

South Shore Regional Library Board Meeting  
October 21, 2008  
BRIDGEWATER Library, 6:30 p.m.

*The South Shore Regional Library Board administers the South Shore Public Libraries.  
South Shore Public Libraries celebrate reading, discovering, learning and sharing.*

Present: Marie Hogan Loker, Jennifer Evans, Cathy MacDonald, Jeff Mercer, Karen Dempsey, Wilma Stewart White, Don Zwicker, Tom Sheppard, Cindy Bruhm, David Brattston, Cheryl Stenstrom, Christina Pottie

Regrets: Bob Myra

Marie Hogan Loker called the meeting to order at 6:26 p.m.

1 Approval of the September 16, 2008 Minutes\*

1.1 Karen Dempsey moved, Don Zwicker seconded that the minutes of the September 16, 2008 be approved with the change of a typo on page 2.

MOTION CARRIED

1.2 Don Zwicker moved, Cindy Bruhm seconded the agenda, as amended, is accepted.

MOTION CARRIED.

1.3 Marie Hogan Loker read a thank you letter from Patrice d'Entremont for the gift she received when she left the Library's employ.

1.4 Marie Hogan Loker deferred reading a letter from the Friends of the South Shore Library until later in the meeting.

1.5 Marie Hogan Loker noted that the board will be losing 2 board members; Bev Brown and Susan MacLeod. Marie said they were both strong board members and will be missed.

2 For information:

2.1 Provincial Funding Task Force update

Provincial Librarian Jennifer Evans was present to discuss the Provincial Funding Task Force, so that item of business was discussed first. Ms. Evans first thanked the board for inviting her to speak to them and also for the invitation to the Reford McCandless/ D250 Launch, she then reported that the Task Force completed its work in August and presented to their Minister in August as well, the report was approved by the Department of Education and is now with the Department of Finance and Policy, from there it will travel to the Treasury Department then onto Cabinet. Right now the Task Force is waiting for their recommendations to travel through the system.

Marie asked what the timeline is for this procedure. Jennifer hopes to hear results soon. Marie also asked if the Task Force group will stay intact after this action is complete. Jennifer replied that a few working groups will come out of this exercise if the agreement is accepted.

Marie thanked Jennifer for coming to the Launch and for the Funding Task Force Update.

2.2 Public Relations Report – October 2008\*

The Public Relations report was attached to the Board package. Marie pointed out that the Fall Book sale netted over \$5000. The Friends have a new fundraiser coming up called "Tea and Writer" hosted at Cranberries. Wilma Stewart White remarked that the Writer in Residence was on the Mobile last week and well received. Marie noted that Adopt A Book begins this week and encouraged the board to go out and adopt one. Marie thanked the staff for their good work on the Reford McCandless/D250 Collections Launch, Don Zwicker added that the launch went really well, good show.

David Brattston asked how much the Writer in Residence was paid. Cheryl replied that the total cost of the program is \$12,000 and that it was covered by grants with the Canada Council being the major funder.

David Brattston also asked who Peggie was and if full names could be used in the minutes please.

### 2.3 Greenfield Community Resource Centre

Cheryl Stenstrom reported that two weeks ago she, Tom Sheppard, Marie Hogan Loker and Jeff Mercer went to Greenfield and met with the entire Greenfield Community Resource Centre Committee (GCRC). Things are on hold right now; a list of library furnishings were given to the GCRC but they were unwilling to buy this furniture, the list was then given to the South Shore Regional School Board and they also said no.

The GCRC was also surprised that SSPL wouldn't include all of the books they have on hand in the collection. The GCRC would also like to have SSPL Mobile service continued. Cheryl commented that our committee has started to develop a framework that we could use if we are approached by another community/school group to collaborate on a library. Other stumbling blocks still in place include; what time after school does the building become public and loco parentis, what items children are allowed to take. Discussion followed.

### 2.4 Long Range Plan update

A written update is attached to the minutes. ,

Marie commented that the new Logo and mission statement have been launched, that a staff development committee is meeting, and the emphasis on the book collection has been stressed.

Marie commented that with many new board members starting a term it is an appropriate time for a

Board Development session, she questioned present members on what form this development should take, whether a day long event or evening time slots would be better. Don Zwicker replied that a day long event would be better to take time to do justice to the topic. Marie agreed. Karen Dempsey said that the new board appointee from the MODL probably wouldn't be named until December. The board development session will take place in the New Year when all new members of the board have been appointed. Tom Sheppard suggested that a gathering of some kind to thank departing members of the board be held.

Cheryl commented on her Long Range Plan update, she said we are getting close to completing all action items in the plan and we will need further input from the Board on where to go from here. Karen commented that before she left MODL council that she updated them on the LRP and what is happening at SSPL. Marie suggested that it is time go and visit all the Municipal funding partners as they will all have new members. Karen commented that she would be available as a resource person to any new board members and will pass on her file to the new MODL appointee to the board. It was added that Cheryl's presentation "New Face of SSPL" at NSLA was very well done.

### 2.5 Staff Association Representative

Christina represented the Staff Association at this meeting. Christina reported that due to flight cancellations she was unable to speak at IFLA. She also said that while teaching computer classes she has been a fall 3 branches in the last two months and it her impression is that the "New Face" launch is going well and the staff have managed it in a positive way.

### 2.6 NSLA/LBANS Conference

Tom commented that he enjoyed the conference and that there were that there was a good program. Tom went to the programs led by Budge Wilson and Frances Dixon-Zwicker.

Marie noted that it is SSPL's turn to host the NSLA/LBANS conference in 2009 and that it is time to think about planning. Marie believes we need a philosophy behind the conference, what will be trying to accomplish at the conference. Discussion of programs at this year's conference followed.

Tom asked if next years conference would be a combined Trustee's and staff model. Marie commented that yes that is usually how it is done. Cheryl added that the conference is usually a joint effort and it will be negotiated between the NSLA president and the LBANS president. Discussion followed as to the place to hold the conference and the dates. It was concluded that Cheryl would check early October dates at White Point Beach Lodge. It was also decided that a subcommittee needs to be formed and start meeting.

2.7 Letter from Friends of the Library

Marie read a letter from the Friends of the Library (letter to be included in the minutes).

Marie commented that she has asked the Friends group to become a group that follows the guidelines of National friends groups.

Tom commented that the letter was well written and he understand their point of view but that Cheryl and her staff had to follow the guidelines already in place for funds raised by the book sale.

Tom moves that Cheryl and her staff re-examine the motion of the board pertaining to board policy on Book Sale funds and how it fits within the donation policy. Karen Dempsey seconded the motion.

MOTION CARRIED.

Tom moves that in this particular instance that the Friends of the Library are able to contribute \$1900 from their book sale fund to the Writer in Residence program. Karen Dempsey seconded the motion. Don asked if there was urgency to this request, it was felt that there was. Tom wondered at the legality of the motion because of the original policy.

MOTION CARRIED.

3. Snow ploughing tenders

Three companies were invited to give quotes for ploughing out the Administrative Office in Hebbville for the winter season. Gerhard's quote was the lowest. Cindy Bruhm moved that we accept Gerhard's tender of snow removal \$72.75 per plow (HST\$9.46), salting/sanding \$28.25 per application (HST \$3.67) David Brattston seconded the motion.

Motion carried.

4. Date, time and place of next meeting: November 18, 2008; 5:00 p.m., place to be announced. There will be a reception to thank retiring board members Karen Dempsey, Heather Anne Getson, Bev Brown and Susan MacLeod. Marie and Cheryl will organize this.

5. Adjournment

Don Zwicker moved the meeting be adjourned at 7:40 p.m.

Respectfully Submitted  
Christina Pottie

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Marie Hoker Logan, Chair

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Cheryl Stenström, Secretary/Treasurer

**1 South Shore Public Libraries  
Public Relations Report for the Board  
October 2008**

The fall book sale was a success. Friday evening hours was a positive addition, resulting in sales of over \$5,000, after expenses. Friends of the Library began stamping and boxing the books at Headquarters in the summer. We will soon meet to evaluate and refine that process. Many thanks to the Friends for their ongoing support of the Library.

The Friends of the Library have scheduled their next fundraiser - English High Tea and a reading by writer-in-residence Sylvia Gunnery. at Cranberry's, 25 Queen Street, Bridgewater on Sunday, November 2<sup>nd</sup>. Proceeds will support the Writer-in-Residence program. Tickets are \$20 and available from Friends of South Shore Public Libraries or at Library Branches.

Peggie has worked very hard to establish first the Writer-In-Residence program here at SSPL. The Writer-in-Residence program, funded in part by the Canada Council for the Arts, Friends of the Library and the Writer's Federation of Nova Scotia, provides opportunities for emerging and experienced writers to work with a professional writer one-on-one in their home communities, free of charge. Ms Gunnery will hold regular office hours at each of the three town libraries on the South Shore during October and November. She will also do a reading and writing workshop for teens and adults at each location. The adult workshop will explore the writer's voice as well as various techniques in the development of fictional characters: description, action, metaphor, dialogue, and connection to place. Through a range of writing activities, informal round-table discussion, and opportunities to share, participants will create new characters or focus on getting deeper into fiction already in progress. Details are available on the website, or email Peggie or Teresa.

It's Adopt-A-Book time! The Library's Annual Fundraising Campaign will begin on October 28. CKBW has generously agreed to be our media sponsor again this year. Peggie met with them last week to define their sponsorship - more on that next month. Discounts with other media are still in negotiations. We will offer a sneak peek to previous donors again this year. This worked very well last year and resulted in increased donations.

Plans are underway for the launch of two very special collections on October 21<sup>st</sup>. Robert Reford's collection of materials on international policies is being generously donated to the Library by Stephanie Reford- McCandless. The Library is also the recipient of a \$10,000 grant from the Democracy 250 initiative which celebrates the 250th anniversary of the birth of parliamentary democracy in Canada. We will use the gift to update the public collection in the areas of political theory, democracy and current events. Everyone is welcome to attend the launch of these two special collections on Tuesday, Oct. 21<sup>st</sup> at the Bridgewater Library from 5 - 6 p.m.

The Library's new look was launched with very few hitches on Sept. 29<sup>th</sup>. So far the public feedback has been overwhelmingly positive. Borrowers seem to enjoy the look of the new cards and logo. Media coverage has been good too, we've had articles in the Advance, Bulletin, Clipper and the Chronicle Herald's South Shore Out & About as well as three spots on CKBW's South Shore Sunday Morning, and advertisements in the three local papers and on CKBW. Focusing on a different aspect of Library service each week has worked well for keeping us in the public eye. The launch will continue until Nov. 8 with programming, Adopt-A-Book and Friends of the Library as the themes.

This month PR staff (Peggie and Teresa) began working from the branches as needed. We are excited about the new perspective we will gain from being on the front lines and helping the borrowers find the information they need. Sharon Hiltz has been assisting in the Branches for sometime now and she enjoys it too.

Teresa Workman  
Public Relations Coordinator



To: South Shore Regional Library Board  
From: Cheryl Stenström, Chief Librarian  
Issue: Long Range Plan update

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***-For information only, no action required.-***

I wanted to do a bird's eye view of the Long Range Plan as we head into the 12th month of work on it. You'll recall work on this plan started about three years ago, when staff and board representatives met with facilitator John McLean to begin the planning process. A number of areas of emphasis were identified as needing attention and improvement.

In terms of Facilities Development, the Library Development Committee, the Mobile Facilities Committee and the Fund Development Committee were all tasked with objectives. Among other things like reviewing the Library's mission, members of the Library Development Committee have attended both public and invited meetings regarding the proposed multi-purpose facility in Bridgewater. With an extra push from some of those committee and board members, the new Bridgewater Library is currently part of that plan. The Lunenburg County Lifestyles Committee is currently seeking the final 33% of the funding needed to build the facility including the Library. The work of the Fund Development Committee has been put on hold until the Lunenburg County Lifestyles Committee has completed their government funding applications. The main goal of the Mobile Facilities Committee was to work through a plan for acquiring a new bus. The bus is now on order and a funding plan is in place.

The New Materials area of emphasis was focused almost entirely on examining the Library's book collection. They created an enhanced process for selection and a budget of approximately 10% of the Library's total budget has been devoted to these purchases. I can't emphasize enough the importance of this goal. Without a doubt, all of you, the staff and any Friends who participated in the Library Development Committee's mission statement and core activities exercises identified reading and books as our top priority. In coming years, we will need to continue to allocate this money to our collections and indeed, increase it to 12%-15%.

The Membership Committee has responded aggressively to the Membership area of emphasis and is rolling out the Library's first membership drive.

The Communications Team is our largest committee and has been taking a detailed look at the way we let borrowers, councils, politicians, community groups, board members, Friends and staff know about the work that takes place in the Library. One very visible result of their work was the recommendation of the Branding sub-committee for a new logo and name for the Library.

The Staff Education Committee recently began meeting and will continue to do so. They quickly identified basic computer competencies training as a priority. The first phase of this training is wrapping up now with over 90% of staff completing the four modules.

The work of the Partnerships Committee has not yet started in a formal way; however, I was appointed to the Lunenburg Queens Regional Development Agency Board last winter and hope to be appointed to the Lunenburg County Community Health Board.

The process by which we create and evaluate Programs has been thoroughly analyzed by the Programs Working Committee. We'll now be able to assess existing and new programs in terms of demand and resource requirements. This has also resulted in a more streamlined process for programs planning, including advertising.

The Board Development committee held its first board development session last winter. Feedback from those attending was good and indeed, several board members have been highly engaged in meetings and committee work. This committee will also plan for a formal orientation session for all board members.

One area of emphasis left to work on is Volunteers. This work will be rolled into our next plan.

Speaking of the next plan, the actions from the current plan are nearly complete. Formal reporting will be done over the next few months, while at the same time, evaluation, goal setting, and action planning will begin anew as this is an annual and ongoing process. Staff, board members and Friends will have an opportunity to provide input into each area of emphasis.

October 16, 2008

Marie Hogan Loker  
Chair,  
Board of Directors  
South Shore Public Libraries

Delivered by hand

Dear Chair Hogan Loker & Directors:

The Friends of South Shore Public Libraries recently coordinated another successful book sale and we are pleased that our efforts have succeeded in raising more funds for the library. Due to the large volume of books destined for the book sale, we opted to increase our open hours to include Friday evening. The longer hours were a big hit with shoppers and we plan to continue them next year.

Since forming the Friends in 2005, our group has raised more than \$41,000 through numerous raffles, special events such as the Ann-Marie MacDonald and Margaret Atwood readings, promotion nights at an area restaurant, and two book sales annually. After covering all expenses, such as honouraria for student helpers, moving costs, and advertising, we will have earned \$29,000 including the net profit from our latest Fall Book Sale. These funds have been used to purchase new books, to contribute to the cost of the fundraising feasibility study, and to supplement repair costs to the mobile branch. We are pleased to have been able to support the work of the library to this extent, particularly as we are a relatively small group.

When we were asked, by library fundraiser Peggie Graham, to donate to the library Writer-in-Residence program, we agreed to make a \$1,900 contribution that would bring the total funds raised for that program to \$2,500, which would make the library eligible to receive an additional \$1,000 donation from the Writers Federation of Nova Scotia. Since our fall sale profits were higher than usual, we believed that we could make this donation, leaving \$4,200, an amount close to our usual book sale profits, for the library's purchase of new books. However, we have since been informed that Board policy stipulates that all funds raised at book sales must be used for new books.

We request that the Board revisit this policy, instituted before the Friends group assumed responsibility for operating book sales and other fundraising activities.

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The Writer-in-Residence program appeals to us for many reasons: it allows beginning writers to work with an established author; it promotes reading and literacy; it highlights the work of Nova Scotian and Canadian authors; and it is a unique service that the library can offer, free of charge, to our communities. We understand that the program has been well-received and we plan to do some fundraising activities to support the program so that it can be offered again in 2010.

Sylvia Gunnery, the Writer-in-Residence, is reading at the first of these fundraising events, High Tea at Cranberry's restaurant in Bridgewater on Sunday, November 2 from 2:30 to 4:30. Tickets are available at the Bridgewater and Lunenburg libraries and we will be very happy to welcome any Board members who are able to attend.

We are Friends of the library and are collectively and individually committed to our Library Service - in all its aspects - not just the provision of new materials. We wish to have the option of directing some of the funds earned at book sales to other library programs and request that the Board revise the policy regarding the use of book sale profits, either in this one instance or from now on. We are working toward building a collection of library-related items to be offered for sale in the branches and will require start-up funds for this endeavour. After all, funds have been redirected in the past, e.g. bookmobile repairs, feasibility study, etc., and members feel strongly that they should have some say in where the financial rewards of their hard work are directed.

We will be pleased to discuss this with the Board and library management at your convenience.

Yours truly,

Peggie Graham  
For the Friends of South Shore Public Libraries

pc: Cheryl Stenström, Chief Librarian