

**Winnipeg Public Library Board Meeting  
Monday, June 30, 2014 at 5:00 p.m.  
Millennium Library – 251 Donald Street**

**Minutes**

**In Attendance:** Bill Zuk; Bob Foster; Jeff Kovalik-Plouffe; Bonni Book;  
Ivan Michalchyshyn; Diana Szymanski; Joan Blakley; David Chung;  
Aengus Bridgman and Rick Walker

**Guests:** Kathleen Williams, Administrative Coordinator Community Outreach  
and Marketing

**Regrets:** Councillor Havixbeck; Councillor Smith; Orest Kinasevych; Gordon Crook;  
James Houston and Trevor Surgenor

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**1. Call to order, welcome, housekeeping**

Bill Zuk

- The meeting was called to order at 5:10 p.m.
- Chair welcomed new board member, Diana Szymanski

**2. Guest**

*Kathleen Williams, Administrative Coordinator Community Outreach and Marketing*

- Kathleen introduced herself and her role of Administrative Coordinator of Community Outreach and Marketing. In addition to her primary roles, she is the libraries media liaison, coordinates outreach services and adult programming. She has been with Winnipeg Public Libraries (WPL) since 2002 in various roles and was a librarian with Halifax Public Library (Nova Scotia) for 7 years prior to WPL.
- Marketing / Communications
  - o @TheLibrary July/August newsletter is now available in print and online
    - 16,750 copies are printed bi-monthly – hardcopy requests by community groups have increased although overall amounts printed have decreasing.
    - The online e-newsletter is increasing in popularity as well with approximately 6,000 – 7,000 copies downloaded of every issue from <http://wpl.winnipeg.ca/library/>
  - o Patrons are able to subscribe to newsletters, events and programs
  - o There is a marketing committee that meets regularly to discuss strategies to promote WPL and to keep initiatives moving
  - o WPL works with Corporate Communications for press releases and also promotes through outlets such as Winnipeg Free Press, Winnipeg Sun, the Metro, free online calendars, community networks, postering and social media

## WPL Social Media

- Like on **Facebook** – Winnipeg Public Library
- Follow on **Twitter** - @wpglibrary
- Subscribe on **YouTube** – Winnipegpubliclibrary
- View pictures on **Flickr** – Winnipegpubliclibrary

For quick links visit: <http://wpl.winnipeg.ca/library/>

### - Adult Programming

- WPL has targeted and general programming to offer adults. Feedback is constantly being received which WPL uses to create new programs and improve existing
- In 2013, it was reported that 3,100 programs were offered by WPL with 73,000 attendees. Of these programs, 967 were for adults with 21,000 attendees.

#### Target Adult Programs

- Looks to provide programming to certain groups or organizations both in the library and out in the community
- Community outreach unit provides daily programs to seniors, newcomers, Aboriginal peoples, low income and others who may not have access to the library (*For example:* Siloam Mission visits; Check it Out! mobile library program for low income areas; mobile library visits to 17 senior residences every month; homebound program for those unable to get to a library)
- A Government of Manitoba certified Adult Literacy Program runs at West End Library.
- English Conversation Groups, orientation workshops and creative writing workshops for newcomers

#### General Adult Programs

- Provides programming to the general public offered by library staff or through partnerships in all 20 libraries
- Programs meet goal of promoting library use, encourage lifelong learning and literacy, celebrate arts and culture, build community capacity, technology and computer workshops
- Try not to duplicate existing programs in the community.
- Several long running successful series include Skywalk Concerts and Lectures, and book clubs have expanded to almost every library including cookbook clubs, and even a knitting book club.
- The WPL in 2013 participated with the Canadian Broadcasting Corporation (CBC) and the Canadian Museum for Human Rights in the Human Library event. For more information please visit: <http://wpl.winnipeg.ca/library/humanlibrary.asp>
- The WPL Board's Jack Montgomery grant focus to provide grants for initiatives like writing workshops and/or writing authors
- The WPL offers a chance for adults to upgrade their literacy through the West End Library Learning (WELL) program. For more information please visit: <http://wpl.winnipeg.ca/library/WELL.asp>

For more information on WPL programming please visit:

<http://wpl.winnipeg.ca/library/eventsall.asp>

- Theatre+ Arts Pass is a unique program to provide access to complimentary theatre and arts tickets to WPL cardholders.
  - o Piloted from February - June 2014
  - o Feedback was received from borrowers and partners
  - o Pass will run again for a new season starting September 2014 and will continue as long as feasible and feedback continues to be positive for borrowers and partners

For more information on the WPL Theatre+ Art Passes please visit:  
<http://wpl.winnipeg.ca/library/TAP.asp>

- Outreach Services
  - o There are 17 sites that are dedicated to seniors where a mobile program of large type books and audiobooks are provided and sign up for library cards
  - o Check it Out! is a program that offers a range of popular books for all ages twice a month to low income areas. Books can be borrowed, no overdue fines, and a program is offered alongside with literacy games. There are four inner city sites currently: Dufferin School, Norquay Community Centre, Indigenous Family Centre and Blake Gardens Resource Centre (MB Housing).
  - o There are presentations that are offered to show patrons on how to use WPL services (e.g. how to use eBooks, how to use online services, introduction to your library). Three outreach librarians cover the city with presentations and hands-on workshops to a wide range of organizations and groups.
  - o Homebound program allows for patrons who qualify for the program to have books brought to and returned for them. Patrons are matched with a library staff member to help assist to pick out titles. Currently there are 30 volunteers who assist with this program.

**3. Approval of Agenda**

**Bill Zuk**

**Motion: Joan Blakley / Iyvan Michalchyshyn**

That the Agenda be accepted as distributed.

**Carried**

**4. Approval of June 2, 2014 Meeting Minutes**

**Bill Zuk**

**Motion: Bonnie Book / David Chung**

That the minutes from the May 5<sup>th</sup> meeting be accepted as distributed

**Carried**

## 5. Reports

### a. Chair

**Bill Zuk**

- Brochure
  - o Aengus Bridgman will circulate a draft to the Board members for final feedback
  - o Final draft can be sent to Rick Walker for printing
- Board Performance / Training Opportunities
  - o A training proposal was received by Novaturi Group Inc
  - o Executive has decided to hold on this proposal until after the Strat Plan
  - o The Crown Corporation Council's Board Performance 2014 Fall training schedule was circulated prior to the meeting. It focuses on training and mentorship workshops. Board members may want to consider attending as the registration fee is only \$25.00.
- Advocacy Initiatives
  - o During the 2010 civic election the WPL Board sent letter communications to the candidates. A new letter has been drafted and circulated for review for the 2014 civic election. Feedback is to be forwarded to Bill. Final draft will need to be tabled at the next meeting on September 8, 2014 and be sent out 1 week later.
  - o Letters and notes were found at the last meeting in 2012 with the Minister of Tourism, Culture, Tourism, Sport and Consumer Protection, Honourable Flor Marcelino
  - o The Board may want to meet the Minister of Tourism, Culture, Tourism, Sport and Consumer Protection, Honourable Ron Lemieux
  - o Prior to requesting a meeting with the Minister, the Board should develop a backgrounder and establish reasons why the Board is requesting a meeting

### b. Treasurer

**Bob Foster**

- 2<sup>nd</sup> quarter report was distributed and reviewed
- Concerns were raised about expenditures for Books2Eat. Follow up will be done with Danielle Pilon

### c. Community Outreach

**Bill Zuk**

- Programs will start in the fall
- Subcommittees are being tracked and recorded

### d. Strategic Plan

**Joan Blakley**

- The Executive and Big Sky Concepts met on June 23, 2014 to discuss September meeting with the Board
- A survey will be sent out to Board and LAC members prior to meeting
- Annabel is to book a room at St. Boniface Library for September 13, 2014

**e. Manager of Library Services Report**

**Rick Walker**

- Refer to page 6

**f. LACs**

**Board Representatives**

- Riel received Inspiring Ideas bookmarks and posters which were distributed to its members

**g. Books2Eat**

**Joan Blakley**

- Joan provided a brief reviewed what the Books2Eat program involves
- Currently continuing to build partnerships with culinary schools
  - o "Save the date" notices have been sent out
  - o Looking to see if event can be built into participating schools curriculum as a project for the students
  - o Investigating budgeting for some supplies for students
- Will need subcommittee representatives for 2015 event – if interested please contact Joan
- Will work with WPL staff for children/tweens/youth activities to provide at the event
- Feedback for last event indicated that attendees would like to see event at a different branch. Will consider for future.

**6. Date and Location of Next meeting**

September 8, 2014 – St. James Library

**7. Adjournment**

**Motion: Iyvan Michalchyshyn / Joan Blakley**

That the meeting be adjourned at 6:42 p.m.

# Winnipeg Public Library Board Meeting

## Manager's Report

### June 30, 2014

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#### **1. Inspiring Ideas Campaign**

The library is in the last two weeks of the public phase of our consultation process. We will collect surveys from the public in paper and electronic form up until July 15, 2014. To date we have 3491 surveys input electronically. There are still a number of paper surveys to be input. As our target is 5,000 surveys, we need the Board's help to completed. If you have not filled out a survey (or know someone whose has not filled out a survey) please consider filling one out before July 15. If you know someone who is not a user of the library, please encourage them to fill out a survey. We would like to know why they are not users, and what we should be doing to attract them to use our services.

#### **2. Facilities**

##### **a. Charleswood Library**

Construction is underway at the new Charleswood Library. People in the area are curious about what is happening in the malls and when the library will be opening. On Saturday June 21 the library attended an event held by Councillor Havixbeck at the Charleswood fire hall next to the library. The library had display boards of the new library on site and was also handing out Inspiring Ideas bookmarks. Many people expressed great excitement for the new library and offered to fill out the survey.

##### **b. St. James Library**

Renovations are on target to be completed shortly at the St. James Library. New carpeting and painting is being completed and a new service counter is being installed. The building is anticipated to open the week of July 7, 2014.

#### **3. Business Continuity Report**

The library has now received the final report and recommendations from Guy Robertson on his work with Winnipeg Public Library. The library will now be using this information to ensure that processes, training, material is available to all staff to help ensure the library is better prepared in the event of a man-made or natural disaster; and that we are able to recover as quickly as possible.

#### **4. Summer Holidays**

I will be away on holidays until July 21, 2014. In my absence please contact Annabel Perez.

Gail Doherty is Acting Manager of Library Services in my absence.

Have a great summer!