

**PERTH EAST PUBLIC LIBRARY
REGULAR MEETING OF THE BOARD**

March 10, 2020 7:30pm
Perth East Public Library

MEETING AGENDA

1. **CALL TO ORDER** - M. Kipfer
2. **ADDITIONS TO and APPROVAL OF THE AGENDA**
Recommendation – THAT the Agenda be approved noting any additions, changes, or deletions.
3. **DECLARATIONS OF PECUNIARY INTEREST and the general nature thereof**
4. **MINUTES OF PREVIOUS MEETING**
Recommendation – THAT the minutes of the Board Meeting of February 11, 2020 be approved as circulated.
5. **BUSINESS ARISING FROM MINUTES OF February 11, 2020.**
6. **DELEGATIONS**
7. **CORRESPONDENCE**
8. **FINANCE REPORT**
 - 8.1 **Year-to-Date Reports**
Recommendation – THAT the un-audited February Year-to-Date Reports be received as information.
 - 8.2 **Accounts Payable**
Recommendation – THAT the February informal listing of Accounts Payable be received as information.
9. **CEO's REPORTS**
 - 9.1 **CEO's Report**
Recommendation – THAT the CEO's report be received as information.
10. **COMMITTEE REPORTS**
 - 10.1 **Finance Committee**
 - 10.2 **Personnel Committee** – meeting March 10, 2020
 - 10.3 **Strategic Planning Committee** – Strategic survey data presentation
 - 10.4 **PCIN Board** – meets April 15
 - 10.5 **SOLS Trustee Council 3** – meeting scheduled for April
 - 10.6 **Council Report** – verbal report from H. McDermid and J. Smith
11. **BOARD EDUCATION**
 - 11.1 **Strategic Plan: Next Steps & SWOT Analysis**
12. **CLOSED SESSION REPORT**
13. **NEW BUSINESS**
14. **ADJOURNMENT** – Next meeting April 14, 2020, 6:30pm at Seelhoff Boardroom.



Perth East Public Library

Perth East Public Library Board
Tuesday, February 11, 2020 7:30pm
Perth East Public Library

MEETING MINUTES

Present: Mackenzie Kipfer, Lois Baillie, Barney Kuntze Hugh McDermid, Patrick Minor, Jerry Smith, Kendra Roth
Regrets: Tammy Gerber

1. **CALL TO ORDER:** Chairperson Mackenzie Kipfer called the meeting to order at the Perth East Public Library at 7:30pm.
2. **ADDITIONS TO and APPROVAL OF THE AGENDA**
2020 – 09 Motion to accept the recommendation that the Agenda be approved, noting any additions, changes or deletions.
Forwarded by L. Baillie
Seconded by H. McDermid
CARRIED.
3. **DECLARATIONS OF PECUNIARY INTEREST and the general nature thereof**
There were no declarations of pecuniary interest.
4. **MINUTES OF PREVIOUS MEETING**
2020 – 10 Motion to accept the recommendation that the minutes of the Board Meeting of January 14, 2020 be approved as circulated.
Forwarded by J. Smith
Seconded by P. Minor
CARRIED.
5. **BUSINESS ARISING FROM MINUTES OF January 14, 2020.**
None.
6. **DELEGATIONS**
None.
7. **CORRESPONDENCE**
7.1 **FOPL – annual membership renewal.**
2020 – 11 Motion to receive correspondence for information.
Forwarded by H. McDermid
Seconded by P. Minor
CARRIED.

8. FINANCE REPORTS

8.1 Year-to-Date Reports

2020 – 12 Motion that the un-audited January Year-to-Date reports be received as information.

Forwarded by P. Minor

Seconded by L. Baillie

CARRIED.

8.2 Accounts Payable

2020 – 13 Motion to receive the Accounts Payable report as information.

Forwarded by B. Kuntze

Seconded by H. McDermid

CARRIED.

9. CEO'S REPORT

9.1 CEO's Report

2020 – 14 Motion to receive the CEO's report as information.

Forwarded by H. McDermid

Seconded by P. Minor

CARRIED.

9.2 2019 Annual Report

2020 – 15 Motion to approve the 2019 Annual Report and distribute the document to the public.

Forwarded by P. Minor

Seconded by H. McDermid

CARRIED.

10. COMMITTEE REPORTS

10.1 Finance Committee – no report

10.2 Personnel Committee – no report. Meeting on March 10, 2020.

10.3 Strategic Planning Committee – no report. Meeting on March 10, 2020.

10.4 PCIN Board – no report

10.5 SOLS Trustee Council 3 – no report. Meeting schedule for April 18, 2020.

10.6 Council Report – verbal report from H. McDermid & J. Smith

11. BOARD EDUCATION

11.1 Community Led-Library

12. CLOSED SESSION REPORT

13. NEW BUSINESS

13.1 Board By-Laws

2020 – 16 Motion THAT the Perth East Public Library Board By-Laws be accepted as revised AND THAT the CEO will follow up and advise on section 12.7.

Forwarded by P. Minor

Seconded by H. McDermid
CARRIED

14. **NEXT MEETING** Tuesday, March 10, 2020 at **7:30pm** at **Perth East Public Library**

15. **ADJOURNMENT**
2020 - 17 Motion to adjourn.
Forwarded by L. Baillie

Mackenzie Kipfer, Chair

Date

8.1 YEAR-TO-DATE REPORT



TOWNSHIP OF PERTH EAST 2019 GENERAL OPERATIONS YEAR-TO-DATE REPORT

	2020	2020	2020	2020
February Revenue	Actuals	Version 3	Budget Remaining	Budget Used
RECREATION & CULTURAL SERVICES				
Library Board				
REVENUE				
9-750-120-1005 Library - SOLS Grant	-3,672.00		3,672	#DIV/0!
9-750-120-1015 Library - Young Canada Works Summ		-5,579.00	-5,579	
9-750-120-1016 Library- Canada Summer Jobs		-4,100.00	-4,100	
9-750-120-1020 Library - Ministry of Culture Grant		-19,614.00	-19,614	
9-750-120-1035 Library - Donation Revenue	-214.00	-1,500.00	-1,286	14.27%
9-750-120-1040 Library - Rental Income	-462.00	-2,000.00	-1,538	23.10%
9-750-120-1046 Library - Township of Perth East Grai		-265,437.44	-265,437	
9-750-120-1050 Library - Interest Earned Revenue	-608.68	-4,200.00	-3,591	14.49%
9-750-120-1195 Library - Fines, Copies, Misc Revenu	-380.04	-5,100.00	-4,720	7.45%
9-750-120-4095 Library - Used Book Sales	-85.60	-600.00	-514	14.27%
9-750-120-7000 Library - Youth Intern Program Grant	-72.00		72	#DIV/0!
9-750-120-7005 Library - Friends of the Library Dona		-1,200.00	-1,200	
9-750-120-7015 Library - Reading Programs	-300.00	-560.00	-260	53.57%
Total REVENUE	-5,794.32	-309,890.44	-304,096	1.87%
NET	-5,794.32	-309,890.44	-304,096	1.87%

8.1 YEAR-TO-DATE REPORT



TOWNSHIP OF PERTH EAST 2019 GENERAL OPERATIONS YEAR-TO-DATE REPORT

February Expenses	2020 Actuals	2020 Version 3	2020 Budget Remaining	2020 Budget Used
RECREATION & CULTURAL SERVICES				
Library Board				
EXPENSES				
9-750-035-3145 Library - Snow Removal and Grass C		662.00	662	
9-750-202-2020 Library - General Salaries	19,504.62	162,423.00	142,918	12.01%
9-750-202-2025 Library - General Payroll Benefits	2,450.69	21,289.00	18,838	11.51%
9-750-202-2030 Library - Staff Appreciation	60.50	100.00	40	60.50%
9-750-202-2060 Library - Travel and Meals		800.00	800	
9-750-210-3015 Library - Shipping and Postage		400.00	400	
9-750-210-3020 Library - Telephone	113.65	1,460.50	1,347	7.78%
9-750-210-3030 Library - Office Supplies, Copier Lea	124.91	2,700.00	2,575	4.63%
9-750-210-3050 Library - Computer Software & Servic	126.97	2,344.30	2,217	5.42%
9-750-210-3055 Library - Audit Expense		1,333.00	1,333	
9-750-210-3070 Library - Insurance		9,410.11	9,410	
9-750-210-3075 Library - Periodicals		540.00	540	
9-750-210-3080 Library - Memberships and Educatio	135.62	900.00	764	15.07%
9-750-210-3145 Library - PCIN Contract		45,419.00	45,419	
9-750-210-3150 Library - Book Processing	2,869.63	6,800.00	3,930	42.20%
9-750-210-3155 Library - Books and References	2,321.42	19,935.00	17,614	11.64%
9-750-210-3500 Library - Automation & Connectivity	305.28	3,775.00	3,470	8.09%
9-750-210-4050 Library - Videos and Audios	583.30	7,605.00	7,022	7.67%
9-750-310-1570 Library - Advertising and Promotion		350.00	350	
9-750-310-3150 Library - Fundraising		720.00	720	
9-750-310-3155 Library - Library Programs	434.29	1,020.00	586	42.58%
9-750-310-3160 Library - PLOW		2,000.00	2,000	
9-750-500-3150 Library - Security Monitoring	394.32	1,796.00	1,402	21.96%
9-750-500-4005 Library - Water and Sewage		1,000.00	1,000	
9-750-500-4010 Library - Hydro	305.84	6,121.00	5,815	5.00%
9-750-500-4015 Library - Propane/Natural Gas	740.22	4,591.00	3,851	16.12%
9-750-500-4025 Library - Building Maintenance		28,016.00	28,016	
9-750-500-4095 Library - Mat Rental	65.66	740.00	674	8.87%
9-750-886-3050 Library Computer Purchase		3,200.00	3,200	
9-750-887-3500 Library - Furniture and Fixtures	763.11	749.00	-14	101.88%
Total EXPENSES	31,300.03	338,198.91	306,899	9.25%
NET	31,300.03	338,198.91	306,899	9.25%

8.2 INFORMAL LISTING OF ACCOUNTS PAYABLE REPORT

February 2020

Date	Company/Description	Amount
Feb 4	SWAN	72.90
	LSC (Processing fee)	3186.60
	Perth East Township (Utilities)	158.48
	Mornington Communications	464.70
Feb 5	LSC	647.06
	Enbridge	336.46
Feb 11	LSC	501.64
Feb 13	LSC	325.83
Feb 18	Adam Shoalts Expeditions Inc.	339.00
	Stratford Public Library (courier van purchase)	13,443.00
Feb 19	Troy (Annual fire alarm)	173.74
	Troy (annual monitoring maintenance)	282.50
	LSC	151.31
Feb 24	Hydro	372.21
Feb 25	LSC	56.43
	AMPLO	100.00
Feb 26	LSC	399.00

Total **21,010.86**



Perth East Public Library

9.1

CEO's REPORT

REPORT TO: Perth East Public Library Board

PREPARED BY: Kendra Roth

MEETING DATE: March 10, 2020

ATTACHMENTS: PCIN Management Meeting minutes, FOPL Email

Programming:

- Baby Time – 9 participants (1 cancelled program)
- Play & Learn – 69 participants (1 cancelled program)
- Caught Read Handed – 8 participants
- Tuesday Night Book Club – 10 participants
- Lego my Library – participants
- Afterschool Adventures – 10 participants
- Home Deliveries – 15 participants
- Author visit (Adam Shoalts) – 68 participants
- Country Meadows visit – 6 participants

CEO's Office

- PCIN
 - o Courier Van – first delivery scheduled for 2nd week of march
 - o Courier Driver is hired
- Recruiting for CEO continues
 - o 283 views of job posting, 0 applicants.
- CollectionHQ training
 - o Staff continue to be trained on collectionHQ
 - o Trained on Spending and Scheduling reporting.
- CollectionHQ reporting
 - o Completed collection check reports so each library's data is up to date
- Strategic Plan
 - o Collected data from submitted surveys
 - o Presentation for input from public
- HVAC RFQ Draft 1
 - o Bill Wilson and Wes Kuepfer have completed the rough draft for the RFQ. Next steps will be to circulate the document to the public.
- Continued to train and orient staff
- Applied for Canada Summer jobs
- Completed performance evaluation

Coming Next:

- CEO Recruitment
- Phone vendor presentations
- Development Charges – working with Hemson to create library inventory

9.1 CEO'S REPORT CONTINUED

Month	# of Patrons	Last Year	% Change	Circulation	Last Year	% Change	Computer/ iPad Use	Last Year	% Change
Feb-19	3849	3618	6%	4174	4225	-1%	299*	305*	-2%
Mar-19	3862	3645	6%	4108	4610	-11%	359*	362*	-0.8%
Apr-19	3866	3654	5%	4471	4490	-0.4%	352*	341*	3%
May-19	3876	3664	5%	3460	4358	-20%	337*	423*	-20%
Jun-19	3889	3684	5%	2956	3804	-22%	428*	527*	-18%
Jul-19	3894	3700	5%	4122	4375	-5%	525*	573*	-8%
Aug-19	3902	3711	5%	3620	4581	-21%	438*	503*	-13%
Sep-19	3918	3764	4%	3341	3974	-15%	360*	387*	-7%
Oct-19	3953	3783	4%	3991	4200	-5%	321*	345*	-7%
Nov-19	3971	3818	4%	3538	4133	-14%	292*	327*	-10%
Dec-19	3989	3832	4%	2940	3694	-20%	238*	227*	4%
Jan -20	3998	3849	3%	3591	4352	-17%	293*	428*	-31%
Feb - 20	4006	3849	4%	3701	4174	-11%	301*	299*	0.6%
YTD	n/a	n/a	n/a	48013	54970	-12%	4543	5047	-10%

Month	#of Active Patrons	Website Visits	Website Visits Last Year	% Change	Download Library Checkouts	Download Library Checkouts Last Year	% Change	Wi-Fi Use	Wi-Fi Use Last Year	% Change
Feb-19	1265	2049	1661	23%	496	534	-7%	857	344	148%
Mar-19	1266	1891	2226	-15%	574	597	-4%	825	416	98%
Apr-19	1265	1957	2131	-8%	568	616	-7%	818	414	97%
May-19	1261	1947	1984	-1%	485	463	4%	N/A	N/A	N/A
Jun-19	1260	1766	2468	-28%	448	378	18%	815	560	45%
Jul-19	1256	2156	2528	-14%	460	410	12%		752	
Aug-19	1269	1943	2215	-12%	503	373	34%		924	
Sep-19	1260	1832	2087	-12%	381	472	-19%		858	
Oct-19	1280	1936	2205	-12%	418	439	-4%		684	
Nov-19	1272	1924	2275	-15%	368	410	-10%		661	
Dec-19	1272	1955	2286	-14%	394	421	-6%		290	
Jan-20	1264	2170	2390	-9%	608	535	13%		820	
Feb -20	1262	2010	2049	-2%	591	496	19%		857	
YTD	n/a	25536	28505	-10%	6294	6144	2%	N/A	N/A	N/A



PCIN

The
PERTH COUNTY
INFORMATION NETWORK

Management Committee Meeting – February 19, 2020

Minutes of meeting held Wednesday, February 19, 2020 at 1:00 p.m. at Perth East PL
Attendance: Lisa Lawrence, Julia Merritt, Krista Robinson, Kendra Roth, Sherri Berfelz, Caroline Shewburg.

Regrets: Rebecca Dechert Sage

1. Updates from member libraries.

Perth East – has hired a new library assistant, working on summer plans, advertising for Kendra's leave.

North Perth – walls are up for Monkton branch, painting has been completed, hot spots ready to go.

St. Marys – interviewing candidates for the CEO vacancy, looking for information and advice regarding mobile hot spots.

Stratford – videos are up re “You gotta get the card”, will be hiring another person on a casual contract, Board has been discussing the parking situation, doing an organizational chart.

West Perth – conducting interviews for a part-time library clerk, working on March Break and summer programming.

2. Systems Update.

Krista provided an extensive report on the activities of the tech team.

3. PCIN timesheets.

Work continues and staff are continuing to track time.

4. ILLO – PCIN parameter: reduce the blackout period from 2 years to 1?

Lisa will consult with the staff at St. Marys library and this item will once again be discussed at the next meeting of the Management Committee.

5. Delivery Bins – adding Styrofoam blocks to limit amount of materials added in order to keep the weight of the bins at a manageable level.

Kendra will obtain some prices on the material in order to proceed.

6. LSC tour and visit.

An invitation from LSC to tour the facilities. At this time, because of busy schedules, members felt they would not be able to attend.

PCIN Management meeting – February 19, 2020 – Page 2

7. Courier driver update.

A driver has been hired for the PCIN delivery van and he is scheduled to begin work the second week of March.

8. Collection HQ.

8.1 Last copies.

The consensus was that Last Copies should be purged. Last copy refers to the particular branch so the catalogue would have to be checked to assess whether the item is a classic or part of series and thereby valuable for the collection.

8.2 Spending Plans.

This item will be discussed at the next meeting of the group.

8.3 Next reports and timelines.

“Grubby” in March, “Dead” in April.

8.4 Process for rollout” Subject Matter Expert”.

It was suggested that the sales rep be consulted to find out about the experiences of other consortia.

8.5 Evaluating success of Collection HQ.

Julia will ask Wendy to do an assessment of stats for discussion in May.

9. Next meeting date –

Wednesday, April 1, 2020 – 1 p.m. at Perth East.

6. Adjournment – meeting adjourned at 3:20 p.m.

From: Stephen Abram <stephen.abram@gmail.com>
To: Stephen Abram <stephen.abram@gmail.com>
Bcc: kroth@pcin.on.ca
Date: 02/28/2020 02:35 PM
Subject: FOPL Members: BIG(and good news) on the Development Charges / Community Benefit Charges front!

FOPL Members:

BIG (and good news) on the Development Charges / Community Benefit Charges front!

As you know, development charges (or DCs) have been a tool for public libraries to fund growth-related capital costs, including buildings, renovations, and collections. Previously, these public library costs were considered "soft services" by the *Development Charges Act*. Unlike essential or "hard" services, such as roads or fire services, these were eligible for up to 90% cost recovery through development charges, with libraries or municipalities required to cover the remainder.

In the spring of last year, the Ontario Government passed the *More Homes, More Choices Act*, which created a new structure. Going forward, a limited number of fully cost-recoverable services – primarily hard infrastructure like roads and watermains and essential services like fire, police and ambulance – would remain eligible for DCs. All other previously eligible services, including public libraries, would be shifted to a new Community Benefits Charge that would also include other previous types of development-related fees, like density bonusing and parkland dedication.

Informed by the expert input of our public library members, FOPL (and OLA) took part in important consultations with the Ministry of Municipal Affairs & Housing to educate and explain the impact of the proposed changes and the risk to Ontario's public libraries. We provided a series of reasonable recommendations intended to ensure that public libraries would not be negatively impacted by a move to the Community Benefits Charges regime.

Today, we're pleased to share with you that the provincial government has listened and is taking action. The Ministry of Municipal Affairs and Housing has posted for consultation its proposed next steps in launching the new Development Charge and Community Benefits Charge regime.

The Ontario Government is now proposing that capital costs for public libraries, including library materials for circulation, reference or information purposes, are to remain eligible to be funded under the *Development Charges Act*. Furthermore, these capital costs will now be eligible for full – rather than 90% - cost recovery through DCs.

I think that the following quote from Julia Merritt, FOPL Chair, says it best:

"As the collective voice of Ontario's public libraries, the Federation of Ontario Public Libraries (FOPL) applauds the Ontario Government's proposal to include public library capital costs as a fully cost-recoverable eligible service under the Development Charges Act. We welcome the Ontario Government's unequivocal recognition of the role that public libraries perform as critical community infrastructure in municipalities of all sizes across the province, and the importance of ensuring that municipalities are able to collect the development charges needed to help maintain strong, sustainable public libraries for current and future residents alike."

The full regulatory proposal can be found at the following link - <https://ero.ontario.ca/notice/019-1406>. I've included the most relevant section further below.

The consultation is open until March 30th. In addition to formal responses from FOPL and OLA, we will be seeking motions of support for your Public Library Boards to express support for this change.

2. Services Eligible to Be Funded Through Development Charges

The Development Charges Act provides authority for municipalities to impose development charges to pay for the increased capital costs of specific services that are needed as a result of new growth.

The services that are eligible to be funded through development charges are listed under subsection 2(4) of the Development Charges Act. The list includes a provision for other services that may be prescribed in regulation. The Planning Act stipulates that services funded by development charges may not be funded by community benefits charges.

When proclaimed, the More Homes, More Choices Act, 2019 will make waste diversion and ambulance services fully recoverable through development charges.

The government is proposing to prescribe additional services to be funded under the Development Charges Act, through regulation.

Proposal

It is proposed that the following services would be identified in regulation under subsection 2(4) of the Development Charges Act:

1. Public libraries, including library materials for circulation, reference or information purposes;
2. Long-term care;
3. Parks development, such as playgrounds, splash pads, equipment and other park amenities (but not the acquisition of land for parks);
4. Public health; and,
5. Recreation, such as community recreation centres and arenas.

Development charges may be imposed to fully recover the capital costs related to the provision of these proposed services due to new growth."

These proposed services would be ineligible to be funded through community benefits charges.

In any case, this Ministry listened to your feedback through the surveys we provided and our FOPL/OLA advocacy efforts on your behalf.

Cheers,

Stephen

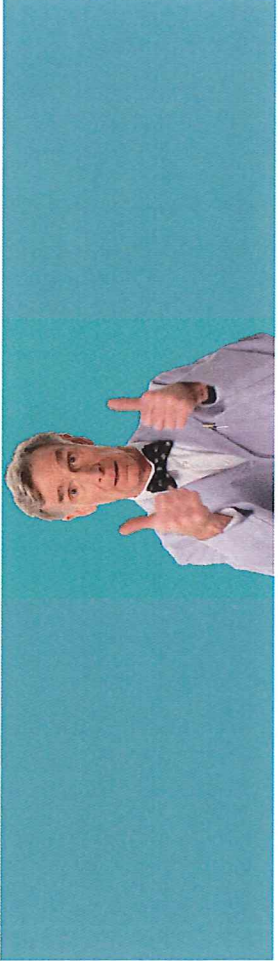
Stephen Abram, MLS, FSLA
Executive Director, Federation of Ontario Public Libraries

Strategic Plan Survey

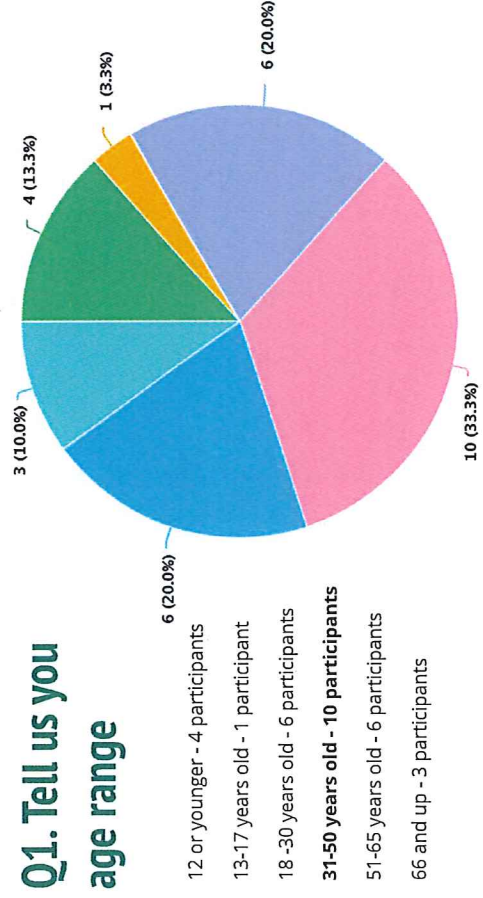
Results

“Planning is bringing the future into the present so that you can do something about it now” - Alan Lakein

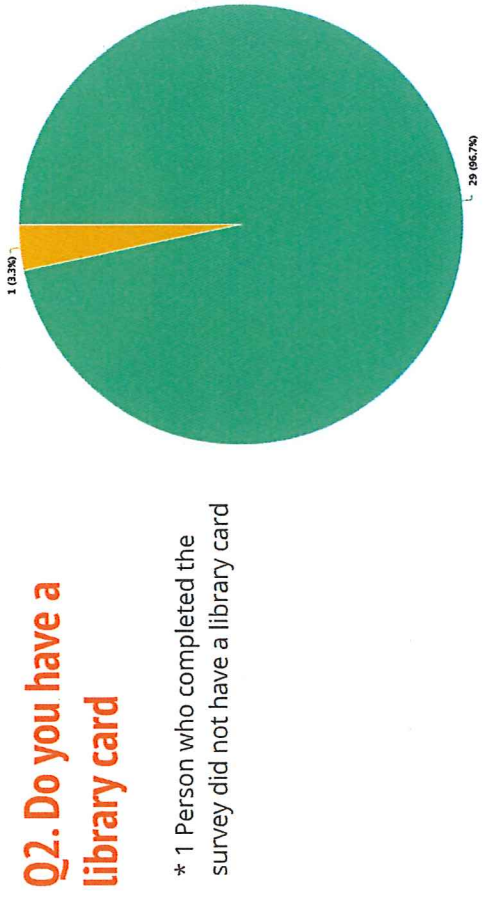
30 Completed Surveys



Q1. Tell us you age range



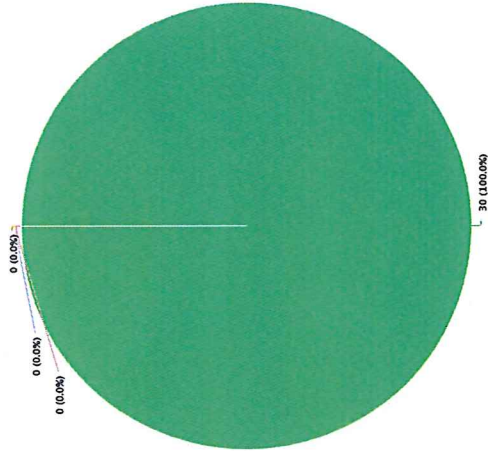
Q2. Do you have a library card



* 1 Person who completed the survey did not have a library card

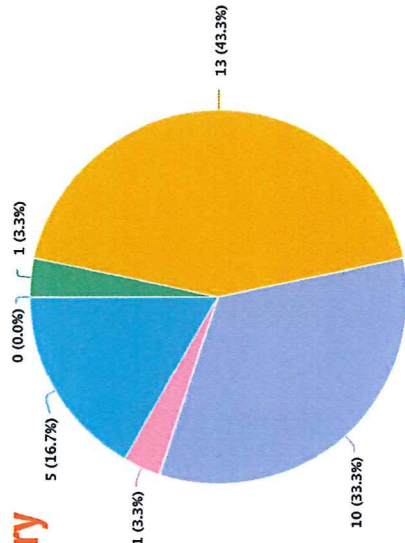
Q3. What is your preferred language?

100% selected English as their preferred language.



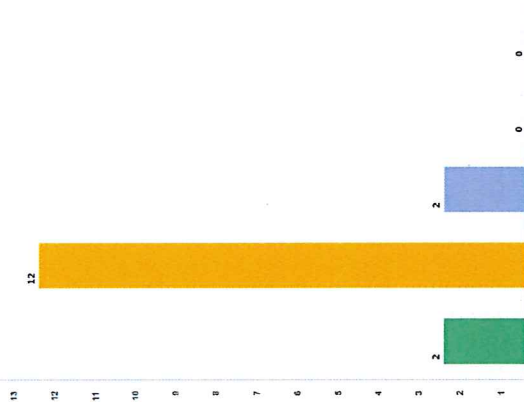
Q4. How often do you visit the Perth East Public Library

- Daily - 1 participant
- Weekly - 13 participants
- Twice Monthly - 10 participants
- Monthly - 1 participant
- Other - 5



Q5. Do you use other PCIN libraries/branches?

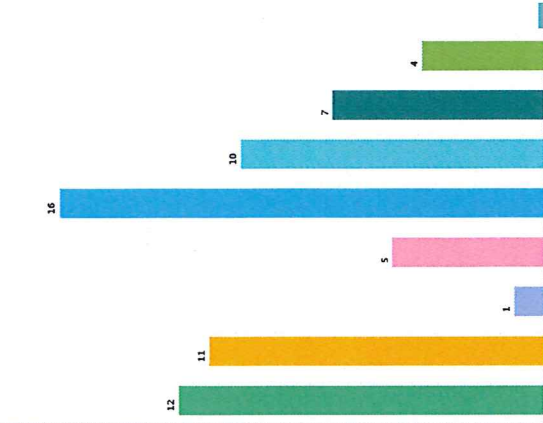
- North Perth - 2 participants
- St. Mary's - 0 participants
- Stratford - 12 participants
- Stratford - Perth Archives - 2 participants
- West Perth - 0 participants



*12 responses, 18 skipped.

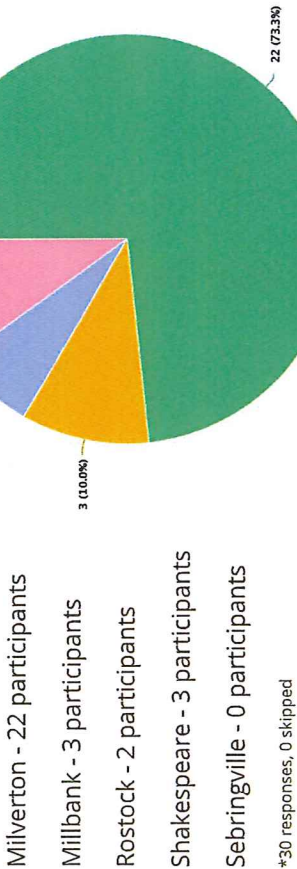
Q6. How do you find out about PEPL events & resources?

- Website - 12 participants
- Facebook - 11 participants
- Twitter - 1 participants
- Instagram - 5 participants
- Word of Mouth- 16 participants
- Monthly Calendar - 10 participants
- Shoppotunities - 7 participants
- Flyers - 4 participants



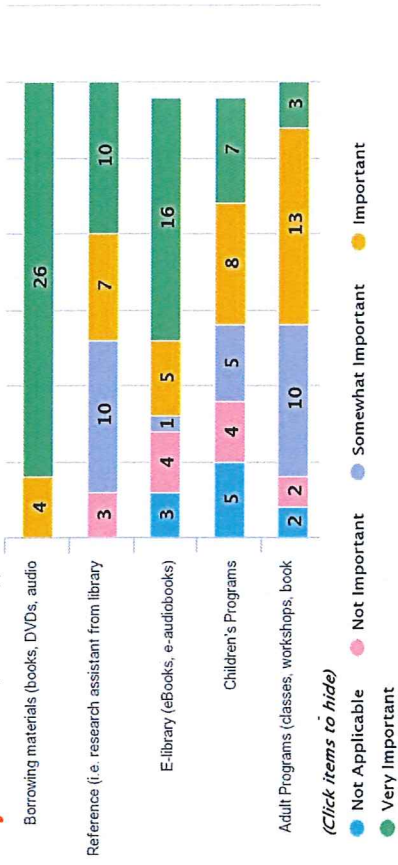
*100% of the submitted surveys answered this question

Q7. What village do you live in or closest to?



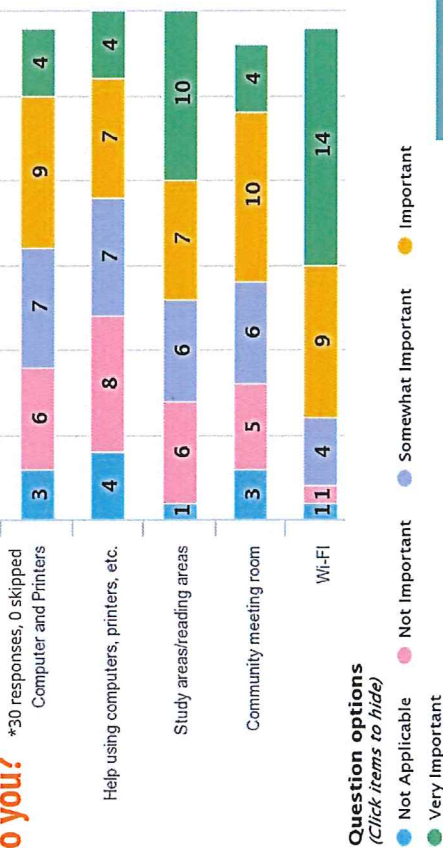
Q8. How important are each of the following library services to you?

*30 responses, 0 skipped



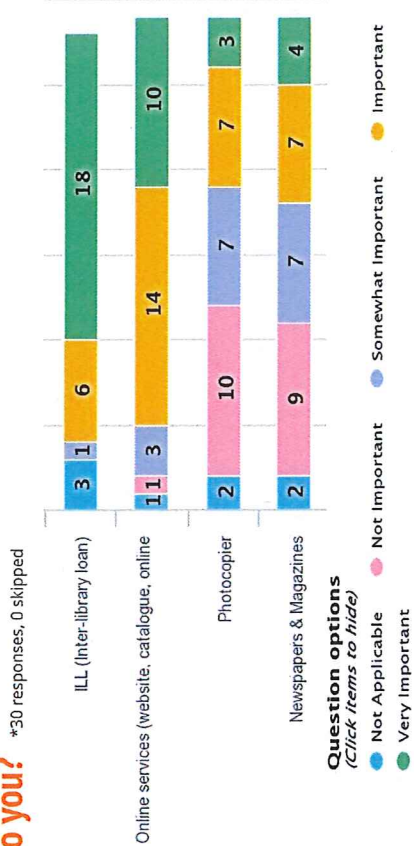
Q8. How important are each of the following library services to you?

*30 responses, 0 skipped



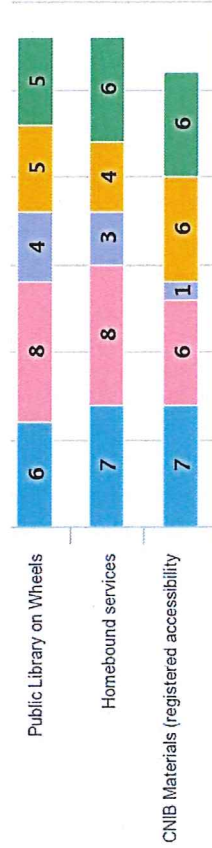
Q8. How important are each of the following library services to you?

*30 responses, 0 skipped



Q8. How important are each of the following library services to you?

*30 responses, 0 skipped



Question options (Click items to hide)

- Not Applicable
- Not Important
- Somewhat Important
- Important
- Very Important

Q9. Would you like to add anything else?

16 written responses

- "I like the sessions offered and that they are willing to try new things or bring in speakers. Would like to see it be a meeting space for groups - Crafters, kids games, ... Would like to the program room used beyond library hours by outside groups. This may be a safer or more familiar place than the legion... And PERC doesn't seem to cater to family or gatherings outside sport and banquet type events"
- "The library is a portal that you can hold in your hand. You can go to places you never dreamed existed, meet interesting people and fight dragons. There is something to be said about having to turn an actual page and worry about what you're going to find on the next one."

Q9. Would you like to add anything else?

16 written responses

- "nope"
- "I love that the kids shelves are low and accessible. I also like that the Christian Fiction has it own shelving. Lastly I like that books are placed on top of shelving to draw your attention to new/ popular books, I have read books I maybe wouldn't have read before but they caught my eye."
- "I have interacted with the Perth East Public Library on behalf of the Optimist Club of Mornington and the Milverton Nursery School for years and they are always helpful, accommodating and open to new ideas."
- "I believe the library is a vital part of our community and am so thankful we have it"
- "N/A"
- "I am newer to town and don't know many people. I think it would great if the library hosted more adult activities like craft nights and whatnot for people to get involved with and get to know more people from the area."

Q9. Would you like to add anything else?

16 written responses

- "Nope."
- "The staff is very friendly and doesn't make you feel bad for having kids that are a bit on the noisy side. The space is great and inviting!"
- "It would be great if there was either a mobile library or a 'outlet' in the other communities, I'm not driving 40min just to get to the library when I can get to Stratford in 15min"

Q9. Would you like to add anything else?

16 written responses

- "na"
- "I would like to see the Library open on Friday afternoons! So many times I would rather come to Milverton on a Friday afternoon, but if the library is closed, I have to make sure I get there Saturday morning, which usually isn't very convenient."
- "Love love love access to the Cricut"

Q9. Would you like to add anything else?

16 written responses

- "Always clean and staff willing to help."
- "keep up the great work!"
- "Books, both physical and ebooks"
- "Have a safe space for my kids to read, play, and interact with other kids in the area."
- "Safe, friendly, helpful"
- "Help, friendliness of the staff"

Q10. What do you value most about the library?

24 written responses

- "Having access to all the books (print and ebooks)"
- "I think that we are very lucky to be a part of PCIN and to have access to all that material"
- "The ability to use several of items available."
- "books"

Q10. What do you value most about the library?

24 written responses

- "the friendly staff the availability of books and short wait time the online booking/reservation/hold system books for free!"
- "new material"
- "books/movies"
- "the computers"

Q10. What do you value most about the library?

24 written responses

- "books to read talking to staff"
- "variety & quantity of good books"
- "friendly people"
- "I value that we have such a great library in our community and that it has plenty of hours of operation per week."

Q10. What do you value most about the library?

24 written responses

- "I love it! It's probably the 1st place I tell newcomers about. Staff is friendly & helpful!"
- "having free access to books"
- "the wonderful staff"
- "the community feel and services for my son (toddler program) (play area) overdrive - I use daily"

Q10. What do you value most about the library?

24 written responses

- "children programs"
- books
- "using the computer reading - loaning books"
- "variety of books/movies community builder"
- "you can talk to them - very friendly, knowledgeable about all above comfortable place to sit & work if coping out something also they will order a book in from some where else"

Q10. What do you value most about the library?

24 written responses

- "Services in the various community areas"
- "Advertising different group activities/classes for all age groups"
- "More hours, more adult programs or classes"
- "Open up on a Friday afternoon or all day Saturday."

Q11. How could the library or its services be improved?

21 written responses

- "I think all the services are great already."
- "It would be nice if the library was open on Fridays"
- "if you're going to offer genuine reference services, having real librarians on staff would be useful. Also the weekend hours are terrible. For those of us that work full time during the week it would be nice to actually go friday night to stuff for the weekend, or more than a few hours on the weekend. Also I realize that there is a local population that reads christian romances a lot but they take up a huge portion of the fiction section and you're missing a number of important classics, and contemporary works."

Q11. How could the library or its services be improved?

21 written responses

- "Post online and shopporunities staff monthly book picks and why."
- "I wish it was open Friday I wish there were programs for 7-12 years old on weekends"
- "open on Fridays"
- "hours"

Q11. How could the library or its services be improved?

21 written responses

- "friendlier"
- "be open Fridays have a bigger research centre"
- "Break down the stereo-typical views non-users have of the library."
- "Open Fridays?"

Q11. How could the library or its services be improved?

21 written responses

- "have more books with LGBTQ characters, specifically trans characters"
- "I would love to see the library be open on Fridays!"
- "more children's / toddler programs"
- "ok"

Q11. How could the library or its services be improved?

21 written responses

- "more welcoming more variety of children programs"
- "for me & my family - it's great just the way it is"
- Would like to see more reading challenges for young readers, would like a wider range of materials (ie. graphic/comic books).

Q12. How does the library benefit you?

22 written responses

- "Staying home with my kids, the library gives us a space to spend some time exploring different activities and socializing"
- "Have used it with my kids for school projects, getting books for them to read, son worked there, attended Saturday programs with kids, took classes as an adult"
- "Me and my family love reading all different kinds of books and participating in different activities with friends, old and new."

Q12. How does the library benefit you?

22 written responses

- "I'm an avid reader. I also like the programs offered for my grandchildren"
- "Access to books and services."
- "We read more! (because we don't have to buy books!)"
- "good"

Q12. How does the library benefit you?

22 written responses

- "save money - don't have to buy books!"
- "knowledge"
- "the books"
- "feel connected to Milverton book club"

Q12. How does the library benefit you?

22 written responses

- "friendly staff & books"
- "able to bring people here to spend time"
- "love to borrow books! love the programs (craft time)"
- "I read, borrow movies & use resources for special purposes or interests"

Q12. How does the library benefit you?

22 written responses

- "I get to read stuff without buying it and occasionally use the computer / wifi"
- "It provides access to material for free that I would otherwise not be able to get."
- "helps me stay up to date with my reading list. helps me educate my son :)"
- "book loans, children programs"

Q12. How does the library benefit you?

22 written responses

- "save on my data plan - iPhone using the printer"
- "gives us knowledge, enjoyment / entertainment, a chance to meet others, make new friends"
- "benefits me because I can just go & borrow a book / any book without paying for it"

Q13. How does the library benefit the community?

22 written responses

- "Bringing the community together"
- "Provide jobs, safe place for kids to learn, programs for all ages."
- "- free educational resources - opportunities to meet new people through different programs - gathering place"

Q13. How does the library benefit the community?

22 written responses

- "Access to books and service to some without it might be able to use wifi..etc and enhance there life learning and life."
- "gives opportunity to all levels of income to enjoy reading"
- "good"

Q13. How does the library benefit the community?

22 written responses

- "space rentals / programs amazing helpful staff"
- "knowledge"
- "the books"
- "it's a very important part of the community a place to hang out everyone is welcome"

Q13. How does the library benefit the community?

22 written responses

- "location to meet friends & kids programs"
- "social hub / community center tech resources"
- "It's a great resource for ALL ages! Best service ever!"
- "see above, plus they can get education here too"

Q13. How does the library benefit the community?

22 written responses

- "The library is a safe warm facility that is an open meeting space for members of the community"
- "brings literacy and helps with education for our children"
- "access to information"

Q13. How does the library benefit the community?

22 written responses

- "its a meeting place you can lots & lots of info about the community"
- ""it gives resources / knowledge to everyone an area where everyone can learn and be entertained"
- "The library is usually the first stop for new people in the community. It offers various programs suitable for all ages".



Purpose

- Strategic planning is a process for making informed decision that shape and guide what an organization is, what does for whom, and what it could and should be and for whom in the future.
- **Big Picture that clarifies the library's future direction and ensure day-to-day activities serve strategic and long-term goals.**
- Through the planning process library decision makers ensure that they are spending their resources appropriately, and justify their current and projected expenditures.
- Great time to consider how the library's plans align with municipal priorities. **How can the library and the municipality work together to meet the needs of residents?**

Strategic Plan

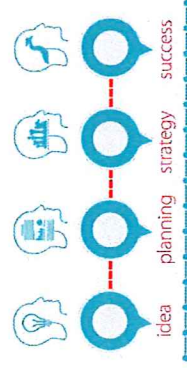
Next Steps

Social & Economic Benefits of Public Libraries

- Key contributors to **literacy** and **lifelong learning**.
- Library's key role in early learning is important for children in rural communities (Perth East does not qualify as "rural"), and for children from **low-income families**.
- Programs contribute to self-confidence & self-esteem
- Literacy/reading is strongly linked to **physical and mental health & well-being**.
- Support job training and skills development
- Connect job seekers to resources needed to find and compete for job opportunities.

- Mission Statement
- Vision
- 4 to 5 Strategic Directions
- Strategies/goals for each strategic direction

Includes:



Key Trends



- Growing trend where libraries become more **flexible**, **multifunctional spaces that house more than books**.
- Libraries **coordinate and partner** with government, community organizations, schools, and private sectors to provide services that meet the local needs.
 - Toronto Public Library offered flu shots at their branches in 2014

Key Trends

- Digital services are changing the role of the library and the librarian
- Libraries are reviewing their resources and adapting and reshaping their spaces and services to engage users in conversation.
- Innovative digital services are growing - **maker spaces, learning labs, and other interactive technologies**.
- Offering digital information and promoting digital literacy are among the **most important public library services**.

Key Trends

- Significant growth in interlibrary partnerships. Collaboration helps libraries address the costs moving to digital technologies.
 - Consortium purchasing allows libraries to increase their buying power, reduce cost of e-resources, cataloguing services/integrated library services, etc.
- Libraries are serving more diverse communities including children, youth, seniors, new Canadians, First Nations peoples and people with disabilities.
- Public libraries build connections with communities
- As our population ages more library users are likely to need accessibility measures

Situational Analysis

Current library services

Current Programs

- Book clubs
- Baby Time
- Play & Learn
- After school Adventures
- Toddler Time/Wee Read
- Guest Speakers
- Summer Reading program

Current Services

- Maker Space
- Class Visits
- CELA
- Homebound Deliveries
- Conestoga Career Centre

SWOT Analysis

Current library services

SWOT

S	W	O	T
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
- Things your company does well - Qualities that separate you from your competitors - Internal resources such as talent, knowledgeable staff - Tangible assets such as intellectual property, capital, proprietary technologies etc.	- Things your company lacks - Things your competitors do better than you - Resource limitations - Unfavorable selling proposition	- Underserved markets for specific products - Few competitors in your area - Emerging need for your products or services - Precursers coverage of your company	- Emerging competitors - Changing regulatory environment - Negative press/media coverage - Changing customer attitudes toward your company

SWOT

SWOT Analysis looks at internal and external issues that influence the library

Questions to ask for Strengths & Weaknesses:

- Do we have adequate number of staff to do the job we are asking? Are they getting the training they need?
- How do we compare with other libraries?
- How satisfied are our users?
- What shape is our facility in?
- Are we making the best use of available technology?

SWOT

SWOT Analysis looks at internal and external issues that influence the library

Questions to ask for Opportunities & Threats:

- What community partnerships exist for the library?
- How will Municipal Council budget decisions affect the library?
- How is the population changing?
- Are there any new development projects that will significantly increase library use?



Perth East Public Library

SWOT Analysis Perth East Public Library 2020

Strengths

(What are your library's strongest contributions to your community?
What does your library do that no one else does? What do your users
like best about your library?)

Weaknesses

(In what areas does your library have fewer resources than you need?
What else needs improvement? What do your users wish you had?)

Opportunities

(What could you do if only your library had the resources to do it?
What is happening in the world now that you would like to take
advantage of? How can your strengths open doors to opportunities for
your library?)

Threats

(What is happening in the world that could impact your library
negatively? What library services are provided elsewhere with greater
ease for users? What weakness leave you vulnerable to cuts in or
competition for your services?)