



Newmarket Public Library Board Agenda

Date: Wednesday, May 15, 2024
Time: 5:45 PM
Location: Newmarket Public Library Boardroom
Newmarket Public Library
438 Park Avenue
Newmarket ON L3Y 1W1

Pages

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
3. **Declarations**
4. **Presentation - Visiting Library Services**
5. **Consent Agenda Items**
 - 5.1 Adoption of the regular Board meeting minutes for Wednesday, April 17, 2024 1
 - 5.2 Strategic Operations Report for April, 2024 4
 - 5.3 First Quarter Financial Statement 6
6. **Reports**
 - 6.1 Monday Operating Hours 9
 - 6.2 Anything and Everywhere: Library Vending Machines 12
7. **Business Arising**

7.1 Library Board Action List

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8. New Business

8.1 Newmarket Library Pride Branding

9. Closed Session (if required)

10. Dates of Future Meetings

10.1 The next regular Library Board meeting is scheduled for
Wednesday, June 19, 2024 at 5:45 pm in the Library Board room

11. Adjournment



Newmarket Public Library Board

Minutes

Date: Wednesday, April 17, 2024
 Time: 5:30 PM
 Location: Newmarket Public Library Boardroom
 Newmarket Public Library
 438 Park Avenue
 Newmarket ON L3Y 1W1

Members Present: Darryl Gray, Chair
 Kelly Broome, Vice Chair
 Victor Woodhouse
 Trevor Morrison
 Neila Poscente
 Beth Stevenson
 Rex Taylor

Staff Present: Tracy Munusami, CEO
 Lianne Bond, Administrative Coordinator
 Jennifer Leveridge, Manager, Library Services
 Biagio Rachiele, Manager, Library Operations

1. Call to Order

The Chair called the meeting to order at 5:36 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 24-04-93

Moved by Rex Taylor
Seconded by Kelly Broome

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, March 20, 2024

4.2 Adoption of the Closed Session minutes for Wednesday, March 20, 2024

4.3 Strategic Operations Report for March, 2024

4.4 Library Bank Transfer

Motion 24-04-94

Moved by Victor Woodhouse
Seconded by Beth Stevenson

That items 4.1 to 4.4 be approved and adopted as presented.

Carried

5. Reports

There we no reports.

6. Business Arising

6.1 Library Board Strategic Priorities

The Library Board continued their discussion on what should the Board's strategic priorities be to support the Library's goals. A Board advocacy working group was discussed to further achieve the strategic priorities set by the Board.

6.2 Library Board Action List

The Board reviewed the Action List.

Motion 24-04-95

Moved by Beth Stevenson
Seconded by Neila Poscente

That the Library Board receive the Board Action List as presented.

Carried

7. New Business

8. Closed Session (if required)

9. Dates of Future Meetings

9.1 The next regular Library Board meeting is scheduled for Wednesday, May 15, 2024 at 5:30 pm in the Library Board room.

10. Adjournment

That there being no further business the meeting ended at 6:35 pm.

Moved by Trevor Morrison
Seconded by Neila Poscente

Darryl Gray, Chair

Tracy Munusami, Secretary/Treasurer



April 2024 Strategic Operations Report

Empowering Our Community

- Susan Hoffman, Head of Children’s Services, has been recognized by the Ontario Public Library Association for her achievements. Susan is the 2024 Children’s Librarian of the Year Award recipient.
- The York Region Food Network generously donated two large trays of seeds, which will be available for patrons through the Seed Library so that they can start growing their vegetables.

Ensuring Welcoming and Accessible Places and Spaces

- The **Out and About Family Storytime** was launched at the Magna Centre in April. Thirteen attended the first Storytime. Library staff will do a weekly Storytime at the Magna Centre until the end of June.
- Library staff set up at a table at the Central York Chamber Home & Lifestyle Show. They promoted programs and services and offered games and branded prizes to customers. Approximately 700 people stopped by to talk to Library staff, and sixty-four walked away with a new Library Membership.
- Staff are working hard to bring the Fairy Trail Walk for Esther to life. Newmarket resident Christian Wehrli’s desire to memorialize his sister Esther, who passed away in 2021, was the catalyst for creating this Storywalk®. When she visited Christian in Newmarket, Esther enjoyed spending time at Newmarket Library. Proceeds from the walk will fund future StoryWalks® in the community.

Providing Engaging and Relevant Services

- On April 20, the Library hosted the second annual Newmarket Homeschooler's Battle of the Books. The Library donated two 3D-print prizes for the event. A staff member asked the questions and was a co-moderator. Five teams and their family members were in attendance.
- Four Blox Builders sessions were held in April, with a total attendance 134. Attendance in March was 107, an increase of 20%.
- The End of the Line Play was a great success, with 52 people in attendance on a Wednesday evening. This program was possible with funding from PlayConnect through the Playwrights Guild of Canada.
- The book **Newmarket Centennial 1857-1957** is now available online. It is searchable and available as a PDF. The photographs are clearer via the PDF; because of the age of the pages and the types of photos in the book, perfect scanning of the photographs was difficult but complete. <https://news.ourontario.ca/newmarket/3917103/data?dis=dm>

Top Social Media Engagement:

- Plant Swap and Sale – May 11, 2024
 - 7,698 people reached
 - 856 engagements
- Newmarket Cycles: How to Change a Flat Tire
 - 2,937 people reached
 - 190 engagements
- Board Game and Puzzle Day
 - 2,803 people reached
 - 118 engagements
- Report to the Community 2023
 - 2,234 people reached
 - 250 engagements



Michelle F. was so excited to get her Library card at the Home & Lifestyle Show!

Customer Feedback:

Feedback from a customer in the Senior's Discovery Program: This was a great course. [I] Didn't know I had access to all these resources. Now that I see it in person how to navigate the apps, it doesn't feel that intimidating. Thank you so much for offering this."

"My daughter loves the Maker Space. She is obsessed with this space."



438 Park Avenue
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Website: newmarketpl.ca
Phone: 905-953-5110

Library Board Report

To: Newmarket Public Library Board
From: Tracy Munusami, CEO
Date: May 15, 2024
RE: First Quarter Financial Statement

Key Issue:

First Quarter Financial Statement

Recommendation:

That the Library Board receive the First Quarter Financial Statement as presented.

Background:

The Library is on target for the first quarter of 2024 in both expenditures and revenue, and there are no significant issues to report at this time that might affect our ability to meet budget for 2024.

NEWMARKET PUBLIC LIBRARY**1st QTR Income Statement Comparison of 2024 Actual to 2024 Budget and 2023 Actual**

08/05/2024

EXPENSES	2024 1st QTR	2024 ANNUAL BUD	2023 1st QTR	Q1 2024 Vs Q1 2023	% of Budget	Comments for 2024 Vs 2023 variances > \$3000
<u>MATERIALS</u>						
Books	\$29,499	\$151,864	\$25,038	(\$4,462)	19%	
Reference Materials	524	7,000	282	(242)	7%	
Magazines & Newspapers	5,559	10,900	2,319	(3,240)	51%	
Electronic Materials and Subscriptions	69,484	201,466	64,979	(4,504)	34%	
Talking Books	82	6,100	877	795	1%	
Compact Sound Discs	56	700	0	(56)	8%	
DVD/Console Games	1,499	12,600	2,628	1,130	12%	
Book Binding and Materials Processing	2,869	33,703	14,448	11,579	9%	
Sub-Total	\$109,571	\$424,333	\$110,571	\$999	26%	Timing of purchases
<u>FACILITIES AND EQUIPMENT</u>						
Caretakers' Contract	\$8,806	\$50,180	\$8,472	(\$334)	18%	
Caretakers' Supplies	997	4,268	1,269	272	23%	
Equipment-Repairs/Maintenance Contracts	51,014	111,667	5,312	(45,703)	46%	Timing of system maintenance contracts and new Cloud hosting expense in 2024
Building-Repairs/Maintenance Contracts	6,325	28,900	4,895	(1,430)	22%	
Sub-Total	\$67,142	\$195,015	\$19,948	(\$47,194)	34%	
<u>CAPITAL</u>						
Minor Capital	\$0	\$5,656	\$0	\$0	0%	
Asset Replacement Fund	55,887	223,550	55,887	0	25%	
Sub-Total	\$55,887	\$229,206	\$55,887	\$0	24%	
<u>UTILITIES</u>						
Hydro	\$9,473	\$66,500	\$10,113	\$640	14%	
Heat	4,298	18,000	4,824	526	24%	
Water	893	4,065	711	(182)	22%	
Sub-Total	\$14,664	\$88,565	\$15,648	\$984	17%	
<u>ADMINISTRATION - Salaries, Wages & Benefits</u>						
Salaries and Wages	\$428,569	\$2,351,587	\$523,123	\$94,554	18%	Reversal of vacation and retro accruals, partially offset by higher wages and more PT hours in 2024
Employee Benefits	109,969	469,843	117,982	8,013	23%	Lower due to reversal of wage incr accrual in Q1, offset in Q2 for NU FT, partially offset by higher CPP, OMERS & Dental
Inter-Depart Human Resources Cost	3,713	14,851	3,713	0	25%	
Sub-Total	\$542,251	\$2,836,281	\$644,818	\$102,567	19%	
<u>ADMINISTRATION - General</u>						
Stationery and Office Supplies	\$171	\$2,480	\$512	\$341	7%	
Photocopier/Microfilm Lease & Supplies	1,587	3,000	1,641	54	53%	
Emergency Mgmt. Materials	0	0	0	-		
Health and Safety	137	2,400	108	(29)	6%	
Program and Project Costs	10,608	29,576	4,491	(6,117)	36%	Maker Hub supplies needed in 2024 for re-launch of the Maker Hub; Cinemania credits for cancelled movie in 2023
Coffee Supplies	0	1,000	0	0	0%	
Circulation and Processing Supplies	515	13,000	4,450	3,936	4%	Timing of supplies needed
Miscellaneous Expense	35	4,725	629	594	1%	
Telephone and Internet	428	5,010	1,475	1,046	9%	
Audit Legal and Finance	1,351	4,000	0	(1,351)	34%	

NEWMARKET PUBLIC LIBRARY**1st QTR Income Statement Comparison of 2024 Actual to 2024 Budget and 2023 Actual**

08/05/2024

EXPENSES	2024 1st QTR	2024 ANNUAL BUD	2023 1st QTR	Q1 2024 Vs Q1 2023	% of Budget	Comments for 2024 Vs 2023 variances > \$3000
ADMINISTRATION - General Continued						
Consulting Fees	\$75	\$10,000	\$0	(\$75)	1%	
Postage and Freight	2,010	8,925	1,899	(111)	23%	
Advertising	4,379	18,600	2,116	(2,263)	24%	
Education and Training	203	11,400	5,351	5,149	2%	Timing of training in 2023
Copyright fees	509	500	509	0	102%	
Other Fees	529	1,300	519	(10)	41%	
Travel Expense	288	6,000	768	480	5%	
Memberships and Subscriptions	921	12,450	3,695	2,774	7%	
Conference/Seminar Fees & Expenses	4,883	12,405	5,707	824	39%	
Bank Charges	954	3,000	758	(196)	32%	
Cash Short/Over	(10)	0	13	23		
Transfer to LTD. Reserve	5,323	21,264	4,184	(1,139)	25%	
Sub-Total	\$34,895	\$171,035	\$38,823	\$3,928	20%	
TOTAL EXPENSES	\$824,410	\$3,944,435	\$885,694	\$61,284	21%	

1st QTR Income Statement Comparison of 2024 Actual to 2024 Budget and 2023 Actual

REVENUES	2024 1st QTR	2024 ANNUAL BUD	2023 1st QTR	Q1 2024 Vs Q1 2023	% of Budget	Comments for 2024 Vs 2023 variances > \$3000
Municipal Grant	\$945,444	\$3,781,775	\$917,476	\$27,968	25%	Higher grant in 2024
Provincial Grant	0	64,401	0	0	0%	
Other Grants	4,000	0	0	4,000		Moody Family Charity Grant
Program Fees	480	14,594	2,832	(2,352)	3%	
Photocopier/Microfilm Receipts	3,443	10,200	2,803	640	34%	
Room Rentals	7,576	41,950	4,622	2,954	18%	
Coffee Supplies Recovered	0	1,000	0	0	0%	
Corporate Sponsorships	0	10,000	0	0	0%	
Sundry Receipts	1,841	17,515	1,319	521	11%	
Non-Resident Fees	0	0	30	(30)		
Donations Received	814	3,000	58	756	27%	
TOTAL REVENUES	\$963,598	\$3,944,435	\$929,246	\$34,352	24%	
SURPLUS/(DEFICIT) CURRENT	\$139,187	\$0	\$43,551	\$95,636		



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newmarketpl.ca

Library Board Report

To: Newmarket Public Library Board

From: Tracy Munusami, C.E.O.

Date: May 15, 2024

RE: Monday Operating Hours

Key Issue

Newmarket Library is closed on Mondays, limiting its availability and ability to serve the community effectively. This gap hampers access to essential services, resources, and programs for education, job searching, internet access, and community connection. The Library has sought funding for Monday operations since 2017. This report provides a brief history of Newmarket Library's service hours, compares them with neighboring municipalities, and offers recommendations.

Recommendation

That the Library Board receive the Monday Operation Hours report for information.

Strategic Implications

Opening on Mondays supports our strategic pillars by **ensuring welcoming and accessible places & spaces** for the community and **providing engaging and relevant services**. Opening on Mondays would allow the Library to offer 22% more hours of operation to the residents of Newmarket and an opportunity to provide an extra day of programming and community building.

Background

In 2015, Newmarket Library extended its hours by opening on Sundays year-round, initially funded through Reserve funds. Previously closed on Sundays from May to September, the change was piloted successfully and fully incorporated into the annual budget by 2016, responding to community needs and strengthening its presence in Newmarket. Since 2017, the

Library has sought to expand further by opening on Mondays, aiming to provide consistent service, align with neighbouring libraries, and improve community access to resources.

Surrounding Libraries

According to Ontario Public Library Statistics, neighbouring libraries provide more operating hours than Newmarket Library. The chart below illustrates this, with Newmarket Library's weekly hours slightly below Whitchurch Stouffville and Aurora Public Libraries, which are similar in having one branch each. Urban libraries typically offer services seven days a week, while rural ones have limited hours.

Library	Municipal Pop.	# of Locations	Hours	Monday Hours
Aurora	62,900	1	62	9:30 am – 9 pm
Bradford West Gwillimbury	38,559	1	63.5	9:30 am – 8:00 pm
East Gwillimbury	23,991	3	166	No
Georgina	52,772	3	153	No
Newmarket	89,802	1	56	No
Whitchurch Stouffville	30,705	1	63	10 am – 8:30 pm

[Ontario public library statistics | ontario.ca](https://www.ontario.ca/public-library-statistics)

Discussion

Benefits and Impact of Opening on Mondays:

Consistent Access: Opening on Mondays ensures consistent access to library resources, providing an extra day of refuge for patrons in need.

Facility Optimization: Utilizing the Library building on Mondays maximizes resource allocation and meets high demand for room bookings, potentially increasing revenue.

Student Support: Daily service, including Mondays, offers students a safe study space and promotes academic success and community engagement.

Resource Accessibility: Expanded hours enable job searches, Internet access, material borrowing, and program attendance for the community.

Community Engagement: Increased flexibility for events enhances community cohesion.

Regional Alignment: Opening on Mondays aligns with neighboring libraries and meets urban expectations.

Service Expansion: A 22% increase in service delivery significantly enhances Library offerings and meets community demand.

Consideration of Staff Impact and Pilot Project Considerations:

Library staff have voiced concerns about work-life balance stemming from the proposed change. Addressing these concerns and involving staff in decision-making is crucial to ensure a smooth transition. Library Management acknowledges this importance and is committed to working collaboratively with unionized staff to understand their perspectives and incorporate their input.

For six years, the Library has sought support to open on Mondays for 8 to 12 hours, a request repeatedly deferred due to budget adjustments and operational impacts. To address this, the Library proposes a pilot program to gradually assess community needs and staff concerns. Implementing a phased approach starts with working with Library staff to develop a pilot plan to meet the community's needs and then presenting the plan to the Library Board for approval. During the pilot phase, the Library can gather data to make a compelling case for full-day implementation. Staff can actively participate in discussions, and the phased approach can ensure responsible financial management using Growth funding and Reserves to fund the pilot project.

Financial Implications

No Financial implications at this time.



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newmarketpl.ca

Library Board Report

To: Newmarket Public Library Board

From: Tracy Munusami, C.E.O.

Date: May 15, 2024

RE: Anything and Everywhere: Book Vending Machines

Key Issue

The Library experienced a surplus in 2023 and has outlined reasons to introduce Book Vending Machines at Town-Owned Facilities. The Board's support is sought to approve funding for the procurement of these machines.

Recommendation

That the Library Board receive the report on Anything and Everywhere Book Vending Machines;

And That the Library Board approve the transfer of surplus funds up to \$95,000 from 2023 to be used for the purchase of Book Vending Machines.

Strategic Implications

As part of our strategic initiatives to deliver relevant and engaging services in alignment with our branding objective of being “Anything and Everywhere,” the Library proposes installing two book vending machines within town-owned facilities.

Background

The Library's collaboration with the Town of Newmarket aims to extend Library services to a wider audience by leveraging the Town's network and resources. Our focus is on meeting people where they are, which has led to successful initiatives like Storytimes in parks, programs in community spaces, and widespread library card sign-ups.

We are exploring opportunities to establish anchors at key community hubs like the Magna Centre, Ray Twinney, or the Newmarket Senior's Centre to enhance our presence further. This

aligns with our commitment to providing engaging and relevant services in welcoming and accessible spaces.

Introducing Book Vending Machines at these hubs will make library resources more accessible, enriching lives through learning and literacy while strengthening our partnership with the Town of Newmarket.

Discussion

Book Vending Machines at community hubs in Newmarket align with our commitment to "Anything and Everywhere" and our strategic pillars of "Providing engaging and relevant services." The Book Vending Machine not only enhances access to literature but also meets people where they are in their daily lives. Here is how Book Vending Machines can support the Community:

Focus on Books: With its exclusive offering of books, the machine embodies our dedication to providing engaging and relevant services to the community. By curating popular titles and children's literature, we ensure everyone can find something captivating to read regardless of age or reading preference.

Meeting people where they are: Whether individuals are picking something up after a workout, waiting for a child or sibling to finish a sport, or simply grabbing something quick because it's convenient, the Book Vending Machine makes accessing some Library resources effortless if you're at a community hub.

Branding and Marketing: We have the opportunity to make this Book Vending Machine uniquely ours with our colourful and inviting branding, while also ensuring that the machine reflects the spirit of our community. As an anchor of Library services in community hubs, the Book Vending Machine will remind the community of what the Library offers and can be placed near advertising for Library programs and services.

Integration with Library Services: The Book Vending Machine will be seamlessly integrated into our library system, appearing as a separate branch in our integrated library system, Polaris. This ensures that customers can easily access and return books borrowed from the machine, further extending the reach of Library Services.

Coordinated Implementation: Installation of the Book Vending Machines requires collaboration between various departments, including IT, Facilities, Recreation, and the Library. By working closely with our partners at the Town of Newmarket, we'll ensure that all necessary arrangements are made, from power and network connections to wall anchoring and site preparation.

Cost Considerations: While costs are associated with setting up each new location, including licensing and setup fees, the investment is worth it for its invaluable benefits to our community. We're investing in literacy, education, access and enriching our community members' lives.

By introducing a Book Vending Machine at community hubs in Newmarket, we are not just providing access to books; we're sparking imagination and a love for reading, fostering community engagement and access to Library resources, and empowering individuals to explore the world through reading. By seeking ways to be a part of the community, we can provide services in more integrated ways and meet the community where it is.

Financial Implications

The Library had a surplus in 2023, and it can request that the surplus be used for capital needs. Therefore, the Library would request to transfer \$95,000 to purchase two library vending machines.



Library Board Action Tracking List

Item No.	Action Item	Updates	Target/Completion date
1.	Policy reviews	2024 Policy reviews completed: Mileage Allowance, Licence and Auto Insurance Recruitment and Selection	Ongoing
2.	CEO Annual Performance Review Assigned to: Executive Committee	Next review due August, 2024	August 2024
4.	Library Operational Efficiencies Review Assigned to: CEO to report to Board on Service Level Agreements	IT Integration: Library CEO and the Town's Director, IT Services have agreement on how both departments can integrate for efficiency. Library integration into Town's IT has commenced. Marketing & Communications: The Marketing and Communications Coordinator has worked with the Town of Newmarket's Communication department to leverage the Town's Social Media reach	End of December 2023 Migration to Town's IT completed for October 16, 2023
5.	Strategic Plan Implementation	<ul style="list-style-type: none"> Conduct a welcoming places and spaces design services 	RFQ posted July 25, 2023 Contract awarded December 2023 Design charrettes held April 9 th and 25 th

Item No.	Action Item	Updates	Target/Completion date
6.	Library Board Strategic Priorities	<ul style="list-style-type: none"> Establish priority areas for Board to focus on 	Board Workshop held November 8, 2023 Discussion held at Board meeting April 17, 2024, and priorities identified. Revisit Strategic priorities in 6 months (October,2024)
7.	Ontario Library Service Board Assembly	<ul style="list-style-type: none"> Board member Appointment to OLS Board Assembly 	

Library Board Action Tracking List - Completed Action Items

Item No.	Action Item	Updates	Completion/Withdrawal Date
5.	Strategic Plan Implementation	<ul style="list-style-type: none"> Service and Programming Needs Study 	Completed: Final recommendations presented to Library Board March 20, 2024

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