
EDMONTON PUBLIC LIBRARY BOARD

Tuesday, October 7, 2014, 5:30 p.m.
Idylwyld Library
(8310 - 88 Avenue)

ATTENDANCE:

Board: Mrs. Ellen Calabrese-Amrhein, Chair

Mr. John J. McDonald III, Vice-Chair

Mr. Jay Ball

Councillor Ben Henderson

Mr. Michael Janz (via teleconference)

Ms. Miranda Jimmy

Dr. Sherrill Johnson

Mr. Nazir Mulji

Mr. Jeff Reynolds

Staff: Ms. Linda Cook, Chief Executive Officer

Ms. Pilar Martinez, Deputy Chief Executive Officer

Mr. Gastone Monai, Chief Financial Officer

Mr. Mike Lewis, Director, Human Resource Services

Regrets: Mr. Brian Heidecker

Recording Secretary: Ms. Therese McAuley

1. CALL TO ORDER

Chair Ellen Calabrese-Amrhein called the meeting to order at 5:30 p.m. and welcomed guests Scott Decksheimer and Larissa Groch from Nine Lions, Tina Thomas, Director, Marketing, Communications and Fund Development and Melanie St-Onge, Manager, Idylwyld Library.

Scott Decksheimer gave a presentation and provided an overview of the results of the Feasibility Study (Milner Campaign Readiness). He noted that from the feedback they received from the individuals interviewed, EPL is highly respected and trusted and has an excellent reputation. They reviewed and provided recommendations on the areas of: leadership, case for support, institutional readiness, funding sources and fundraising potential.

Scott Decksheimer and Larissa Groch responded to questions from the Trustees.

John McDonald arrived at 6 p.m.

Scott Decksheimer and Larissa Groch left at 6:05 p.m.

2. ADOPTION OF AGENDA

That the following be added to New Business - Friends of Library Update (J. Ball) and the following be exempted from Consent Items and moved to New Business:

- Business Plan Report Card
- Fund Development Half-Year Report

Moved by Nazir Mulji, Seconded by Miranda Jimmy.

That the agenda be approved as amended.

CARRIED

Michael Janz connected via telephone at 6:10 p.m.

7h) Fund Development Half-Year Report

Tina Thomas referred to the report in the Board package and provided an overview. In response to Miranda Jimmy's inquiry, she noted that in the Development Revenues graph the Book Sales are captured under the Events category. Ben Henderson inquired why the total number of donors is not increasing with the increase in new donors in the Donor Growth graph. Tina Thomas indicated that this will be reflected in the next report. She indicated that there are a number of different metrics used when capturing the information.

Moved by Jay Ball, Seconded by Nazir Mulji.

That the Fund Development Half-Year Report be received as information.

CARRIED

Tina Thomas left the meeting at 6:15 p.m.

3. TOUR OF THE BRANCH

Chair Ellen Calabrese-Amrhein noted that due to the full agenda the tour of the Library would be held at the end of the meeting.

Melanie St-Onge, Manager of Idylwylde Library welcomed everyone and provided a brief overview of the branch including demographics, circulation and community partnerships.

4. ADOPTION OF MINUTES

Moved by John McDonald, Seconded by Miranda Jimmy.

That the minutes of the September 9, 2014 Board meeting be approved.

CARRIED

5. BUSINESS ARISING FROM THE MINUTES

5a) Library Card Membership - Update (Inquiry by Nazir Mulji)

Pilar Martinez referred to the report in the Board package and noted that there was a 40% membership increase during the Centennial Year. As of September 30, 2014 there has been an 11% growth in new memberships and a 2% growth in renewals compared to the year-to-date of September 30, 2013. In response to Michael Janz's inquiry, Pilar Martinez indicated that the membership total can be broken down by branch and/or postal code. Their data is being used to target the membership drives.

Moved by Nazir Mulji, Seconded by John McDonald.

That the Library Card Membership Update be received as information.

CARRIED

5b) Security Report - 2013 Year in Review - Comparative Security Incident statistics with the Calgary Public Library Downtown branch.

It was noted that this report would be brought forward before the end of the year. Gastone Monai indicated that as Calgary Public Library gathers their information differently, they are working with the data so that the statistical information provided is comparable.

6. NEW BUSINESS

6a) Partnership Opportunities with Calgary Public Library

Chair Ellen Calabrese-Amrhein reported that she recently spoke with the Calgary Public Library Board Chair Janet Hutchinson. They talked about having the Board Chairs and CEO's meet with the Minister of Municipal Affairs to discuss support of capital projects, per capita and supporting the levy on new neighbourhoods.

She noted that CPL is ready to move forward on renewing the MOU and they are also interested in having a discussion around fundraising. The idea of having a meeting during ALC was briefly discussed.

Ben Henderson indicated that it might be a good idea to touch base with the City's Intergovernmental Office about some of the items up for discussion with the Minister to ensure that anything discussed is aligned with the City's positioning.

It was noted that this item is on the External Committee's work plan.

6b) External Committee Report

Committee Chair Jeff Reynolds referred to the report included in the Board package. The Committee reviewed the existing Motions regarding fundraising and revised them to reflect the Board's previous discussions.

The Committee recommends the following revision to the existing Motion which currently reads: *Individual Trustees may participate in Library fund development on a voluntary basis: however, it is not a role expectation.*

Moved by Jeff Reynolds, Seconded by Miranda Jimmy.

Our Board reflects a culture of Giving. We share and give our time, talent and treasure. Individual Trustees may participate in Library fund development initiatives on a voluntary basis.

CARRIED

The following is the recommended revision to the second Motion which currently reads: *That the EPL Board acknowledge and affirm its support of fundraising activities by the Administration for the purposes of raising monies to sustain and/or augment programs and initiatives outlined in EPL's Strategic Plan and approved Budget documents.*

Moved by Jeff Reynolds, Seconded by Jay Ball.

Though this Culture of Giving the EPL Board acknowledge and affirm its support of fundraising activities by the Administration for the purposes of raising monies to sustain and/or augment programs and initiatives outlined in EPL's Strategic Plan and approved Budget documents.

CARRIED

It was noted that these two motions are separate from the expectation of all Trustees making a yearly donation. Jeff Reynolds indicated that the Committee felt that it would be beneficial to talk about this during the Peer-to-Peer discussion.

Moved by Jeff Reynolds, Seconded by Jay Ball.

That the September 18, 2014 External Committee report be received as information.

CARRIED

6c) Capital Projects Update

Gastone Monai provided the status of the current capital projects: Highlands, Clareview, Meadows, epIGO, Mill Woods and Calder. City Administration recommendations that will be submitted to Council provides funding for the top 11 out of 30 capital projects. He noted that EPL's two main projects are ranked at 13th - Capilano Branch relocation and 16th - Milner Revitalization. Gastone Monai indicated EPL is scheduled to present to Council on November 27.

6d) Proposed 2015 Operating Budget

Gastone Monai provided an overview of the report included in the Board package and noted that the 2015 operating budget was developed based on the 2015-2017 operating forecast approved at the June 3, 2014 Board meeting. In response to Nazir Mulji's question regarding the personnel discounting identified under the 2015 Budget Assumptions, Gastone Monai indicated that they have been working on this percentage and are confident that the numbers are a fair representation of what is currently happening. Nazir Mulji inquired if the 2% reduction in operating costs included the reduction of staff. Gastone Monai indicated that the direction regarding the 2% reduction was that it was to be achieved through innovation - not through personnel reduction. Nazir Mulji noted that there is a significant decrease in Information Technology expenditures for 2015. Gastone Monai noted that this is due to a reduction in maintenance costs. In response to John McDonald's inquiry, Gastone Monai indicated that they are currently working on formalized service level agreements for shared services with the City.

Councillor Henderson referred to the City Council Budget Overview document - Performance Measures, in particular the Output Measures for the use of electronic databases per capita, and inquired why there is a -44% difference between EPL and the Canadian Urban Libraries Council (CULC) when all the other Output Measures are in the positive. Gastone Monai indicated that this figure would be checked and the information updated if required. Nazir Mulji noted that Performance Measures are typically listed in the order of Input, Process and Output and wondered why we had them listed in the order of Output, Process and Input. Gastone Monai noted that the order of the performance measures would be changed.

Moved by John McDonald, Seconded by Nazir Mulji.
That the 2015 Proposed Operating Budget be approved.

CARRIED

Moved by Nazir Mulji, Seconded by Sherrill Johnson.
That the 2015 Budget Overview document be submitted for use in the City of Edmonton budget documents as amended.

CARRIED

6e) Statement of Operations and Capital as of August 31, 2014

Gastone Monai referred to the report in the Board package and provided a brief overview of the operation and capital budgets.

Moved by Miranda Jimmy, Seconded by Jay Ball.
That the Statement of Operations and Capital as of August 31, 2014 be received as information.

CARRIED

6f) Friends of the Library (FEPL) - Update

At the FEPL Board Meeting Jay Ball indicated that the EPL Board was interested in hosting an informal meeting to provide an opportunity for Board members from both groups to get to know each other.

The FEPL Board continued their review of their Planning Workshop results as it related to their role, relevance and identity. They also had a discussion on: what EPL needs, what does the group want to do for EPL, doing one thing and doing it well (i.e. host a Valentine's Day movie night). The general feeling of the group is that they do not want to be seen as just a group that does a casino and nothing else.

6g) Business Plan Report Card, Q1-Q3, 2014

Jeff Reynolds commented that he was very impressed with the level of detail and overall improvement of the report. He suggested that it would be more functional if the status bar graphs be incorporated into the body of the report instead of being separate. Nazir Mulji noted that the report identifies successes but there are no challenges mentioned. Linda Cook indicated that the Report provides an update on what has been achieved and the bar graphs identify the progress. It was suggested that, by using a different colour for items that are behind schedule it would help address the concern of identifying challenges.

Moved by Jeff Reynolds, Seconded by Ben Henderson.

That the Business Plan Report Card, Q1-Q3, 2014 be received as information.

CARRIED

7. CONSENT ITEMS

7a) Chair's Report

7b) CEO's Report

7c) Alberta Library Trustees Association Report

Moved by Jay Ball, Seconded by Nazir Mulji.

That the Consent Items 7a) to 7c) be received as information.

CARRIED

8. NEW INQUIRIES

8a) Exemption of Consent Items

Jay Ball suggested that it would be helpful if Trustees could identify, prior to the Board meeting, Consent Items they wish to exempt. He felt this would provide the opportunity for Administration to include, if necessary, other staff at the meeting to respond to the exempted item. Pilar Martinez noted that typically the members of Executive respond to any inquiries and

if they can't provide an immediate response commit to providing it at the next meeting or via email dependent on the urgency.

The Board agreed that it would be a standard practice that any Trustee wanting to exempt a Consent Item would email the Board Chair and the Executive Assistant in advance of the Board meeting.

9. ADJOURNMENT

The meeting adjourned at 7:50 p.m.