

MINUTES OF THE **GENERAL** MEETING OF THE SOUTH SHORE REGIONAL LIBRARY BOARD, JUNE 20, 2006 AT THE HEBBVILLE HEADQUARTERS, 7:30 PM

Present: Mr. Don Zwicker, Past Chair
Tom Sheppard, Vice chair
Councillor Beverlee Brown
Ms. Clara Dugas
Ms. Debra MacLean
Councillor Robert Myra
Mrs. Wilma Stewart-White
Mr. Alan Wilson
Ms. Janet Clark, Secretary/Treasurer
Ms. Cathy MacDonald, Mobile Branch /Technical Services Librarian
Mr. Jeff Mercer, Branch/Extension/Systems Librarian
Mrs. Lynn Robart, Recorder

Councillor Karen Dempsey, Marie Hogan-Loker, Councillor Wayne Henley, Cynthia Bruhm, Amanda Dexter, Tina Hennigar, and Councillor Heather Anne Getson were unable to attend.

Ms. Heather Stevens attended on behalf of the Staff Association.

MINUTES

Motion: “THAT the Library Board approve the minutes of the General Meeting May 16, 2006 with corrections.”
BROWN/MacLean Motion carried. All in favour.

BUSINESS ARISING FROM THE MINUTES

.01 Update – new Bridgewater Library

Past Chair Don Zwicker and Councillor Beverlee Brown agreed there was really nothing new to report. Don asked Beverlee if funds the Town had approved for evaluation of the Canadian Tire Building were still in place, and Beverlee said that the funds were still on the books. Don said he would approach the party that was supposedly interested in purchasing the building, to see if there has been any progress.

.02 Council presentations

Janet Clark reported that our annual Council visits are in progress. We saw the Municipality of the District of Chester on the 8th of June; the Region of Queens Municipality on the 19th and both seemed to go well. Upcoming visits include the Town of Lunenburg, June 22; Town of Bridgewater, June 26; Municipality of the

District of Lunenburg, July 6th; the Town of Mahone Bay, on July 11th. During our presentations Branch/Extension/Systems Librarian Jeff Mercer gave the slide show as seen earlier this evening at our staff recognition event. Councillor Brown reminded us that Eastlink covers Bridgewater Council meetings and the show has a significant audience, which means extra publicity for the Library. She suggested that we alert the Friends of the Library of dates and times for these presentations so that they could attend and cheer.

.03 Mobile Branches

Mobile/Technical Services Librarian Cathy MacDonald reported on a new Mobile Library recently set up in New Brunswick. Jeff Mercer saw this Mobile while attending the Atlantic Provinces Library Association and put Cathy in touch with Bill Mitchell of New Brunswick Libraries. The Mobile cost approximately \$150,000 and was paid for by the New Brunswick Department of Transportation. The vehicle is wheel chair accessible and is a truck with a box instead of a modified school bus. Cathy showed a number of pictures of the vehicle. Bill Mitchell has agreed to provide more information including their tender documents by summer's end.

Cathy also thanked Councillor Brown for contacting Town staff to set up the training so we could obtain our fuel from the Town of Bridgewater. Dave White and Krista Orchard are both trained to use the pumps and Dave estimated that we have been saving approximately .30¢ per litre.

ITEMS RECEIVED

.1 Provincial Election

Janet Clark informed the Board that she wrote to all candidates in our region and the leaders of the various political parties regarding the underfunding of libraries. We received a variety of responses; of course everyone says libraries are wonderful. If Board Members wish to see the letters please contact Headquarters.

SPONSORSHIP RECOGNITION PROGRAM

The Sponsorship Recognition Program with some slight revisions was circulated with Notice of Meeting. A number of minor items were changed and highlighted. (see attached)

Motion: “THAT the South Shore Regional Library Board approve the changes of the Sponsorship Recognition Program as highlighted.”
BROWN/Wilson All in favour. Motion carried.

CHEQUES ISSUED MAY 2006

A list of cheques issued for May 2006 was circulated with Notice of Meeting. Ms. Debra MacLean requested that we include an indication of income (deposits to our bank account) with this list in future.

Motion: “THAT the South Shore Regional Library Board received the list of cheques issued in May 2006 totalling \$38,619.87.”
WILSON/Myra All in favour. Motion carried.

PUBLIC RELATIONS COORDINATOR - see attached

ELECTRONIC BULLETIN BOARD

Janet Clark informed the Board that as one of our cost-cutting measures, we propose using an Electronic Bulletin Board for Board materials. It will be accessible from our web page with a password. Board members will access all Board related material including their monthly board meeting packages this way. We estimate saving at least \$50.00 per month. Jeff Mercer will send out info on this if it is approved and when it is set up.

Motion: “THAT the South Shore Regional Library distributes material and information for Board members through an electronic bulletin board. Board members to be responsible for accessing the info when notified by e-mail and for bringing necessary documents to Board Meetings.”
BROWN/MacLean All in favour. Motion carried.

LBANS REPORT

Janet Clark reported that the Library Boards Association has initiated a meeting of Board representatives and CEOs on July 4th in Elmsdale to plan advocacy on budgets

STAFF ASSOCIATION

Heather Stevens said she really did not have a particular message from the Staff Association. She is busy planning the Summer Reading Program. Other programs have wound up for the season. She plans to host Spy School in seven locations: Liverpool, Bridgewater, Lunenburg, Mahone Bay, Caledonia, New Ross and Port Medway.

Clara Dugas and Heather spoke about their cooperative program offered recently.

The Board jointly thanked Heather for her enthusiasm and skill in programming; we hear lots of praise for her from participants.

OTHER

- ❖ Tom Sheppard reminded everyone about the upcoming reading by Margaret Atwood on July 3rd at the Pearl Theatre, sponsored by the Friends of the Library.
- ❖ Janet Clark reminded everyone about Winnifred McCarthy's retirement party at the Oakhill Fire Hall on July 28th. An invitation was sent to the Board.

DATE, TIME AND PLACE OF NEXT MEETING

Vice Chair Tom Sheppard will call the next meeting once the Budget is ready to be finalized.

ADJOURNMENT

Alan Wilson moved the adjournment of the meeting.

Don Zwicker, Past Chair

H.M. Janet Clark, Secretary/Treasurer

**Sponsorship Recognition Program
South Shore Regional Library**

As a publicly owned institution for the use and enjoyment of all, the South Shore Regional Library (SSRL) greatly appreciates the support of our donors. The Gift and Display Policy specifies the types of gifts we accept and the Sponsorship Recognition Program outlines how gifts are recognized. The Program was developed to ensure consistency in donor recognition as well as to give donors clear information about the types of recognition available. All other Board policies apply to this Program.

The South Shore Regional Library Board has endorsed the Provincial Sponsorship Policy that relates to province-wide sponsorship only.

We make every attempt to recognize donations appropriately; recognition varies according to circumstances. Donors may wish to make their gifts anonymously and the Library will honour such requests. Tax receipts are usually issued for gifts of more than \$10 although we will issue a receipt for a smaller gift at a donor's request. The donor recognition elements listed below are given for donations made within a calendar year.

Note: *What's New* is the Library's weekly column in the Lighthouse Log. *The Disseminator* is the electronic newsletter published 10 times annually by the Provincial Library of Nova Scotia.

Basic recognition is a tax receipt and a bookplate, if applicable.

Donations

Recognition

\$1- \$99

Tax Receipt (\$10 & up) (Basic)
Bookplate*

\$100 - \$499

Basic plus
Certificate of Appreciation (\$250 & up)
SSRL Annual Report name listing

\$500 - \$999

Basic plus
Certificate of Appreciation
SSRL Annual Report name listing
Book display with signage *
Mention in *What's New* and on website
Item in *The Disseminator*

\$1,000 - \$4,999

Basic plus
Certificate of Appreciation, dry mounted
SSRL Annual Report name listing
Book display with signage *
Mention in *What's New* and on website
Item in *The Disseminator*
News Release

\$5,000 - \$10,000

Basic plus
Certificate of Appreciation, dry mounted
SSRL Annual Report name listing
Book display with signage *
Mention in *What's New* and logo on website
Item & Photo in *The Disseminator*
News Release
Sponsor name & logo on promotional materials
Event launch invitation/recognition reception

\$10,000 & up

Basic plus
Certificate of Appreciation framed
SSRL Annual Report name listing
Book display with signage *
Mention in *What's New* and logo on website
Story & Photo in *The Disseminator*
News Release & photo shoot set-up
Sponsor name & logo on promotional materials
Event launch invitation/recognition reception
Lifetime Library card
Web page link to sponsor's web page

*Where funds are raised or designated for new books or specific subject collections.

Approved by the South Shore Regional Library Board March 16, 2004.

Revised May 31, 2006.

Revised June 20, 2006

1 June 2006

Public Relations Report

May and June were tremendously busy with preparations for our annual visit to councils and our annual report. The Powerpoint presentation to Councils will include highlights of library services interspersed with testimonials from borrowers from each municipal unit. The presentations will be tailored for each Council.

We in PR are very pleased to have won two awards from the Atlantic Provinces Library Association (APLA) at the annual Conference held recently in Fredericton, New Brunswick. The Ideas Gallery, a new conference event which showcased PR material from a variety of libraries in the Atlantic Provinces, generated a great deal of positive feedback from attendees. "The PR ideas presented were outstanding, which made for some hotly contested categories for the judges," said APLA Program Coordinator Leanne Wells. "The entries were judged on concept, design, content, continuity of components and creativity." South Shore Regional Library's Public Relations efforts won certificates in two categories - Library Advocacy and Fundraising. The fundraising entry featured the SSRL's annual Adopt-A-Book campaign, which is sponsored by Lighthouse Publishing. Other winners included New Brunswick Public Library Service, Nova Scotia Public Libraries, Dalhousie University Libraries and Halifax Public Libraries. Certificates were presented during the Merit Awards Banquet on Saturday evening.

It's annual report time at the Library. We plan to have the draft report ready by the Board's June meeting.

The Library's summer reading program theme, *UnderCover Reader*, is generating a lot of interest. We are fortunate to have received a donation of \$250 from the Rotary Club of Bridgewater and District which will help offset expenses; the bad news is that with the current budget, we will not likely be able to take advantage of the summer student grant for which we have applied. This means that locations for our outreach program, Spy School, will be limited to Mahone Bay, Caledonia, Port Medway and New Ross as well as the three Town libraries.

The Library is pleased to welcome Margaret Atwood on Monday, July 3 at the Pearl Theatre in Lunenburg. Tickets are \$10 each and are available at any SSRL branch or at Fulton's Pharmacy in Lunenburg. The reading and book signing are sponsored by the Canada Council for the Arts and will be organized/hosted by the Friends of the Library. The reading begins at 7:00 p.m.

Our most recent entry in the Cooperative Recreation Guide was distributed on Sunday, June 4 to 21,000+ homes in Lunenburg County. The guide continues to be a positive source of promotion for our programs and is cost effective. The Guide is designed by Lighthouse Publishing using a program called InDesign, which we also have. That enabled us to design our own pages for this issue, hopefully achieving a more visually pleasing entry. Other partners in the Guide include the Town of Bridgewater, The Municipality of the District of Lunenburg and the YMCA among others. A similar distribution of library events will take place in the Region of Queens soon.

A promotion is planned soon for our online database of auto repair manuals - Chilton.com. This promotion is exciting because it will target the people working in car dealership service centres, auto repair stores and salvage yards, many of whom may not see the library as a place that has something to help them. The main promotional piece is a business card size magnet which is an appropriate size to stick on tool boxes. The current budget restraints mean we will have to take a creative approach to distributing the magnets as widely as possible.