



## WEST VANCOUVER MEMORIAL LIBRARY BOARD

### MINUTES

For the meeting of  
January 21, 2009  
Peter J. Peters Room

Present: H. Greenwood [Chair], M. Bergen, B. Carter, K. Farquharson, R. Foucault,  
A. Hamilton, S. Parrott, F. Patterson, P. Tutsch

Regrets: Councillor Shannon Walker

Staff: A. Goodhart, L. Henderson, L. Breen

#### 1. Call to Order

The meeting was called to order at 7:00 p.m.

#### 2. Introduction of New Council Representative

Councillor Walker was unable to attend the meeting.

#### 3. Approval of Agenda

P. Tutsch requested the addition of b) Foundation Report under item 11 Liaison Reports and under item 13 New Business, he requested the addition of b) T.E.D. Conference and c) Committee Appointments. Also under New Business, S. Parrott requested the addition of d) Library Aid.

It was duly moved and seconded:

THAT the agenda be approved as amended.

CARRIED

#### 4. Adoption of Minutes

It was duly moved and seconded:

.../2

THAT the Minutes of the Library Board meeting held December 10, 2008 be adopted.

CARRIED

5. Trustee Recognition

H. Greenwood presented N. Brown with a Certificate of Appreciation signed by the Mayor. He thanked her on behalf of the Trustees for her dedication and contribution while on the Board. A. Goodhart also presented N. Brown with a gift on behalf of the Library.

6. Election of Officers

H. Greenwood called for nominations for the Library Board Chair. P. Tutsch was nominated and accepted. There being no further nominations in response to three calls, P. Tutsch was elected Chair by acclamation.

Nominations for the Library Board Vice-Chair were called. S. Parrott was nominated and accepted. There being no further nominations in response to three calls, S. Parrott was elected Vice-Chair by acclamation.

H. Greenwood thanked the Trustees for their support while he was the Chair. The Board expressed their gratitude for the great job he did over the past two years.

7. Business Arising from Minutes

None

8. Correspondence

None

9. Community Relations Librarian Report

M. Sproule reviewed the 2008 Communications Plan and discussed the 2009 Communication Objectives. A copy of the report is attached. See Appendix A.

The Trustees thanked M. Sproule for her report.

10. Report of the Director of Library Services

.../3

A. Goodhart received an e-mail from the Vancouver Public Library Director advising that they will be recommending that free access to the internet through public libraries be added to the Library Act in the current re-write.

A. Goodhart advised the Board that the West Vancouver Chamber of Commerce is hosting a breakfast with the Mayor. She will be presenting the Annual Report on the State of the District. Trustees are invited to attend under the Library's membership.

Two staff members proposed that the Library fund an on-site pick up of recyclable items which are not accepted in the municipal blue boxes, e.g. styrofoam and electronics. The recycling company charges a small fee for the service. The initiative is on a 3 month trial in order to evaluate the benefits of the program.

## 11. Liaison Reports

### a) Interlink

The Proposed 2009 InterLINK Operating Budget was distributed to the Trustees at the December meeting for review.

Moved by: S. Parrott  
Seconded by: B. Carter

THAT the WVML Board accepts the Proposed 2009 InterLINK Operating Budget as presented.

CARRIED

S. Parrott provided the Board with an overview of the InterLINK Strategic Planning sessions she attended on January 16 and 17, 2009. A. Goodhart was also in attendance on January 17.

The Chair thanked S. Parrott for her report.

### b) Foundation

N. Brown, who resigned as a Trustee in December, will remain on the Foundation Board as the Vice-Chair. At the AGM in March 2009, she will be nominated as the Chair.

The Foundation is preparing for the next Croquet Tournament. They are also making a contingency plan for a scaled back event in light of the current economic climate.

.../4

Traditionally the Foundation does a spring and fall ask which is sent to past donors and then a mail drop to all residents late in the year. It appears that there was a significant drop in the donations received during 2008. An audit will be done to ensure the accounting is accurate.

Diana Matrick has been hired as the new Foundation Coordinator. The previous individual withdrew from the position.

The Foundation will be developing a Strategic Plan this year.

## 12. Committee Reports

None

## 13. New Business

### a) December Snow Report

The Library remained open during the period of heavy snowfall. There were three days where the hours of operation were reduced in order to ensure the staff could get home safely as many of them take transit and live outside the community.

A letter was e-mailed to all District employees from the Director of Planning, the Acting Director of Parks, the Director of Engineering and A. Goodhart thanking them for their outstanding dedication and contribution in supporting the community through the snow.

### b) T.E.D. Conference (Technology, Education and Design)

P. Tutsch sent an e-mail to all the Trustees regarding the annual T.E.D. Conference, February 3 – 7, 2009 in the Peter J. Peters room. He encouraged them to look at the programs being presented as it is an opportunity to broaden their knowledge. He is also planning on inviting the Foundation Directors and possibly the Mayor and Council and senior District staff. Attendance is by invitation only.

### c) Committee Appointments

P. Tutsch is reviewing all the Library Board Committees to determine if any modifications are required and whether any new Committees need to be created for 2009. He does not anticipate any major changes. The committee assignments will be presented at the February Board meeting. Two Committees that have been confirmed are Human Resources comprised of

P. Tutsch, S. Parrott and chaired by H. Greenwood and Finance consisting of H. Greenwood, M. Bergen and B. Carter as Chair.

d) Library Aid

S. Parrott suggested the Trustees consider providing aid to a foreign library in need. Due to the nature of a Library Board, financial assistance cannot be directed to third parties and the cost to ship the Library's excess materials to another country would be extremely expensive.

14. Public Questions

None

15. Date and Place of Next Meeting

Wednesday, February 18, 2009, Peter J. Peters Room

16. Adjournment

Prior to the adjournment, F. Patterson was thanked for hosting the Library Board's Christmas party at her home.

H. Greenwood also thanked L. Breen for all her assistance to the Board throughout the year.

It was duly moved and seconded:

THAT the meeting be adjourned.

The meeting was adjourned at 8:37 p.m.

All documents discussed or distributed at the meeting are available for perusal upon request.

## APPENDIX A

# 2008 Communications Plan in Review / 2009 Communications Objectives

### **OBJECTIVE 1: Develop and implement more efficient and productive publicity processes.**

#### **2008**

Considerable energy was devoted to streamlining internal communications channels in order to create more effective and efficient external communications with a unified message and

#### **2009**

Streamlining will continue. One part of this will include the Creation of an 'image bank' of good quality digital photographs for use in media relations.

### **OBJECTIVE 2: Refocus the WVML Gallery.**

#### **2008**

The Art Gallery at the library is very popular with patrons and artists and WVML recognizes the value and import of providing a space for the appreciation of art. Refocusing this program is an opportunity to focus on 'community building' rather than 'revenue generating'.

#### **2009**

The District of West Vancouver is currently evaluating cultural facilities and programs in the arts combined with the fact that the use of gallery wall space is unpredictable given renovation schedules, the Gallery has been put on hold and 2009 will be used to evaluate circumstances arising from the reorganization of the library and taking in to consideration the outcomes of district study outcomes.

### **OBJECTIVE 3: Develop new marketing channels that will increase customer and public awareness of the West Vancouver Memorial Library.**

#### **2008**

##### **eNewsletter**

eNewsletter launched last February and now lands in the inbox of 613 subscribers every month. The eNewsletter is a useful tool for promoting library events and programs and for guiding patrons to our website.

#### **2009**

The Community Relations Librarian will explore new ways to boost eNewsletter subscription rates and make a presentation to the Director.

The Community Relations Librarian is currently researching various blogs and online news sources and web sites that have 'Vancouver Events' sections in order to evaluate these resources as a way of communicating library programming to public. Sites considered include:

CBC

Georgia Straight

Vancouver Events

Vancouver Magazine Events

The Community Relations Librarian will be putting together proposals for new models for the dissemination of information regarding library activities, news and programs. Currently the library offers an eNewsletter, The Inquiring Mind, Construction News, Calendar of Events. During 2009 the Community Relations Librarian will explore the possibility of combining some formats to communicate with Library patrons.

**OBJECTIVE 4: Communicate WVML's value to the community through relationships.**

**2008**

The Library will continue to support staff in their participation in community events and planning groups and encourage staff to meet with representatives of community groups in order to promote cooperative initiatives and build relationships. Examples of these groups include:

1. BOOKtopia (Michelle, Julia)
2. Winterfest (Michelle)
3. Harmony Arts (Michelle)
4. Community Day (Staff)
5. 2010 Olympics and Tourism Committees (Michelle)
6. Ambleside Revitalization (Michelle)
7. Cultural Corridor (Michelle)
8. Spirit of B.C. Week (various staff)

**2009**

Continue to support staff in their participation in community events and planning groups. And encourage staff to meet with representatives of the community groups in order to promote cooperative initiatives and build relationships.

Establish a 2010 staff committee to identify partnerships, programs and efforts that the Library would pursue or participate in with regard to the 2010 Olympic Games.

A plan to inform the community (patrons, media and the general public) of the financial realities and long term benefits of renovations is in the process of being developed.