

Agenda 2.3



Mississauga Public Library Board

Regular Meeting

Minutes of the meeting held on Wednesday, May 15, 2024 at 5:30 p.m. at Port Credit Library

Present

Brad Bass
Reyen Jones
Paul Lee
Mai Lu
Councillor Matt Mahoney
Priscilla Mak

Absent

Ritu Janveja
Councillor John Kovac
Chucks Uwandulu

Staff Present

Rona O'Banion, Director, Library
Jennifer Stirling, Manager, Library Digital Services & Collections
Laura Reed, Manager, Central Library & Community Development
Sue Coles, Manager, Facilities & Operations
Fawzia Raja, Manager, Library Operations Planning & Analysis

Minutes Recorded

Anne Marie Solleza

Minutes

1.0 Call to Order

The Chair, called the meeting to order at 5:37pm.

1.1 Excused Absences

16:24 Resolved that Councillor John Kovac, Ritu Janveja & Chuks Uwandulu be excused from the meeting.

Moved by B. Bass
Seconded by M. Lu
Carried

At this point, the CEO introduced the following staff who were also attending the meeting:

Robert Simeon, Acting Manager, Social Engagement
Lina van Velzen, Manager Port Credit & McKechnie Libraries
Jodi Robillos, Commissioner, Community Services

2.1 Approval of Agenda

17:24 Resolved that the agenda be approved as presented.

Moved by P. Lee
Seconded by Councillor M. Mahoney
Carried

2.2 Declaration of Conflict of Interest

There were no conflicts of interest declared.

2.3 Approval of Minutes

18:24 Resolved that the Minutes from the April 17, 2024 Library Board meeting be approved.

Moved by M. Lu
Seconded by R. Jones
Carried

2.4 Closed Session

Pursuant to Ontario Public Library Act Sections

- (4) A meeting or part of a meeting may be closed to the public if the subject matter being considered is,
- (b) personal matters about an identifiable individual

19:24 Resolved that the Board move into closed session to discuss the following item:
Review of CEO's PDP

Moved by B. Bass
Seconded by P. Lee
Carried

The Board moved into closed session at 5:47pm and returned to open session at 6:01pm.

3.0 Delegation/Guest Speaker

To facilitate the presentations relating to item 6.1 and 6.2 on the agenda, the Chair suggested that these 2 items be moved forward so the presenters won't have to sit through the entire meeting.

6.1 Approve 2024 Audited Financial Statements

Wes Anderson, Manager, Financial & Treasury Services and Lindsay Kay, Manager, Accounting & Financial Reporting presented the 2022 Audited Financial Statements for the Board's endorsement. L. Kay reviewed the financial statements in detail and answered several questions from the Board including the useful life for a library building, books and library materials and how book values are amortized, insurance, how external auditors are hired and the audit process for the library as a city division.

20:24 Resolved that the report entitled "2023 Year-End Audited Financial Statements" from the Board's Secretary/Treasurer be received and endorsed by the Mississauga Public Library Board.

Moved by B. Bass
 Seconded by P. Lee
 Carried

6.2 Advocacy & Marketing Plan

Robert Simeon, Acting Manager, Social Engagement, presented the 2024 Advocacy & Marketing Plan for the Board. He took questions from the Board regarding the Environics data feedback used from multiple library teams and City partners including Strategic Communications to help build the plan. He reminded the Board that the Marketing Plan is a living document that is created on an annual basis and adjusted as needed throughout the year and was built to ensure flexibility (e.g. COVID, changing priorities). He provided clarification regarding clicks, engagements, impressions vs. users. With Google analytics now measuring users vs. pageviews for website and catalogue, 2024 will be a benchmark year and will be able to compare more effectively going forward. The Board thanked him for his thoughtful acknowledgment of his individual team members and their contributions to the success of the Social Engagement team.

21:24 Resolved that the 2024 Board Advocacy Plan be approved and that the Library Board review the Plan and confirm its interest in participation.

Moved by R. Jones
 Seconded by M. Lu
 Carried

4.0 Business Arising from Minutes

There were no items for discussion.

5.0 Consent Agenda: Staff Information Reports

Discussion highlights are as follows:

- The CEO provided a high level debrief of the recent CULC (Canadian Urban Libraries Council) meeting she attended in Montreal. Major topics discussed are as follows:
 - recommendations from PR firm Temple Scott Associates on how the library sector can lobby the government for support at the federal level.
 - governance review for CFLA (Canadian Federation of Library Associations) to determine its viability and effectiveness at representing its members. Of note is the appointment of a new Executive Director, Andrea Cechetto.
 - Cybersecurity presentation by Toronto Public Library, Hamilton Public Library and London Public Library, how they addressed recent attacks and lessons learned along the way. Working with City IT, the Mississauga Library Innovation and Technology Team, is currently working on a strategy on how to handle any potential cyber attacks and will benefit from the information shared by these other libraries.
 - Toronto Public Library's (TPL) Social Impact Study - This presentation spotlighted the TPL's journey of measurement and assessment of library services; how TPL's value reaches far beyond the economic impact of dollars and cents – it profoundly touches people's lives, and how this new study measures this previously unquantifiable value. The Library Leadership Team plans to do a deeper dive on this report at their Strategic Planning meeting day. The Board will be provided with a link to the study.
- In response to a question from the Board, L. Reed shared that good news stories like the ones in her report are shared more broadly in library newsletters and through social media.
- A Library of Things strategy is currently being developed which will include evaluation criteria for new collection items, operational planning support, cohesive branding and marketing, and centralized budgeting to build and maintain the collection.
- A communication plan for the South Common Community Centre and Library redevelopment project will go out on Friday, May 17. The City will also be putting out a call for artists to submit expressions of interest for the creation of a permanent indoor public artwork to be displayed in the new facility.
- The 2023 Utilization report shows that over all the library is doing very well with numbers going back to pre-pandemic levels despite Central Library not being open.

22:24 Resolved that items 5.1 to 5.5 on the consent agenda be received.

Moved by B. Bass
 Seconded by M. Lu
 Carried

6.0 New Business

See items 6.1 & 6.2 under Delegations.

7.0 Adjournment

23:24 Resolved that the meeting adjourn at 7:35pm.

Next Meeting

The next Library Board meeting will be on June 17,2024 at Hazel McCallion Central Library.

Secretary/Treasurer

Chair