Human Resources Committee – S. Grebinski
Governance – C. Kobayashi
Audit and Finance – B. March-Burwell

S. Bryce moved to accept recommendations of the Governance Committee for Committee Chair appointments. CARRIED.

8. Calendar of Events

E. Brenner requested that one item be added to the Calendar of Events: University Senate Meeting, February 4, 2017.

9. Adjournment

S. Quinlan moved to adjourn the meeting. CARRIED.

Board Chair

Secretary to the Board

January 24, 2017