



Newmarket Public Library Board Agenda

Date: January 19, 2022
Time: 5:30 PM
Location: Electronic VIA ZOOM
See How to Login Guide

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1. Call to Order	
2. Adoption of Agenda Items	
2.1. Adoption of the Regular Agenda	
2.2. Adoption of the Closed Session Agenda	
2.3. Adoption of the Consent Agenda Items	
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8. Closed Session (If required)	

9. Dates of Future Meetings

The next regular Library Board meeting is scheduled for Wednesday, February 16, 2022 at 5:30 pm. Location electronic via Zoom

10. Adjournment



Newmarket Public Library Board

Minutes

Date: Wednesday, December 15, 2021
 Time: 5:30 PM
 Location: Electronic VIA ZOOM
 See How to Login Guide

Members Present: Darcy McNeill, Chair
 Kelly Broome
 Darryl Gray
 Leslee Mason
 Art Weis
 Victor Woodhouse

Absent: Jane Twinney, Vice Chair

Staff Present: Tracy Munusami, CEO
 Benjamin Shaw, Manager, Library Operations
 Lianne Bond, Administrative Coordinator

1. Call to Order

The Chair called the meeting to order at 5.35 pm.

2. Adoption of Agenda Items

- 2.1 Adoption of the Regular Agenda
- 2.2 Adoption of the Closed Session Agenda
- 2.3 Adoption of the Consent Agenda Items

Motion 21-12-237

Moved by Kelly Broome

Seconded by Leslee Mason

That items 2.1 to 2.3 be adopted as presented.

Carried

3. Declarations

None were declared.

4. Consent Agenda Items

4.1 Adoption of the Regular Board meeting minutes for Wednesday, November 17, 2021

4.2 Strategic Operations Report for November, 2021

Motion 21-12-238

Moved by Victor Woodhouse

Seconded by Art Weis

That items 4.1 to 4.2 be approved and adopted as presented.

Carried

5. Reports

5.1 Community Fridge Partnership

The Newmarket Food Pantry is starting a Community Fridge initiative and it has been proposed that the first Community Fridge be located in front of the Library.

Motion 21-12-239

Moved by Kelly Broome

Seconded by Darryl Gray

That the Library Board receive the report and endorse the Community Fridge Partnership.

Carried

5.2 Room Rental Rate Increases

The Library Board reviewed the report on room rental rate increases which included a new rate for use of the Library for filming purposes. The Board discussed the proposed film rates and recommended a further review of rental rates for filming purposes.

Motion 21-12-240**Moved by** Leslee Mason**Seconded by** Victor Woodhouse**That** the Library Board receive the report on Room Rental Rate increases;**And that** a further review be conducted on rates to be charged for the use of the Library as a film site with results brought back to the Library Board.**Carried****6. Business Arising****6.1 Draft Strategic Plan Framework**

The Library Board reviewed the draft Strategic Plan Framework and provided feedback. The next steps for the strategic planning will be to finalize the plan which will be presented by the Consultants to the Library Board.

6.2 Library Board Action Tracking List

The Board reviewed the Action List.

Motion 21-12-241**Moved by** Victor Woodhouse**Seconded by** Art Weis**That** the Library Board receive the Action List as presented.**Carried****7. New Business****7.1 2022 Ontario Library Association Super Conference**

The Ontario Library Association's 2022 Super Conference will be held virtually from February 1 - 5, 2022. Library Board members were invited to sign-up for access to the Super Conference sessions which will be available for six months following the conference.

8. Closed Session**8.1 Labour Relations or Employee Negotiations, per section 16.1.4.(d) of the Public Libraries Act, R.S.O. 1990 Chapter P. 44**

Motion 21-12-242**Moved by** Darryl Gray**Seconded by** Leslee Mason**That** the Library Board move into Closed Session at 6:25 pm to discuss Labour relation matters.**Carried****Motion 21-12-243****Moved by** Art Weis**Seconded by** Kelly Broome**That** the Library Board move out of Closed Session at 6:38 pm.**Carried****Motion 21-12-244****Moved by** Art Weis**Seconded by** Victor Woodhouse

Motions Arising from Closed Session:

That the Closed Session Minutes for January 20, 2021, May 19, 2021, June 16, 2021, July 12, 2021 and September 15, 2021 be approved and adopted as presented.**Carried****Motion 21-12-245****Moved by** Leslee Mason**Seconded by** Victor Woodhouse**That** the Library Board receive the report on the 2022 economic adjustments for non-union employees.**Carried****9. Dates of Future Meetings**

- 9.1 The next Library Board meeting is scheduled for Wednesday, January 19, 2022 at 5:30 pm. Electronic via Zoom.

10. Adjournment

Motion 21-12-245

Moved by Kelly Broome

Seconded by Darryl Gray

That there being no further business the meeting adjourn at 6:41 pm.

Carried

Darcy McNeill, Chair

Tracy Munusami, Secretary/Treasurer



Strategic Operations Report: December 2021

Igniting Community Dialogue, Discovery and Debate

- New Overdrive users: 60
- New Hoopla users: 54
- Kanopy: 2471 plays and 525 site visits

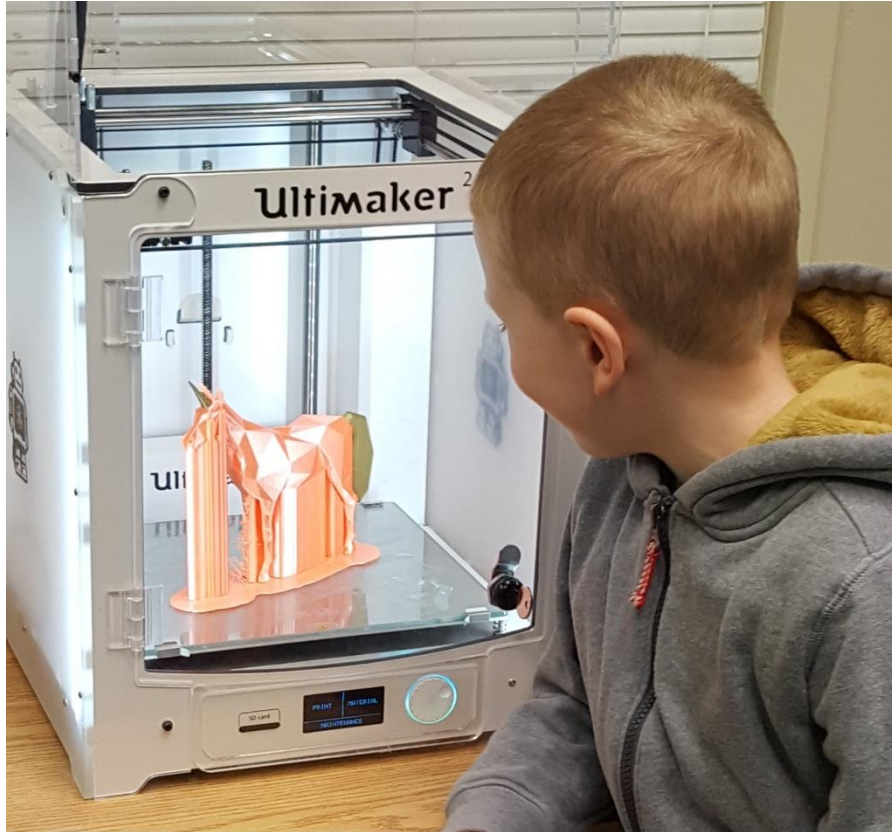
Leading a Learning Community

- Head of Children's Services supervised two Seneca student placements. Students conducted a social media audit, created a social media calendar for the year, and researched trends across popular social media platforms. The students gained workplace experience in research, communication, and report writing skills, and the library gained valuable information to guide the direction of social media marketing.

Readying our Capabilities

- Library programs moved to exclusively virtual due to the rising cases of COVID-19 and to ensure the safety of staff and participants.
- The Management Team completed the Municipal LEAN Yellow Belt Training.
- Banners on the Library's exterior facing the parking lot were updated for a fresh look, and to let the community know we are open.
- New technology was set up to replace outdated laptops and desktops for staff use. Some laptops will also be used in the Library's Laptop Lending program.
- The Library started a TikTok account: @newmarketlibrary. There are 101 followers to date.
- Top Social Media Reach for December 2021
 - Create a Cuff Bracelet
 - 2,525 people reached & 127 engagements
 - Ancestral Voices with Author Adwoa
 - 1,791 people reached & 50 engagements

- Shadowpath Theatre: The Adventures of Venice
 - 1,749 people reached & 114 engagements
- Employee Workplace Rights with Anatoly Dvorkin
 - 1,617 people reached & 188 engagements



Child learning about 3D printing during MakerHub drop in hours.

Customer Feedback after a Book Club meeting:

“Great meeting. It lifted my spirit. Nice group of women. Thanks for being there for us!”

Newmarket Public Library Statistical Data - Q4 YE January-December 2021

Library Card Holders

2021	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
NPL Card Holders	24,981	24,826	24,666	24,443	23,784	23,913	23,847	23,917	22,408	23,658	23,576	23,589
Residents	21,947	21,803	21,671	21,491	20,899	20,994	20,911	20,947	20,786	20,695	20,639	20,638
Non-Residents	3,034	3,023	2,995	2,952	2,885	2,919	2,936	2,970	1,622	2,963	2,937	2,951

New and Renewed Library Cards

2021	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
New registrations	170	106	145	110	114	138	326	297	355	339	249	212	2,561
New non-resident	54	33	33	22	35	30	57	48	70	68	30	45	525
Renewed membership	521	243	324	232	277	320	840	521	347	230	335	415	4,605

2021	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Website visits	16,299	13,544	15,157	14,630	14,098	14,694	16,748	14,457	14,224	14,073	14,481	12,845	175,250
# of PAC Account Logins	8,956	8,184	8,486	8,492	8,269	12,817	11,479	7,112	7,754	6,944	6,933	7,012	102,438
Room Rentals	No rentals due to COVID-19 reopening plan						1	-	4	3	10	11	29
Room Rental Hours							13	-	25	14	33	30	114

Programs

5 Year Trend - January-September

# of Programs Held	2017	2018	2019	2020	2021
Adult	310	359	334	80	258
Children's	1,282	891	889	318	352
Total Programs	1,592	1,250	1,223	398	610

Program Attendance	2017	2018	2019	2020	2021
Adult	2,627	5,123	3,780	1,151	1,239
Children's	12,516	12,039	9,600	3,806	5,924
Total Attendance	15,143	17,162	13,380	4,957	7,163

Newmarket Public Library Statistical Data - Q4 YE January-December 2021

Borrowing

2021	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
eAudio books	2,900	2,644	3,155	3,012	3,120	2,979	3,040	3,161	3,043	3,231	3,022	3,001	36,308
eBooks + eMagazines	7,244	6,315	6,707	6,439	6,624	6,263	6,119	6,074	5,830	5,784	5,641	5,655	74,695
eMusic	2,238	2,164	3,145	2,559	2,636	2,440	2,351	1,842	1,538	1,590	2,243	1,757	26,503
eVideo	1,053	1,097	797	914	870	763	728	787	717	717	811	875	10,129
Books + Magazines	12,504	11,573	12,981	12,169	11,737	11,455	21,807	24,751	23,609	26,108	24,208	24,313	217,215
Audio (Books + Music)	225	170	175	166	161	149	319	332	330	405	353	312	3,097
Movies + Video Games	842	699	744	741	645	618	1,675	2,154	1,967	2,271	1,958	2,023	16,337
Kits	17	23	17	21	27	21	38	42	41	44	33	36	360
Lendery	2	2	3	13	22	40	64	91	65	42	56	70	470
Laptop	43	22	30	27	25	30	46	41	43	45	31	31	414
Total Borrowing	27,068	24,709	27,754	26,061	26,011	25,299	36,627	39,808	37,822	40,889	39,083	38,689	389,820
% Physical	50%	51%	50%	50%	49%	49%	65%	69%	69%	71%	68%	69%	61%
% Virtual	50%	49%	50%	50%	51%	51%	35%	31%	31%	29%	32%	31%	39%

Database Usage

Adult Subscriptions	8,509	13,774	9,731	8,998	6,857	4,961	4,859	5,905	4,790	5,687	4,605	4,563	83,239
Children's Subscriptions	461	284	485	183	172	181	116	413	74	392	209	209	3,179
Total Database Usage	8,970	14,058	10,216	9,181	7,029	5,142	4,975	6,318	4,864	6,079	4,814	4,772	86,418

Newmarket Public Library Statistical Data - 2020

Library Card Holders

2020	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
NPL Card Holders	January - June - Data Not Available due to COVID19 closure						26,055	25,684	25,609	25,394	25,142	24,877
Residents	January - June - Data Not Available due to COVID19 closure						22,917	22,633	22,538	22,338	22,099	21,873
Non-Residents	January - June - Data Not Available due to COVID19 closure						3,138	3,051	3,071	3,056	3,043	3,004

New and Renewed Library Cards

2020	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
New registrations	363	357	217	158	22	177	147	170	187	142	108	102	2,150
New non-resident	101	88	26	-	-	6	16	12	39	39	24	45	396
Renewed membership	728	601	250	-	-	-	71	538	346	187	109	229	3,059

2020	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Website visits	15,871	14,804	14,034	9,467	9,708	12,531	12,215	12,075	12,892	13,383	11,917	12,393	151,290
# of PAC Account Logins	7,389	7,092	5,790	1,814	2,164	5,486	6,297	6,837	6,929	7,906	7,347	7,620	72,671
Room Rentals	61	82	43	-	-	-	-	-	-	-	-	-	186
Room Rental Hours	207	263	143	-	-	-	-	-	-	-	-	-	613

Programs

5 Year Trend - year to date Dec 31

# of Programs Held	2016	2017	2018	2019	2020
Adult	254	310	359	334	80
Children's	1,308	1,282	891	889	318
Total Programs	1,562	1,592	1,250	1,223	398

Program Attendance	2016	2017	2018	2019	2020
Adult	1,961	2,627	5,123	3,780	1,151
Children's	12,276	12,516	12,039	9,600	3,806
Total Attendance	14,237	15,143	17,162	13,380	4,957

Newmarket Public Library Statistical Data - 2020

Borrowing

2020	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
eAudio books	2,298	2,267	2,324	2,546	2,784	2,627	2,979	2,558	2,473	2,544	2,575	2,795	30,770
eBooks	5,099	5,147	5,984	7,482	8,545	7,490	7,310	6,704	6,089	6,197	5,978	6,287	78,312
eMagazines	674	830	937	969	1,010	901	809	927	1,011	1,187	1,042	742	11,039
eMusic	3,820	3,220	2,908	3,829	2,973	2,429	3,473	3,121	2,477	2,124	2,470	2,655	35,499
eVideo	699	687	981	1,310	1,121	928	889	670	629	695	875	796	10,280
Books + Magazines	29,130	28,361	16,891	517	652	3,954	4,524	6,578	9,807	12,466	10,803	11,425	135,108
Audio (Books + Music)	710	664	458	10	49	108	96	152	196	349	212	210	3,214
Movies + Video Games	4,350	3,883	2,178	24	62	300	316	639	948	1,041	792	761	15,294
Kits	123	132	61	-	-	13	11	9	20	40	33	15	457
Lendery	24	37	21	-	-	-	-	5	-	2	-	2	91
Laptop	47	35	18	-	-	6	11	30	17	25	37	31	257
Total Borrowing	46,974	45,263	32,761	16,687	17,196	18,756	20,418	21,393	23,667	26,670	24,817	25,719	320,321
% Physical	73%	73%	60%	3%	4%	23%	24%	35%	46%	52%	48%	48%	48%
% Virtual	27%	27%	40%	97%	96%	77%	76%	65%	54%	48%	52%	52%	52%

Database Usage

Adult Subscriptions	3,238	2,631	3,021	8,357	7,990	4,605	4,215	4,367	5,001	4,658	5,228	3,189	56,500
Children's Subscriptions	140	230	368	544	415	275	234	416	230	340	742	114	4,048
Total Database Usage	3,378	2,861	3,389	8,901	8,405	4,880	4,449	4,783	5,231	4,998	5,970	3,303	60,548



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Library Board Report

To: Newmarket Public Library Board

From: Tracy Munusami, CEO

Date: January 19, 2022

RE: **Newmarket Public Library Bank Account – Fund Transfer**

Recommendation:

The CEO recommends that the Library Board authorize the transfer of funds from the Newmarket Library bank account to the Town of Newmarket bank account through the following motion:

THAT the Library Board directs the CEO to authorize the Town of Newmarket Treasurer to transfer the amount of \$15,600.95 from the Newmarket Public Library bank account to the Town of Newmarket bank account.



Library Board Action Tracking List

Item No.	Action Item	Updates	Target/Completion date
1.	Policy reviews	2021 Policy reviews completed: <ul style="list-style-type: none"> • Mandatory Health and Safety policies renewed September 15, 2021 • Town of Newmarket Vaccination Policy adopted for Library employees September 15, 2021 	Ongoing
2.	CEO Annual Performance Review Assigned to: Executive Committee	Next review due August, 2022	August 2022
3.	Annual Report to the Community	Last report completed October, 2017	TBD
4.	Strategic Planning Assigned to: Strategic Planning Steering Committee	<ul style="list-style-type: none"> • 2021-05 Strategic Planning Services contract awarded • 2021-09 Community, Stakeholder and Employee surveys conducted • 2021-09 Consultant Site visit conducted • 2021-10 Strategic Planning workshop held with Board members and library employees 	December, 2021

Item No.	Action Item	Updates	Target/Completion date
5.	Library Operational Efficiencies Review Assigned to: CEO to report to Board on Service Level Agreements	Marketing & Communications Coordinator secondment extended February 2021 for 1 year due to COVID-19 Information Technology Joint Steering Committee continues. Finalizing of the agreement delayed until Library CEO and IT Town Director Leaders are in place	

Library Board Action Tracking List - Completed Action Items

Action Item	Final Status	Completion/Withdrawal Date

Completed items will remain on the Action List for one month before removal