

# Winnipeg Public Library Board Meeting

Tuesday, December 5, 2023 at 6:00 p.m.

MS Teams & In-person (Millennium Library Buchwald Room) Meeting

## Minutes

	<u>Present</u> <u>Regret</u> <u>Absent</u>				<u>Present</u> <u>Regret</u> <u>Absent</u>		
Jaideep Johar (Chair)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Trevor Surgenor	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stephen Kennedy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Karon Chester	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dean Scaletta	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Kristen Hardy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diane Papst	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Linda English	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kim Coss	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Lisa Laker	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Karin Borland	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Melak Yossief	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Councillor Santos	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Nunziata Masi	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Councillor Wyatt	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Waraidzo Chiyoka	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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**Guests:** Cindy Elliott, David Chadwick

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

The meeting was called to order at 6:01 p.m.

### 2. Acknowledgment of Indigenous Territory and Homeland – Jaideep Johar

Winnipeg is located on Treaty One Territory, the home and traditional lands of the Anishinaabe (Ojibwe), Inineu (Cree), and Dakota peoples, and in the National Homeland of the Red River Métis. Our drinking water comes from Shoal Lake 40 First Nation, in Treaty Three Territory.

### 3. Approval of agenda – Jaideep Johar

*See Appendix B for motion*

### 4. Approval of previous meeting minutes – Jaideep Johar

*See Appendix B for motion*

## 5. Manager's Report – Karin Borland

*See Appendix A for report*

## 6. Chair's Report – Jaideep Johar

Item	Description	Action
Presentations	<ul style="list-style-type: none"><li>● Jaideep and Linda English appeared before the Executive Policy Committee on November 14, 2023 in support of the WPL Investment and Improvement's report</li></ul>	
Ontario Library Association Conference 2024	<ul style="list-style-type: none"><li>● Linda has been selected to attend the conference in-person</li><li>● We thank everyone who submitted their names and encourage you to apply again next year and/or for other training opportunities</li></ul>	
Executive Committee 2024	<ul style="list-style-type: none"><li>● There will be 3 vacancies next year</li><li>● Anyone interested in joining is to contact Annabel</li></ul>	

## 7. Treasurer's Report – Stephen Kennedy

*No report*

## 8. Administrative Updates

*Verbal update on status of appointments provided*

## 9. Millennium Library Community Working Group Update

– Linda English and Nunziata Masi

*No report*

## 10. LAC Updates

<b>Assiniboia</b> Kristen Hardy	No update
<b>City Centre</b> David Chadwick	<ul style="list-style-type: none"><li>• Held 3 in-person meetings in 2023</li><li>• Working with assistant to coordinate gift cards for area branches to expend budget</li></ul>
<b>East Kildonan-Transcona</b> Cindy Elliott	<ul style="list-style-type: none"><li>• Next meeting scheduled for December 19, 2023</li><li>• Discussing a possible meet and greet program-like event for 2024</li><li>• Planning to meet with Millennium 4 All regarding budget process</li><li>• Concern discussed about a reappointment only being for 1-year<ul style="list-style-type: none"><li>○ Annabel provided information about process and will be reviewing by-law and regulations in 2024; will be contacting LACs for feedback once draft plan is created</li></ul></li></ul>
<b>Lord Selkirk – West Kildonan</b>	<ul style="list-style-type: none"><li>• Working with assistant to coordinate gift cards for area branches to expend budget</li></ul>
<b>Riel</b>	<ul style="list-style-type: none"><li>• Working with assistant to coordinate gift cards for area branches to expend budget</li></ul>

## 11. New Business

*Assistant contact was discussed*

*Library Board has agreed to rehire Annabel Perez as Assistant for 2024 with three (3) 1-year extensions*

## 12. Acknowledgments

The Winnipeg Public Library Board would like to thank Jaideep Johar, Diane Papst, and Kim Coss for their service.

Kim has served 2 terms and has been involved in various committees such as the Executive and Strat Plan. In addition, she was the MLA Trustee rep for 2023, and served as a Board representative on various LACs.

Diane has served 1 term on the Board and previously was Chair of the City Centre LAC. She has been involved with the Executive and Strat Plan committees; and served as a Board representative on various LACs

Jaideep has served 3 terms on the Board and previously was Chair of the Riel LAC. He has been part of the Executive, Strat Plan, Truth and Reconciliation Calls to Action, and Nominations committee; and served as the Board rep on various LACs.

We wish Jaideep, Diane, and Kim all the best in their future endeavours.

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

Tuesday, February 13, 2024 – 6 pm MS Teams

**14. Adjournment**

The meeting adjourned at 7:28 pm

**1<sup>st</sup>** Jaideep Johar

**2<sup>nd</sup>** Stephen Kennedy

**Appendix A**  
**Manager's Report December 5, 2023**

## **1. Facilities Update**

### **a) West Kildonan Library**

- Consultant continues to work on report and public engagement documents
- Public engagement open house is being prepared for early 2024

### **b) Millennium Library Lobby Redesign**

- Start-up meeting of project team held late November
- Public engagement open house is being prepared for early 2024

### **c) Millennium Library Security Contact**

- [770-2023 Notice to Proponents-Provision of Security Services, Millennium Library](#) has been posted on the Materials Management website
- No update since last meeting

## **2. Recruitment Update**

Winnipeg Public Library continues to fill vacancies. Current opportunities can be found on the city of Winnipeg's website <https://legacy.winnipeg.ca/hr/default.stm>

## **3. Report Updates**

- Improving Safety at Millennium Library and Other Winnipeg Public Libraries – Heard by Council July 13, 2023

**Funding Referral to the 2024-2027 Budget** – That the operating budget requirement of \$2,434,000 annually be referred to the 2024-2027 multi-year budget process as follows:

- a) To continue to provide enhanced safety and security improvements at Winnipeg Public Library described in Recommendation 1, namely 10 community safety hosts, Increased complement of contracted security guards, library employee training (\$1,820,000 annually); and
- b) To continue to staff (4.2 FTEs) and 2 Community Safety Hosts to operate the Community Connections space at Millennium Library as described in Recommendation 2 (\$614,000 annually).

- Review of Library Services Division Services for Improvement and Investment – Heard by Council November 23, 2023 recommendations are being referred to the 2024-2027 budget

**Funding Referral to the 2024-2027 Budget** – The report recommends referral to the 2024-2027 multi-year budget process an incremental increase of 12.41 FTEs, additional mill rate support of \$2,042,131 in 2024, \$2,523,974 in 2025, \$3,006,453 in 2026 and \$3,489,582 in 2027, and increased capital investment of \$502,000 in 2024.

#### **4. Winnipeg Public Library App**

- The app has stopped working and there is no timeline when full service will return
- Issue is with vendor and service providers
- Many other library systems have been affected
- For more information visit [Status and alternatives - Library App - Info Guides at Winnipeg Public Library](#)

#### **5. Youth Services Update**

- The Fall Early Literacy Session (September 18 - November 10) has finished. It included 497 early literacy programs (Baby Rhyme Time, Toddler Time, Family Story Time, Sensory Story Time) and 9,720 children and caregivers attended.
- The Winter Early Literacy Session will run January 22 - March 16, with registration opening December 11. It will include 552 early literacy programs (Baby Rhyme Time, Toddler Time, Family Story Time, Sensory Story Time).
- On October 21st, November 4th, and November 18th, local comic author GMB Chomichuk held a series of teen comic workshops at the Millennium Library with a total of 35 teens in attendance over the three sessions.
- World Language Story Times in Ukrainian, Filipino, and Spanish took place in November at the Harvey Smith, West Kildonan, Charleswood, St. John's and Louis Riel Library branches. A total of 95 people attended these programs, and there were many positive comments on the program evaluation forms about how much the attendees enjoyed being able to hear stories in their language at the library. Many thanks to the Library Board for their support of these programs.

#### **6. Adult Programming & Outreach Update**

- Regular programming continues in December and January
- Susie Moloney, Writer-in-Residence is starting a Writer's Circle program

- Outreach continues to go on their regular mobile library visits and will be attending the Weston Community Centre Family Holiday event

## **7. Marketing Update**

Thank you to the Board for the \$1,000 funding towards sponsored social media ads for September, October, and November 2023. The additional funds from the Board allowed us to focus on promoting targeted programs; a strategy that is not normally feasible within our budget.

Facebook has been changing the algorithm that determines what content appears across a user's feeds. It is becoming increasingly difficult to have organic content appear on feeds without paying for sponsored ads. The algorithm feeds on meaningful interactions- so the more interactions you get on your page, the more content appears across a follower's feeds. By paying for sponsored ads, we have a greater likelihood of having our paid ad show up on our followers' feeds, having some interaction, leading to future content showing up on feeds.

Reach and impressions are two different metrics used to measure the exposure of ads on social media. Reach is the total number of unique people who see the ad, while impressions are the number of times the ad is displayed, regardless of whether it was clicked or not. Impressions are usually higher because one person can see the same ad multiple times.

Program results:

Programs with sponsored ads saw success both in numbers and an engaged audience. The Red Dress pin program attendance was: October 21- 1 person, October 23-16 people, October 26-17 people, November 2- 19 people. Sponsored ad promotion began after the first event date. The audience was a great mix of teens, adults, Indigenous and non-Indigenous people.

Sponsored ads helped fill spots for Science Literacy Week, We Dig Dinos and Teen Comic Workshop. For children's/youth programs, sponsored ads tend to help with programming that happens at more than one branch (spring break or Science Literacy Week) and teen programs.

## **8. December/January Operating Hours**

Sunday, December 24 to Tuesday, December 26 – closed

Monday, January 1 – closed

## Appendix B

### December 5, 2023 Motions

<b>MOTION</b>	<b>1<sup>ST</sup></b>	<b>2<sup>ND</sup></b>	<b>DISPOSITION</b>
That the agenda be approved as distributed with the following changes: <ul style="list-style-type: none"><li>• Update date of meeting</li></ul>	Jaideep Johar	Dean Scaletta	<b>Carried</b>
That the November 7, 2023 minutes be approved as distributed with the following changes <ul style="list-style-type: none"><li>• Update EKT LAC section to clarify there will be another quiz in 2024 but not inclusive to summer</li></ul>	Jaideep Johar	Melak Yossief	<b>Carried</b>