

MINUTES OF THE SOUTH SHORE REGIONAL LIBRARY BOARD,
NOVEMBER 21, 2006 AT THE HEBBVILLE HEADQUARTERS AT 6:30 P.M.

Present: Ms. Marie Hogan Loker, Chair
Mr. Tom Sheppard, Vice Chair
Councillor Beverlee Brown
Councillor Karen Dempsey
Ms. Debra MacLean
Councillor Susan MacLeod
Councillor Robert Myra
Mrs. Wilma Stewart-White
Mr. Alan Wilson
Ms. H.M. Janet Clark, Secretary/Treasurer
Ms. Cathy MacDonald, Technical Services/Mobile Librarian
Ms. Anne Everts, Mobile #1 Library Assistant
Mr. Dave White, Supervisor of Vehicles
Ms. Peggie Graham, Fundraising Coordinator
Ms. Teresa Workman, Public Relations Coordinator
Ms. Lynn Robart, Recorder

Mr. Don Zwicker, Ms. Amanda Dexter, Mrs. Cynthia Bruhm, Ms. Clara Dugas, Ms. Tina Hennigar and Councillor Heather Anne Getson were unable to attend.

Chair Hogan Loker welcomed our new Board Member Councillor Susan MacLeod representing the Region of Queens.

Motion: “THAT the Agenda be accepted as sent with the addition of Amanda Dexter as a topic, and the shift of some items.”
DEMPSEY/Myra All in favour. Motion carried.

ADRIENNE MALLOY, RBR DEVELOPMENT ASSOCIATES LIMITED

Chair Hogan Loker welcomed Adrienne Malloy from RBR Development to speak to the Board about a fundraising proposal and feasibility study for the South Shore Regional Library Board. Ms. Malloy gave a brief history of RBR’s contact with the Board. Teresa Workman and Adrienne have maintained contact since 2004. The Board had requested a Feasibility Study but once the Multi-Purpose Centre project was on the horizon decided to seek inclusion in that project. RBR Development allowed us to cancel our contract and returned most of what the Library Board had paid. Some preliminary work was done and is in RBR files. When the plans for the Multi-Purpose Centre showed the Library would be in Phase 2, the Library Board decided they would work independently. The Library Board needs to test the waters to get a realistic idea of what funds can be raised in the area. We are in competition with other organizations. Lunenburg and Queens residents are generous to the QEII, for example, and the QEII will be asking for their generosity again. We will not know what the response to a library fundraising campaign will be unless we talk to the people of the community. The amount we have to raise is

about 3 to 4 million. Fundraising for public libraries is a relatively new activity in Nova Scotia. We will have to make fundraising significant and noticeable in the community. We will need a lead gift of \$600,000 to \$700,000 for a \$4 million project. Councils will act as proxies for people who won't or can't give but use the library and for people who will move here in the future. Communities are always being asked to support great causes. We need to complete the feasibility study, present a reasonable business plan and see who we have on board already. Is there a way to create a partnership between Canadian Tire and the library? Could Canadian Tire raise their profile Canada-wide with libraries? We need to investigate what partnerships are out there. Teresa asked about cost. If the Town of Bridgewater purchases the Canadian Tire building, we need \$74,000 for a building plan to get a clearer idea of the costs of renovation, furnishing, etc. We need \$250,000 for a new Mobile. Chair Hogan Loker said while we are waiting for the Town of Bridgewater to buy the building, should we start fundraising now? Teresa added we are in a Catch 22 situation, we keep spinning our wheels, if we can start raising the money then we take it to council; if council does not approve we cannot raise funds. Janet Clark said she thought that the intent of the Board was to raise funds for a new Mobile and library whether the Canadian Tire building ends up being the library site or not. Alan Wilson said that Mobiles are an important part of our service, and the system is a region – parts work together for better service for everyone. Adrienne said we have three distinct fundraising aims now: library materials, a new mobile and a new building. Alan thinks we can obtain corporate funding to a greater degree than we do. Marie Hogan Loker asked whether and when we should approach business and industry. Adrienne said both should be included on the list of possible contacts supplied by the Library. Tom Sheppard asked how we should deal with donors who want to support a new mobile and not a building or vice versa. Adrienne feels that we can work out a strategy to deal with that if we need to, but many donors will give to the library and let the Board decide priorities. RBR will know more after the feasibility study. If donors want to specify a project, we can deal with that.

There was discussion of how long a campaign might be. Marie emphasized that our needs are pressing; we should raise the funds quickly. Could we open a new library in three years? Alan added that if you drag a campaign out, a donor might be motivated to give twice. Of course donors also want to see results, people would not be happy if the Canadian Tire building is purchased and nothing happens to it for years. Adrienne said you develop long-term relationships with the donors and campaigns of this nature are usually sixteen months - three years.

Teresa asked who would be on a campaign team. Adrienne said you need someone to lead the effort and talked about the concept of a council of chairs, prominent people who will start the campaign. It is hard to get new prominent volunteers but they can be asked for an eight-month commitment (about half a campaign) and to go after the top gifts. During that time someone will shine as the champion. There should be three divisions in the campaign; it needs strong direction and lots of consistency and commitment. Peer to

CONSTABLE JOHN KENNEDY VISIT

See <http://www.fightingcrime.ca/> for further information. Constable John Kennedy recently visited to talk about the “Adopt-a-Library Literacy Program” which now is a province wide initiative. He started the program in Northern New Brunswick where he noted that he was arresting the same people over and over and had to write their statements and read them back to them. He made a connection between literacy and crime and began working with police departments, publishers, suppliers, libraries and schools, to get books and incentives of all kinds to encourage kids to read. He believes in fighting crime, one book at a time. John has been working with Pictou-Antigonish Regional Library for several years. He is now developing an international reading challenge for kids in schools in Cumberland, Pictou-Antigonish and Ireland. This will go province-wide if it is successful. During his time on the South Shore he spoke to Bridgewater Town Council and presented books to the students at North Queens School. In the past he has received up to 25,000 books at a time to be distributed. He also met with the Community Officers in Lunenburg and Queens Counties and will talk with them again on December 4th. John spoke to several business leaders and the Seniors Café as well. Janet said Constable Kennedy is extremely effective as a speaker and convincing when he says libraries should be the hearts of their communities. Teresa has suggested that Constable Kennedy make a presentation to Canadian Tire, to convince them to give us the building we want. Janet added that maybe Constable Kennedy can assist Ken Smith. Fundraiser Coordinator Peggie Graham said that the Friends are interested in the ‘Adopt-a-Library’ initiative.

BOARD MEETING PACKAGES

A number of Board Members report trouble retrieving meeting information from the forum for various reasons. People support the idea of saving postage and paper, though they felt it was downloading printing and paper costs to the individual if they have to print things at home. Members asked Lynn Robart and Janet Clark to send package information items as PDF files attached to e-mail for the next few meetings, to see whether that works better. Marie Hogan Loker and Karen Dempsey asked that a few copies of the agenda and financial matters in hard copy be available for reference at meetings.

ITEMS RECEIVED

.01 South Shore Regional Library Staff Association – student position in Lunenburg

Chair Hogan Loker said the Staff Association wrote expressing their concerns about the recent hiring of a student at minimum wage to work with a library staff member on Sundays in Lunenburg. The staff feel this might affect Library Clerk positions in future. The Town funds these hours and suggested we hire a student. Janet Clark decided to try a student in the position. The Library Clerk places holds, renews loans, offers readers advisory service and searches databases with users and is responsible for the Branch in the absence of a Library Assistant. Both the Library Clerk and the student circulate and shelve materials and book computer time. Janet said that the student would never be on his/her own at the Library. The physical layout of the Lunenburg Library makes it fairly simple for the person in charge to monitor the student's work. She also said the circumstances surrounding the inception of Sunday hours in Lunenburg and Liverpool were slightly different in terms of staff wishes regarding working Sunday. Janet said also that if the student position is successful, she might consider establishing a similar one depending on the circumstance. Alan Wilson expressed concern that we were becoming like McDonalds and asked what other regions did. Janet said very few have Sunday hours, Halifax has a number of student positions but of course Halifax is a much bigger system with many more staff. Karen Dempsey said that students need jobs. Janet said she intended this as a trial position. One concern was whether a student would be able to be on the job every Sunday given that students have so many activities. Lunenburg staff were a little reluctant to work Sundays frequently – in both Lunenburg and Liverpool staff rotate Sundays. Shortly after we started Liverpool Sunday hours we hired someone who was willing to work most Sundays which has been great. So far this position seems to be working well. Staff concerns are legitimate, Janet said. Circumstances will influence future decisions. Tom Sheppard said it is good to have students working in the library but he thinks it would be more appropriate to have them as volunteers or job shadowers.

1 South Shore Regional Library

Public Relations Report to the Board
November 2006

Fundraising

Adopt-A-Book is going great guns, with over \$7,000 received to date. That's 267 books; more than double the number of books adopted by this date last year. Watch for our ads in the Bridgewater Bulletin.

Adrienne Malloy of RBR Development Associates will join us at the November Board meeting to discuss our fundraising goals and the best way to go about getting them.

RCMP Constable John Kennedy, currently seconded to Pictou-Antigonish Regional Library to promote the Adopt-A-Library program provincially and nationally, visited our region on November 6 & 7th to discuss the program and help us try to implement it here. Coffee parties were arranged for members of the business community and he spoke to Board, Staff, Friends of the Library, Seniors and media. He traveled to Caledonia to join Constable Grant Webber (Liverpool detachment) to give a book to each child in the North Queens Elementary School. He also met with local RCMP Officers, Bridgewater Town Police and representatives of the RCMP Retired Veterans Association. This meeting was a great success and all in attendance agreed to register and meet again in December to discuss how to proceed with the program in our area. The Adopt-A-Library works by connecting policing agencies together with libraries, public or school. The police act as the "bridge" between the community and the library, and in return, the library develops programs and activities that directly impact literacy amongst children. The Program does not coordinate activities, rather it promotes the concept of literacy and crime prevention and helps to communicate ideas and opportunities to members and sponsors. Each of the member groups are free to develop their own strategy based upon local needs and directions. For more information, take a look at the website: www.fightingcrime.ca

Council Presentations

Don Zwicker, Marie Hogan Loker and Janet Clark visited Councils to ask the Town of Bridgewater to purchase the former Canadian Tire building and refurbish it as a new library and the Municipality of the District of Lunenburg to support this initiative. PR assisted by preparing a handout for the visits.

Programming

Fall programming is ticking along; it's soon time to formalize plans for the spring as the Rec Guide deadline is early December. Movies will no longer be part of our regular programming as our licence expires in January. The program was moderately successful, especially in Liverpool where we showed classic films.

Respectfully Submitted,

Teresa Workman

Public Relations Coordinator

