

**MINUTES
 OF THE PICKERING PUBLIC LIBRARY BOARD
 SPECIAL BOARD MEETING
 Held Saturday June 24, 2006 at 9:00 a.m. at the Central Library Boardroom**

Present: K. Ashe, O. Chaudhry, J. Duncan, P. Irwin, J. Lucas, P. Savel (Chairperson),
 H. VanLeeuwen
Regrets: K. Cummings, B. McLean
Secretary/Treasurer: C. Mearns
Staff: V. Ridgway, E. Bird, C. Grant
Meeting Commenced: 9:00 am

1. Approval of agenda, Statements of Conflict

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|--------------|--|----------------------|------------------|-----------------|
| 53.06 | Moved: | H. Vanleeuwen | Seconded: | J. Lucas |
| | THAT the Agenda be approved as presented. | | | |
| | Carried. | | | |

2. Where are we now?

Staff reviewed a variety of statistics and other research in order to determine current trends in service requirements. The reports included

2.1 Current Ends/Stats by End

2.2 Non-user survey draft results

2.3 Focus group draft results

2.4 Trends: Demographic, client use, broad trends

2.5 Other Surveys (FOPL, OCLC and Americans for Libraries Council)

The chief strategic findings were:

- Most public libraries are at a major crossroads, possibly a paradigm shift, with clients moving to self-help for both collection use and research. PPL had recently reorganized its collection to reflect the clients' preferences;
- All IT-supported functions had increased significantly in recent years, whereas personal reference questions were in steep decline – this suggests a re-deployment of financial resources;
- With very low population growth PPL services as a whole were surging ahead;
- To capitalize on this, Board and staff recognized the priority which must be given to increased customer service as a fundamental part of every service offered;
- Buildings were an essential component of customer service – convenience and building attractiveness needed constant scrutiny – “welcoming” had been a common thread in focus group discussions;
- The planned client survey would indicate any concerns about uptake of services by various community sectors;
- The non-user results presented no surprises with “no time” still the main reason for non-use. Staff were not optimistic that converting these non-users would be productive or a good use of resources – the trial offers had had virtually no responses;
- Children’s services remained very robust and with a strong family demographic in Pickering was a clear target for investment in the library’s learning role.

3. Where are we going?

3.1 Term for the strategic plan

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| 54.06 | Moved: | P. Irwin | Seconded: | H. Vanleeuwen |
| | THAT the Board prepare a four-year plan with an evaluation occurring two years into the term. | | | |
| | Carried. | | | |

3.2 Confirmation of Ends for 2007-2010

It was noted during discussions that the buildings were in themselves an essential component of PPL's success. The Board reiterated the importance of ensuring that the welcoming quality of the Library be enhanced both by internal improvements and the personal service provided. A list of Ends is attached, with the CEO committing to refine these through interpretation to reflect the discussion during the meeting.

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| 55.06 | Moved: | H. Vanleeuwen | Seconded: | O. Chaudhry |
| | THAT the amended "Ends" be approved for inclusion in the 2007-2010 Strategic Plan. | | | |
| | Carried. | | | |

3.3 What next?

C. Mearns reviewed the schedule for the strategic plan. A draft plan would be brought forward to the Board at the September meeting for review and approval to go to a final draft.

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| 56.06 | Moved: | K. Ashe | Seconded: | J. Lucas |
| | That the meeting be adjourned. | | | |
| | Carried. | | | |

The meeting was adjourned at 1:25 p.m.