

MINUTES OF BOARD OF TRUSTEES MEETING FOR
KITCHENER PUBLIC LIBRARY BOARD



1. CALL TO ORDER

The Regular Board Meeting of the Kitchener Public Library Board was called to order at 7:00 p.m. on Wednesday, May 19, 2021, by the Chair, Stephanie Soulis, using the online platform, Zoom, as a result of the pandemic.

TRUSTEES PRESENT

Katherine Andrews; Michelle Dow; Cory Ernst; Councillor Kelly Galloway-Sealock; Councillor Sarah Marsh; Shannon Nicholson; Dana Ristic; Erin Rudland; Stephanie Soulis; Clare Wagner.

Mary Chevreau, Secretary-Treasurer and Chief Executive Officer.

STAFF PRESENT

Lesa Balch; Penny-Lynn Fielding; Gloria Grigas; Angela Riddell.

REGRETS

Colleen James.

SPECIAL GUESTS

Shirley Luu, Manager, KPL Marketing & Communications and Nathan Stretch, Manager, KPL Community Development.

2. AGENDA REVIEW

The ad hoc Diversity & Inclusion Committee requested its Agenda items be moved to the end of the meeting for discussion by the Board members and CEO.

21-28... On motion by Michelle Dow and seconded by Shannon Nicholson, it was RESOLVED that the Agenda be adopted, as amended.

CARRIED

There were no pecuniary / conflict of interest declarations.

3. Presentation by Nathan Stretch & Shirley Luu

The Chair welcomed staff members, Nathan Stretch, Manager, KPL Community Development and Shirley Luu, Manager, KPL Marketing and Communications.

A slide show was used during the presentation providing an overview of the library's marketing perspectives, strategies and community development.

As noted by Shirley Luu, Kitchener Public Library's social media presence is strong and maintains a consistent and respected voice in the community. The library is very responsive to the online community.

Although the overall use of print has been reduced, bookmarks and program flyers have been successful to connect with customers when used with the library's Curb and Carry service.

Nathan Stretch acknowledged that the library as a whole engages in a lot of "ground level" grass roots and word-of-mouth marketing.

Kitchener Public Library has partnered with Dr. Gerard Yun and Laurier University for an ongoing marketing audit to ensure that Kitchener Public Library is using an ethical framework for its marketing and communication practices.

Articulating these practices include communicating effectively with the homeless; at risk of homelessness; precariously housed and tri-morbid individuals.

We continue working with our trusted community partners to bridge the technology gap by offering free wifi as well as the borrowing of hotspots and Chrome books.

As noted by Shirley Luu, marketing is the portal between the library and the community. Marketing collects all the work that the library is doing and packages it. The tone of our messages; the use of inclusive language; social media best practices and ease of sharing information are all taken into consideration when engaging with our customers.

Shirley shared two examples to demonstrate how this is done with our Eid programs and the online vaccine information sessions which the library has offered in 4 different languages.

Kitchener Public Library has many established relationships such as Queer programming recognition; newcomer programs; Festival of Literary Diversity (FOLD) and Indigenous storytelling. Some emerging relationships with food and culture programming with Underground Flavour Group and engaging with Indigenous consultants for the Southwest Community Library are in the works.

Where do We Go from Here?

As outlined by Nathan Stretch, Kitchener Public Library will continue to:

- a) move forward with its partnership with Laurier University and investigate best practices in equitable marketing strategies;
- b) develop partner relationships and expanding awareness of the library's role in the community;
- c) highlight library materials and resources that reflect our diverse community and develop our voice by listening and encouraging feedback in every medium; and,
- d) use the library's website redevelopment project as a pivot project for investigating equitable information sharing and engagement online.

A question and answer session followed.

Stephanie Soulis thanked Nathan Stretch and Shirley Luu for sharing the library's marketing perspectives in their very informative presentation.

[Shirley Luu and Nathan Stretch exited the meeting.]

4. MINUTES of the Board Meeting of April 21, 2021.

21-29... On motion by Katherine Andrews and seconded by Dana Ristic, it was RESOLVED that the Minutes of the Board Meeting of April 21, 2021, be approved.

CARRIED

5. BUSINESS ARISING

None.

6. 1. BUSINESSREPORT OF OFFICERS(a) Report of the ChairUpdates

No updates were reported by the Chair, Stephanie Soulis.

(b) Finance Committee

No updates were noted.

(c) Facilities Planning & Building CommitteeUpdatesIn-Camera Session

21-30... On motion by Erin Rudland and seconded by Councillor Sarah Marsh, it was RESOLVED that the meeting move in-camera to discuss a confidential legal matter.

CARRIED

21-31... On motion by Erin Rudland and seconded by Michelle Dow, it was RESOLVED to conclude the in-camera session.

CARRIED

Southwest Community Library Updates

Erin Rudland reported that library staff have been working with the architects and their partners on the following items:

- The Library's schematic design (confirming size, floor plan, adjacencies)
- Net Zero analysis and modeling in its very early stages
- Community engagement planning with various groups which include Indigenous consultation; community consultation; the development of a Southwest Community Library webpage and a staff communication tool.

Kitchener Public Library and the City of Kitchener leadership have reached an agreement to have Chris Oke, Manager of Project Delivery, Facilities Department, act as the Library's Project Manager.

Staff anticipate sharing a detailed design and costing with the Library Board in August 2021.

Prequalification of contractors are expected to take place in November 2021.

The construction contract is projected to be awarded in January 2022.

(d) Public Service & Policy Committee

The Public Service & Policy Committee will meet in early August to review the draft of the library's new Strategic Plan and bring a copy to the Library Board at either its August or September meeting.

(e) ad hoc Diversity & Inclusion Committee

The Agenda was amended by the ad hoc Diversity & Inclusion Committee to move the *DEI Debrief Training Video #3* to the end of the meeting for discussion by the Board members and the CEO, providing the staff members in attendance to exit the meeting early.

(f) Report of the Secretary-Treasurer and CEO

Updates

On Thursday, May 20, 2021, Premier Doug Ford will unveil a plan to start reopening Ontario after the extended Stay-at-Home Order is set to expire June 2.

The CEO will keep the Board informed of any changes that will impact the library once the announcement has been made.

Curbside pickup of items by customers at all locations of Kitchener Public Library has been very popular. Depending on the trends, the library may continue to offer this service after the library reopens to the public.

A federal grant for our Seniors Program has been received which will add to and enhance the library's Visiting Library program. The project kicked off in April and a call out for volunteer recruitment has been made. The initiative includes senior volunteers phoning local Visiting Library seniors; the custom delivery of library materials; virtual book clubs and an intergenerational connection through creative arts.

Visiting library is also partnering with a local courier service to provide delivery of items to its Visiting Library at-home customers and senior care sites starting next week.

7. II. NEW BUSINESS

None.

8. III. PRESENTATIONS(a) Report of Councillors

It was noted by Councillor Kelly Galloway-Seaclock that provincial and federal funding has been received for a new Aquatic Centre to open in 2025 at RBJ Schlegel Park, located at the intersection of Huron Road and Fischer-Hallman Road.

The funding announcement will support the residents and visitors with recreational facilities in the Region's fastest growing area. The Councillor noted that several new homes have already been built near the location of the library's new Southwest Community Library.

Councillor Sarah Marsh noted that a public consultation with ten 12-year old participants who shared their likes of the City, included the library as one of those likes.

During the province's Stay-at-Home Order, restaurants and bars in downtown Kitchener have been gearing up for patio season.

This new pop-up patio initiative from the downtown Kitchener Business Improvement Area (BIA) and the City is intended to help restaurants and neighboring businesses recover from impacts of COVID-19 once lockdown restrictions lift.

ad hoc Diversity & Inclusion Committee Debrief of DEI Training Video #3

[Lesa Balch; Penny-Lynn Fielding; Gloria Grigas; Angela Riddell exited the meeting.]

9. ADJOURNMENT

21-32... There being no further business, on motion by Katherine Andrews and seconded by Erin Rudland, it was RESOLVED to adjourn the meeting at 8:52 p.m.

CARRIED

Chair

Secretary-Treasurer

[Attachments Accompanying May 19, 2021 Board Meeting]

(a) April 21, 2021 Library Board Minutes

(b) Link to the DEI Training Videos #2 & #3

https://www.youtube.com/watch?v=wiCd6Hxitps&feature=emb_title