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Library Board Report

To: Newmarket Public Library Board
From: Todd Kyle, C.E.O.
Date: June 19, 2019
RE: **Marketing and IT efficiencies update**

Background:

At the May 15, 2019 Board meeting an in-depth discussion was held in closed session on the best way to enhance the efficiency and effectiveness of library IT and marketing functions in light of recommendations of greater integration of both into parallel operations at the Town of Newmarket. A number of concerns and issues were brought forward by the C.E.O. and the Board requested more information and consideration of these concerns before it would be able to accept any recommendations on the issue.

Since then, conversations have continued among Library and Town senior staff as to the best way forward. In addition, the C.E.O. is continuing to investigate comparator libraries in order to determine best practices in these areas. While some progress has been made in terms of a high-level implementation plan that meets the needs and concerns of the Town and of the Library, more time is needed in order to present a comprehensive set of recommendations to the Board in order to make an informed decision.

Conclusion:

The following motions are recommended:

THAT the Library Board receive the report on Marketing and IT efficiencies update;

AND THAT the Library Board defer to the next meeting a decision on marketing and IT integration.