

MINUTES OF THE SOUTH SHORE REGIONAL LIBRARY BOARD  
NOVEMBER 18, 2008, 6:00 P.M., HEBBVILLE HEADQUARTERS

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

Present: Mrs. Marie Hogan Loker, Board Chair  
Mr. Tom Sheppard, Vice Chair  
Mr. David Brattston  
Ms. Beverlee Brown  
Mrs. Cindy Bruhm  
Ms. Karen Dempsey  
Ms. Susan MacLeod  
Councillor Robert Myra  
Mrs. Wilma Stewart-White  
Mr. Alan Wilson  
Mr. Don Zwicker  
Ms. Shelley Zwicker  
Ms. Cheryl Stenström, Secretary/Treasurer  
Ms. Cathy MacDonald  
Mr. Jeff Mercer  
Mrs. Lynn Robart, Recorder

Chair Hogan Loker welcome our new Board Members helley Zwicker who is a provincial appointee.

AGENDA

Motion: THAT the agenda be approved with one addition to 2.7 regarding Board Members at large.”

WILSON/Myra All in favour. Motion carried.

MINUTES

Hard copies of the minutes were circulated to the Board.

Minutes: “THAT the South Shore Regional Library Board accept the minutes of October 21, 2008 with one correction.”

ZWICKER/Bruhm All in favour. Motion carried.

NEW PROVINCIAL BOARD MEMBER

Chair Hogan Loker once again welcomed Shelley Zwicker to the Board, where she gave a brief resume. Ms. Zwicker lives in Lunenburg and works at NSCC. She feels libraries are an important part of the community.

PUBLIC RELATIONS REPORT – see attached

Chair Hogan Loker reviewed the highlights of the report. It was also reported that the Adopt-a-book campaign as of today had 186 books adopted, which is a 18% increase over last year at the three week mark.

PROVINCIAL FUNDING TASK FORCE

Cheryl reported to the Board that there is no report. It is still with the Department of Finance at this time.

STAFFING UPDATE

Cheryl is reported that two library clerks have been hired recently who will be rotating in all the branches depending on demand. These hirings are some of the outcome from the recent staff moving on and retirements.

LBANS REPORT – see attached

The next LBANS meeting is December 6, stay tuned regarding the LBANS/NSLA Conference in 2009. The LBANS report is a collection of notes from the trustees Town Hall meeting held at the Fall 2008 NSLA/LBANS conference. It is a helpful document for us as library trustees and will be used at our Board orientation and education sessions in the new year.

STAFF ASSOCIATION

Jeff Mercer had no report from the staff.

APPOINTMENT OF BOARD MEMBERS

Motion: "THAT former Municipal Councillors Karen Dempsey, Beverlee Brown and Susan MacLeod be appointed as Members at Large on our Library Board."  
SHEPPARD/Wilson All in favour. Motion carried.

FINANCE COMMITTEE - see attached

Cheryl gave a verbal report from the recent Finance Committee meeting.

Motion: "THAT the Finance Committee Report for the 2<sup>nd</sup> Quarter be accepted as presented to the Board."  
SHEPPARD/Dempsey All in favour. Motion carried.

Chair Hogan Loker pointed out the major goal is to buy new books.

LIBRARY HOURS ON DECEMBER 24<sup>TH</sup> AND DECEMBER 31<sup>ST</sup>

Motion: "THAT the South Shore Regional Library Board closed all outlets for the full day on December 24<sup>th</sup> and December 31<sup>st</sup>."  
BRUHM/Myra One nay. Motion carried.

FRIENDS FUNDRAISING

Chair Hogan Loker read the motion from the October 2008 Board Meeting regarding funds from the Book Sale. Staff was asked to do some research, which was attached to the notice of meeting.

Motion: "THAT funds raised from the Friends' Booksales be used toward the Library collection."  
ZWICKER/Sheppard All in favour. Motion carried.

Cheryl was asked to draft criteria for proposals for the Friends to use when discussing possible fundraising and guidelines for these proposals to be presented to the CEO, Chair of the Library Board and the Board Finance Committee. Cheryl will report back to the Board.

DATE TIME AND PLACE OF NEXT MEETING

The next regular meeting of the Library Board will be January 20, 2009, 6:00 p.m. at the Library Administration, Hebbville.

ADJOURMENT

Ms. Dempsey moved the meeting to be adjourned.

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Marie Hogan Loker, Chair

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Cheryl Stenström, Secretary/Treasurer

## **Public Relations Report for the Board November 2008**

Thirty people attended the Friends of the Library's latest fundraiser - English High Tea and a reading by writer-in-residence Sylvia Gunnery - at Cranberry's, 25 Queen Street, Bridgewater on Sunday, November 2nd. The \$300 raised will be used to support the Writer-in-Residence program. The Friends have been given a beautiful set of hand-turned wooden bowls made by Dr. Andrew Watson of Mahone Bay. Tickets on the bowls are being sold at library branches at a cost of \$2 or 3 for \$5. Draw for the bowls will be held December 13th.

Two grant applications are being prepared: one is for the NS Positive Aging fund and the other is the federal NewHorizons program. Both applications will request funding to update our talking book and audio book technology and materials.

Adopt-A-Book is off to a flying start. By the end of the first week generous donors had adopted 94 books – worth approx. \$2,500. The Library's Annual Fundraising Campaign began on October 28th. CKBW has generously agreed to be our media sponsor again this year. The Sneak Peek feature we offered to previous donors resulted in about 30 books being adopted.

The launch of the Libraries new face campaign continued throughout October with displays and articles featuring outreach and children's services, programs and fundraising. CKBW hosted the Library on *South Shore Sunday Morning* each week for five weeks and gave us 24 free ads in combination with 24 paid ads. Feedback from staff indicates the most borrowers are pleased with the changes. The month ended on a high note with the successful Launch of the Reford/D250 collection on October 21st and the beginning of Adopt-A-Book on October 28th.

Sharon Hiltz (Library Clerk) and I have been busy finishing the update of all Library posters, signs, brochures and other communications materials as well as creating posters for new events and activities and an updated version of *What's New*. The programming committee, of which Peggie Graham (Fundraiser) is a member, has met regarding author readings and programs for the new year. They are going to try to obtain Canada Council funding for a program called *Read by the River* which will be a follow-up event to *Read by the Sea* in River John. One potential site is the Fairview Inn, at Cranberry's. They are also planning a program called *Poets on the Town* which will take place in Lunenburg cafés next fall. The Friends of the Library will be involved in both of these initiatives.

Peggie Graham, Sharon Hiltz and I are providing coverage in the Branches as needed. This is a new step for Peggie and me and we both enjoy the perspective we get from working on the desk and helping 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

## LBANS TOWN HALL

October 5, 2008

### **What are the characteristics of a GREAT public library?**

- Accessible facility, location, amenities, parking
- Strong Collections, knowledgeable staff
- Open to change and continual innovation
- Staff cheerful and welcoming – good staff morale
- Research advisors, good spaces, reflect community demographic
- Well equipped library
- Library responsive relative to community needs

### **How do we measure and/or encourage these characteristics?**

- Ample funding for construction and maintenance
- Statistics on customer satisfaction
- Annual review of programs and services – pick out different program and hire consultant to conduct review
- Communicate ongoing feedback methods
- Assess partnerships eg schools, community groups etc
- Staff training and evaluation
- General overall public perception through pr, donations, letters, thanks
- Have display of local and regional authors – celebrate local authors
- Educate and advocate – politicians and public
- Engagement of library boards – people want to be there
- Share experiences – best practices etc.

### **What makes you most proud when you think of your public library?**

- Busy
- Well managed, strong leadership, good vision
- All ages and backgrounds using library

- Enhances quality of life and offers multitude of programs
- Seems like a family and known for friendliness
- Variety of programs
- Compatibility of the board
- How much we do with little money
- Overall staff – passion for work
- Raises profile of small communities

**What should the role(s) of LBANS be after the MOU has been signed?**

- Work towards and enhance integration of staff provincial pension plan
- Reciprocal agreements between boards to allow staff to move between boards
- Maintain connections between boards and dept of ed and staff re: communication
- Orient new councillors and new board members re: MOU and implications
- Communication re: release of present MOU
- Develop a strategy for next MOU
- Encourage youth representation
- Capital funding
- Ensure boards follow conditions of MOU agreement
- Role of LBANS for innovation funds of MOU?
- Continue role as spokespeople at table of Dept of Ed.

**STAND UP FOR LIBRARIES**

**Finance Meeting  
Hebbsville Administration Office  
November 18, 2008, 4:00 p.m.**

Present: Tom Sheppard, Marie Hogan Loker, Cheryl Stenstrom, Cathy MacDonald, Lynn Robart, Jeff Mercer

Regrets: Don Zwicker

Recorder: Lynn Robart

A second quarter spending report was circulated to the committee. At the end of the second quarter, there is a healthy surplus overall . The library materials budget is underspent by approximately \$30,000 for this time period, staff is working hard at selecting and ordering library materials to meet the budget. The staff expenditures category overall is overpsent by about \$10,000 due basically the fact that the bulk of vacation coverage occurs is in the first half of the fiscal year. Postage is slightly high but that will decrease once the overdue reminder notices are sent by e-mail – the Provincial Library is working on this functionality now.

**1 South Shore Public Libraries  
Public Relations Report for the Board  
January 2009**

December was a quiet month in the Communications Dept.

Adopt-A-Book wrapped up on December 31<sup>st</sup> with \$11,248 raised. This will purchase 420 new books for borrowers to read. Many thanks to Peggie Graham, Lynn Robart, Sandra Whitman, Sharon Hiltz, Cathy MacDonald and the frontline staff who help to make this campaign a success each year.

A new line-up of programs is planned for January - March. Details can be found online, at your Library, or in the Lunenburg County Rec Guide, which was delivered to over 20,000 homes with regular flyer delivery on January 2<sup>nd</sup>.

Nine local schools are enrolled in the Adopt-A-Library International Reading Challenge, which began in late November. Last year Big Tancook won the Challenge with an average of 632 books read per student. Local police officers work with the schools to encourage students to read. SSPL coordinates the program locally.

Teresa Workman  
Public Relations Coordinator