

SOUTH SHORE REGIONAL LIBRARY GENERAL MEETING, November 20, 2024

The South Shore Regional Library Board administers South Shore Public Libraries.

South Shore Public Libraries celebrate reading, discovering, learning, and sharing.

Present:	Patrick Hirtle, Chair Cindy Bruhm, Vice Chair Councillor Stacey Colwell Councillor Tina Connors Diane Racette Donna Bourne-Tyson Gail Tricebock Tom Sheppard Ashley Nunn-Smith, Staff Alisa Hemeon, Staff/Recorder Blake McDonald, Staff
Regrets from:	Councillor Jenni Birtles, Councillor Michele Greek, Councillor Vicki Amirault and Marie Hogan

<u>1. CALL TO ORDER</u>	Patrick Hirtle called the meeting to order at 6:00 pm and read the SSPL Land Acknowledgement.
<u>2. AGENDA</u>	
Motion:	" <u>THAT</u> the Agenda be approved as circulated."
TRICEBOCK/Racette	All in favour. Motion carried
<u>3. DECLARATION OF CONFLICT OF INTEREST</u>	None
<u>4. MINUTES</u>	
Motion:	" <u>THAT</u> the South Shore Regional Library Board accept the Minutes of the October 23, 2024 meeting as circulated."
COLWELL/Bruhm	All in favour. Motion carried.
<u>5. CORRESPONDENCE</u>	None
<u>6. INFORMATION</u>	
6.1	<i>Thomas H. Raddall Library / Region of Queens</i>
	Ashley spoke with Thomas Raddall III who stated that he would be consulting with his siblings regarding the name of the Library and nothing further has been received. A survey will be sent out at the end of November polling name suggestions. At the current Liverpool location, library holds will stop by

	December 7 or customers can pick up these holds at another branch. As of December 1, customers will be asked to fill a bag with as many books and movies as they can take to “lighten the load.” Everything will be packed and moved during the week of December 15, 2024. There will be a soft opening in January 2025 and a grand opening will be announced at a later date when all materials are received and installed.
6.2	<i>Equity, Diversity and Inclusion</i>
	SSPL’s Accessibility Plan was initially effective in April of 2022 with the legislative requirement to be reviewed every 3 years. Currently Blake is working on this project and consulting with stakeholders. An updated plan will be presented by April of 2025.
6.3	<i>Staff Association</i>
	Next meeting scheduled for December 2, 2024.
6.4	<i>CEO Updates</i>
	<p><i>Canada Post Strike</i></p> <p>The postal strike is affecting library operations significantly. Patrons are only able to place holds within their region of library branches. Interlibrary loans have also been temporarily suspended.</p> <p><i>Lunenburg Literary Festival</i></p> <p>Held during the weekend of November 8-10. Well attended with a wide range of ages and demographics. Pitch the Publisher event returned with 10 people presenting their books to 3 Publishers and 42 people spectated. Saturday evening on November 9 had approximately 70 in attendance. Next year will be the 10th Anniversary.</p> <p><i>Staff Holiday Party</i></p> <p>Event will be held at the Bridgewater Curling Club on Saturday, December 14, 2024.</p>
<u>7. MOTION AND DISCUSSION</u>	
7.1	<i>Shortstop Marketing Audit</i>
	As part of the Library Development Fund grant project, <i>Your Library. Your Way</i> , a market audit was performed to find the barriers existing for people using library services, what was being done well, what people wanted more of, and what people think of when they think of the library. Ashley met with 7 different marketing agencies and chose Shortstop because of their community-led branding approach. The initial survey had approximately 300 responses followed up with select interviews. The report highlighted how people hear about SSPL, program attendance, what competes with the library for people’s attention, and positive presence within the communities. Opportunities for better service included more space, increased hours, parking, a wider selection of books, expanded programs, technology training, and quiet spaces. Shortstop also interviewed several SSPL staff who highlighted challenges with staying consistent on social media and allotting time for marketing activities. Shortstop also reviewed SSPL’s online presence, including the website, print guide, and social media channels.

	<p>Recommendations included consistency with logos, font, writing styles and color choices. While the library had a conversational and approachable voice, increased personalization, photos, community marketing, and senior engagement were suggested with a high priority placed on empowering a marketing champion to make communication decisions. Ashley would like to recommend a term, part-time Marketing Assistant position focusing on a consistent proactive marketing approach to build assets such as poster templates, improvements to the website, print marketing, etc.</p>	
<p>Motion:</p>	<p><u>“THAT</u> the South Shore Regional Library Board approve a 6-month term Marketing Assistant position.”</p>	
<p>SHEPPARD/Bruhm</p>	<p>All in favour. Motion carried.</p>	
<p>8. <u>DATE, TIME AND PLACE OF NEXT MEETING</u></p>		
<p>The next general meeting is scheduled for January 22, 2024 at 6:00 pm.</p>		
<p>9. <u>ADJOURNMENT</u></p>		
<p>COLWELL adjourned the meeting at 6:41 pm.</p>		