

Haldimand County Public Library 19 Talbot Street West Cayuga ON NOA 1E0 (905) 318 5932

MINUTES

of a meeting of the Haldimand County Public Library Board May 18, 2023 Hagersville Library, Meeting Room, 10:00 am.

Present:	Pat MacDonald, Chair
	Jo Geary, Vice-Chair
	Linda Van Ede
	Shelley Ann Bentley, Mayor

Grace Main Mary Kent Adrienne Johnston Paul Diette, CEO

1. Call to Order

Pat MacDonald called the meeting to order at 10:03 am.

2. Adoption of Agenda

23-19 MOVED by Grace Main, SECONDED by Jo Geary THAT the Agenda be adopted as circulated.

3. Declarations of Conflict of Interest

There were no declarations of conflict of interest.

4. Approval of previous Minutes

23-20 MOVED by Linda Van Ede, SECONDED by Mary Kent
THAT the Minutes of April 20, 2023 be adopted as circulated with the addition of Linda Van Ede to the Board Member attendance list, under "Present".
CARRIED.

5. Staff and Board Reports

5.1 Cash Flow Statement, April, 2023.

23-21 MOVED by Mary Kent, SECONDED by Linda Van Ede THAT the Summary Cash Flow statement be accepted. CARRIED.

5.2 Monthly Activity Report, April, 2023

The report was received as information.

5.3 New Hagersville Branch

On April 24th, the CEO submitted a reconfigured floorplan for the new Hagersville Library to Kyle Slote, principal architect, Curran Gacesa Slote, and Jessica Ignaszak, municipal Project Manager for consideration. The reconfigured plan attempted to address the desire to have both the library's large study room and program room accessible after hours of operation, to avoid duplication of a public washroom within library space that can be used during or after hours of operation, and to have the staff lunch room and work area accessible from the lobby so that those spaces can be shared by Active Living Centre staff. Suggestions made at the April Board meeting for a separate library entrance to accommodate after-hours usage of meeting spaces were incorporated into the submitted layout, which was reproduced in the Board package.

Architect Kyle Slote responded to the CEO's submission, stating that a separate library entrance would create confusion among visitors as to which entrance to use (the separate entrance or the lobby entrance), would detract from the "wow factor" of entering from an attractive and inviting lobby, and would involve significant costs. Jessica Ignaszak shared Kyle's concerns, stating that the library and ALC will comprise a joint community hub, that separate entrances would create a disconnect, and that the overall building must ensure synergy and flow to produce a single space for all activities.

Kyle suggested that, instead of the above proposal, the library's program room be moved to the lower-left section of the library and that staffing areas be relocated to the bottom-centre of the floorplan. Following these re-locations, the program room would be accessible from the lobby after hours of library operation and ALC staff could access staffing areas assuming they are granted security code passes into library space when the library is closed. The architect's revised drawing was also included in the Board package.

Prior to a May 3rd Hagersville Library + Active Living Centre Planning Team meeting, the CEO gathered from library staff statistics related to program/meeting room rentals at the Jarvis, Cayuga, Caledonia and Dunnville branches. 93 rentals or reservations of the rooms were made between February, 2022 and April, 2023; of these bookings, 58% were made for meetings of 10 or fewer individuals and 24% of overall bookings extended after hours of operation. The CEO determined that if floorplan configurations allow for lobby access from only one of two spaces --

the library programme room or large study room -- the latter should be given preference as the majority of reservation requests will likely be for smaller groups.

Katrina Schmitz, Manager of Community Development & Partnerships, prepared a Project Charter for this project as per new municipal procedures and presented this Charter to members of the Planning Team for review. A copy of the Charter was included as an appendix to the Board package. Katrina also expressed concerns at the meeting about discrepancies between Library and CDP room rental and programme registration fees. The CEO clarified that, unlike CDP rates, Library rates are established and reviewed by the Library Board, not Council, and stated the Library Board is committed to ensuring fees are affordable to all members of the community. The CEO will include HCPL's Programming and Meeting Room policies in the June, 2023 Board package for discussion and review.

The Planning Team scheduled public consultation sessions for May 17th, from 1:00 pm to 3:30 pm and from 6:00 pm to 9:00 pm, at the Almas Room, Hagersville Arena. Members of the public will have an opportunity to review the latest floorplan, offer suggestions and provide input into the project. The architectural drawings produced for the May 3rd Planning Team meeting will be reproduced for public viewing with the understanding that further modifications are likely.

Following the May 3rd meeting, staff from the Community Development and Partnerships division gathered project feedback from employees (Programming, Facility Booking, and Heritage & Culture), the Hagersville Chamber of Commerce and the Hagersville Lions Club. Some of the comments and suggestions received are listed below:

- Recreation staff anticipate significant use of the ALC facility, for children's summer camps and other programmes, and recommend the addition of a second ALC programming room;
- Separate office space for CDP staff, located with visibility to programming spaces to allow for supervision. Office may be located within existing lobby space;
- Reading garden adjacent to outdoor pavilion;
- Procedures for setting security system in the event the ALC closes **before** the Library;
- Display space within Lobby for Heritage & Culture collections;
- Screens to divide the lobby when rented for events such as wedding receptions;
- Vinyl curtain divider, portable stage, portable basketball nets, and bleachers or additional seating in the gymnasium;
- Additional stage space for basketball nets, summer camps, etc.;
- Roll-up doors for the ALC's bar/kitchen area;
- In the absence of change rooms, the inclusion of lockers in the ALC's coat area.

The above comments and suggestions, along with those received at the May 17th public consultation event, will be reviewed and discussed by the Planning Team and architect at meetings in late May.

6. Business Arising

6.1 Personnel

In late April, Caledonia staff member Amilia Lindsay began an 18-month maternity leave. Amilia's shifts have temporarily been assigned to existing staff members Ashlynn McCuen and Kaela Graham. With these additional shifts, Kaela will no longer be available to serve in an on-call capacity, her original role. Consequently, the CEO submitted a staffing request to the municipal CAO in order to hire a replacement on-call library assistant. This position was approved and posted in late April. Applications will be reviewed in early May by the CEO and Branch Coordinator Cassie Charman, with hiring, orientations and training anticipated later that month.

In December, 2022, the CEO applied to Employment and Social Development Canada to receive two Canada Summer Jobs grants, each consisting of 30 hours per week for 8 weeks. If received, one grant will be filled by an existing Library Page at the Dunnville Branch and the second grant will be filled by an existing Library Page at the Caledonia Branch. Both CSJ positions will run between July and August and will assist with seasonal children's programming, among other tasks.

The CEO has not yet received confirmation from ESDC regarding the status of the grant applications. In previous years, confirmation was received before April 30th and the CEO has learned from other library systems in the province that many CSJ grant applications from libraries have been denied or position numbers have been reduced. The CEO will meet with Branch Coordinator Cassie Charman on May 19th to discuss alternative summer staffing schedules should both or either of the grants be denied.

6.1 Board Member Contact List

At the request of Board Chair Pat MacDonald, a contact list of current Board members was presented in the Board package. The list included member names, telephone numbers, physical addresses and email addresses.

7. Standing Items

7.1 Strategic Plan

No new business.

7.2 Policies Review: Social Media

At the April 14th, 2023 Haldimand County Council in Committee meeting, revisions to Haldimand County **Policy 2015-03 Corporate Use of Social Media** were presented and passed.

According to Haldimand County Public Library Board Policy HR-12 Social Media, adopted June, 2012 and amended February, 2015, "*The Haldimand County Public Library adheres to Haldimand County's Social Media Policy as outlined in Report CAO-01-2015.*"

The CEO reviewed the version of Haldimand County **Policy 2015-03** adopted at the April 14th CIC meeting and proposed the Library Board amend **Policy HR-12 Social Media** with minor changes to **Policy 2015-03** to reflect social media procedures followed by Library staff:

HR-12 Social Media

1. PURPOSE

This Social Media Policy applies to Haldimand County Public Library staff, volunteers, members of library Friends groups, and members of the Haldimand County Public Library Board. The Policy outlines standards and principles of communicating Library or Haldimand County information and Library- or Haldimand County-related topics via social media, serves to protect the reputation of the Library and Haldimand County, and ensures consistency and professionalism when Library or Haldimand County messages are shared via online forums and social media/networking platforms. The Policy further addresses personal use of social media sites and/or personal websites as they relate to discussing the business of Haldimand County Public Library or Haldimand County.

This Policy establishes protocols, criteria and courses of action for establishing, administering and monitoring Library social media tools; sets expectations for timely, effective and accurate information and responses delivered through social media tools; addresses controversial or sensitive matters relating to online content about Haldimand County Public Library, its operations or its employees; ensures appropriate records management and retention efforts related to online platform and tools; and ensures appropriate protection of privacy for members of the public who engage or interact with the Library via social media/networking tools.

2. POLICY

2.1 Scope

This policy applies to any Haldimand County Public Library representative who may make public statements (see Definitions) on Library or personal social media accounts, platforms and/or personal websites that discuss, share or comment on Library or Haldimand County business. Staff responsible for maintaining Library social media accounts have a responsibility to promote the openness, transparency and accountability of the work and business of the Library through sharing information, educating the public, and promoting Library services, programs and projects.

Library-owned social media accounts shall utilize corporate e-mail addresses and will be used for the purpose of conveying official Library news and information (see Definitions). Social media messaging will positively enhance the Library's reputation, will employ a consistent and professional voice that lends credence to the messages shared, and will be monitored to ensure timely and accurate delivery. This policy provides guidelines to address controversial or sensitive online content about the Library, its operations, its Board Members or its employees and includes records retention procedures, privacy procedures and accessibility requirements.

Library-owned social media accounts must not be used to promote individual political opinions or campaigns.

2.2 Definitions

- **Social Media Platforms / Social Media Accounts** : online communities focused on bringing people who share common interests and/or activities or who are interested in exploring the interests and activities of others through two-way communication, together.
- **Social Media Content Contributors**: employees within the organization who have been formally selected by the CEO and appointed by Haldimand County Customer Experience and Communications Division to speak on behalf of the Library through updating the content of the Library's social media accounts.
- *Library-owned Social Media Accounts / Platforms* : social media accounts created and operated with direct authorization from Haldimand County Customer Experience & Communications Division. These accounts/platforms utilize corporate e-mail addresses and are maintained by staff for the purpose of conveying official Library news and information.
- **Public Statement** : a declaration made by a Haldimand County Public Library employee in any public forum and which relates to the Library, its employees and/or its operations. Declarations include those made in online forums or discussion settings, blogs, social networking sites, wikis and elsewhere in the public record.
- *Intellectual Property* : ownership of an intellectual "product" which may have commercial value, such as copyright, trademarks, patents and design.
- **Official Record** : anything created in the regular course of conducting Library business and which documents the operations of the Library, regardless of format. Official records document decisions, policies, procedures, transactions, activities, commitments, obligations, ownership, entitlement, legal rights, etc. of the Library and are relied upon by the Library, or proof of such, or to support Library business.

2.3 Platform Selection and Account Creation

Criteria for adopting new social media platforms, or establishing new accounts on social media platforms already in use by the Library, will include, but not be limited to research that:

- demonstrates the need for the specific tool;
- demonstrates the added benefits of using the tool;
- demonstrates the new platform's ability to synchronize with established content management systems and approval procedures to ensure that posted content is consistent with Library and Haldimand County messaging and standards;

- demonstrates that the use of the new tool will not interfere with the credibility of the Library's other established social media accounts;
- addresses any legal concerns; and
- *identifies appropriate staff resources that would be required to establish and maintain the new account.*

To launch a new Library social media account, the CEO or designate will prepare a written business case demonstrating that the proposed account meets the above criteria. The business case will be submitted to the Supervisor of Customer Experience & Communications, Haldimand County, for approval. If approved, Haldimand County Council must be notified by a formal Memorandum prior to the account's launch.

2.4 Account Administration

All Haldimand County Public Library social media accounts will adhere to applicable provincial and federal laws, regulations and policies, the terms of service (policies and guidelines) of each social media platform, and any relevant Library policies and guidelines (*e.g. Personnel, records retention and management*).

All new and existing social media platforms and accounts will be administered by appointed *Social Media Content Contributors* (see Definitions). Staff who are responsible for creating and posting content are also responsible for monitoring public responses and providing follow-up information as required. Social Media Content Contributors will be trained by the CEO or designate on this Policy. All content posted on social media accounts by Contributors must comply with this Policy.

2.5 Site Content

All Library social media accounts will clearly indicate that they are maintained by Haldimand County Public Library and will have the Library's logo, website URL and contact information displayed. Where possible, accounts will link to the official Haldimand County Public Library website, or Haldimand County website where applicable, for forms, documents and other information.

Updates and posts to social media accounts being used for Library business will be created by appointed Social Media Content Contributors, will be approved by the CEO or designate, and may require further approval by Haldimand County Customer Experience & Communications staff through a third-party content management system, where practicable. The latter approval process will be employed for posts which contain messages about topics other than Library collections, programs, services, partnerships or regulations and/or content that may have municipal-wide ramifications.

Haldimand County Public Library social media accounts are intended solely for the promotion of Library news, collections, programs, services, partnerships, policies and facilities. Accounts will not be used to disseminate messages on behalf of residents,

community groups or other agencies unless in conjunction with official Library partnerships and program. The Library will not share or promote any information or event through its social media platforms that is not formally endorsed by the Library and the Haldimand County Public Library Board. Accounts will also not be used to disseminate messages related to Haldimand County and its business unless formally requested by Haldimand County Customer Experience & Communications Division staff.

2.6 Social Media Commenting Guidelines

Library social media content and comments containing any of the following shall not be permitted and will be immediately removed:

- comments not topically related to the particular matter being commented upon;
- profane language or content;
- personal or defamatory attacks on individuals or specific groups, including, but not limited to, Haldimand County Public Library employees, Board Members and contractors;
- content that promotes, fosters, or perpetuates discrimination on the basis of any prohibited grounds under the Ontario Human Rights Code;
- sexual content or links to sexual content;
- conduct relating to or encouraging illegal activity;
- content related to sales, advertising or promotions falling outside of the Library's mandates;
- content for the purposes of promoting a candidate for municipal, provincial or federal elections;
- information that compromises the safety or security of the public or staff;
- content that violates a legal ownership interest of any other party.

3. <u>RESPONSIBILITIES</u>

3.1 Supervisor, Customer Experience & Communications (or Designate)

Haldimand County Supervisor, Customer Experience & Communications will:

- serve as a centralized resource for the establishment, oversight and use of social media platforms and accounts operated by the County and Library and act as an authority for the creation and maintenance of content on those sites;
- review and post content created by Library Social Media Content Contributors as needed;
- review content or status updates as provided from Library Content Contributors;

- provide guidance with respect to responding to negative feedback from the public or comments received, especially regarding sensitive or contentious information;
- report on social media analytics to inform future social media content strategies, campaigns and decisions regarding the adoption of new platforms

3.2 Library CEO

The CEO or designate will:

- review content or status updates as provided from Library Content Contributors and forward to the Supervisor, Customer Experience & Communications or designate any posts which contain messages about topics other than Library collections, programs, services, partnerships or regulations and/or content that may have municipal-wide ramifications;
- prepare a written business case for any new Library social media platform or account, demonstrating that the proposed platform or account meets the criteria outlined in Section 2.3 of this policy. The business case will be submitted to the Supervisor of Customer Experience & Communications, Haldimand County, for approval and preparation of Council Memorandum;
- work collaboratively with the Customer Experience & Communications Division to address any contentious or sensitive subject matter on social media accounts.

3.3 Social Media Content Contributors

Library Social Media Content Contributors will:

- contribute content for social media accounts on a regular basis in accordance with approved permissions and protocols;
- adhere to all relevant Library policies, including any corporate brand guidelines;
- participate in training to further develop content creation skills;
- work collaboratively with the Haldimand County Customer Experience & Communications Division to identify opportunities for information-sharing, community engagement and awareness;
- monitor, identify and flag any issues of concern related to inaccurate or harmful public commentary on posts made;
- work collaboratively with the CEO and/or the Customer Experience & Communications Division to address any contentious or sensitive subject matter on social media accounts.

4. EMPLOYEE, VOLUNTEER AND LIBRARY BOARD MEMBER GUIDELINES

4.1 Personal Social Media Accounts

Employees, volunteers and Library Board Members are permitted to follow official Library and Haldimand County social media accounts and use their personal accounts to share official news from these channels.

When engaging in online discussion on social media, employees, volunteers and Board members are expected to:

- adhere to *Policy HR-11 Respect in the Workplace* and Haldimand County's *Code of Conduct;*
- acknowledge that social media is an extension of the workplace when interacting with co-workers or the public online, that personal posts may be viewed by co-workers or library patrons, and that expectations outlined in the Library's Respect in the Workplace and the County's Code of Conduct must therefore be met;
- redirect any questions or concerns received from the public via personal social media accounts to appropriate Library or Haldimand County social media accounts or Library or Haldimand County staff. Employees are not expected or encouraged to deliver customer service on behalf of either organization using personal accounts;
- refrain from responding, on behalf of the Library or Haldimand County, to questions or comments about Library or Haldimand County programs, services, decisions or policies on media websites, community-run social media groups or pages, other individual's social media accounts, or other public forums;
- refrain from sharing private or confidential information or any other content that reflects poorly on them, library customers, co-workers, the Library, or Haldimand County;
- uphold the reputation of the Library and of Haldimand County by avoiding making statements on personal social media accounts which do not reflect the official positions of the Library and Haldimand County or in any way defame either organization, their employees, administrators or contractors;
- refrain from using Haldimand County Public Library and Haldimand County logos, crests, badges or other identification for endorsements, or any other corporate/County images or iconography on personal social media accounts and/or personal websites or to promote a product, cause, or political party or candidate;
- refrain from posting information relative to any on-going applications, investigations, projects, etc. unless previously approved by the Library CEO or designate;
- refrain from posting information which violates any non-disclosure or confidentiality obligations;

• refrain from posting photographs or videos which identify any person either directly or indirectly (e.g. a photograph of an individual's address or license plate) unless appropriate photo consent forms have been signed.

Library employees who fail to comply with this policy will be subject to discipline, up to and including termination of employment. Depending on the nature of the policy violation or the posted content, violators may also be subject to civil and/or criminal penalties.

5. SOCIAL MEDIA CONTENT MANAGEMENT

5.1 Disclaimer Statement

Each Library social media account will include the following disclaimer:

Social media accounts are maintained by the Haldimand County Public Library for the purpose of providing useful information and relevant dialogue.

The views of external participants commenting on this site do not necessarily represent those of the Haldimand County Public Library Board. The Board reserves the right to turn off comments on any posts with content that does not adhere to the Social Media Commenting Guidelines.

The Library monitors all social media accounts during regular business hours, Monday to Friday, 10:00 am to 6:00 pm; however, the Library does not commit to replying to all comments or moderating all discussions posted.

In no event shall the Haldimand County Public Library Board be held responsible or liable, directly or indirectly, for any damage or loss in connection with the use of or reliance on any posting, content or information provided by another party on this site.

The Library does not accept responsibility for ads, videos, promoted content or comments accessible from any external website and we do not control or guarantee the accuracy, relevance, timeliness or completeness of information contained on a linked website.

No personally identifiable information is collected by the Haldimand County Public Library Board; however, personal information, which includes your Internet Provider (IP) address, may be collected, managed, processed and/or stored by a third party service provider and is, therefore, not in the sole domain, custody and control of the Haldimand County Public Library Board.

5.2 Social Media Commenting Guidelines

Members of the public are welcome to post comments or ask questions related to Library business on Library social media platforms. However, the Library expects participants to keep commentary respectful and free from vulgarities. The Haldimand County Public Library does not allow posts that:

- provide the personal information of individuals;
- promote, foster, or perpetuate discrimination on the basis of any prohibited grounds under the Ontario Human Rights Code;
- form a personal attack on an individual or group;
- contain profane or abusive language;
- are sexually explicit or link to content that is sexually explicit;
- conduct or encourage illegal activity;
- are commercial in nature and attempt to advertise, promote or sell the products or services of an individual or an individual business;
- are for the purpose of promoting a candidate for municipal, provincial or federal election;
- compromise public safety;
- violate a legal ownership interest of another party;
- do not comply with municipal, provincial or federal legislation;
- promote an individual religion or religious service.

Notwithstanding the criteria above, the Board reserves the right to post, refuse to post, or remove any content from its social media sites at any time, without notice.

5.3 Posting on Behalf of Other Organizations

On occasion, the Library may post content on social media accounts on behalf of corporate partners, external agencies or contracted service providers should the information be related to a matter of public interest or public health or safety.

23-22 MOVED by Grace Main, SECONDED by Linda Van Ede THAT Policy HR-12, Social Media, be amended as recommended. CARRIED

7.3 Reporting Requirements

The 2022 Annual Public Library Statistics Survey was submitted online in April ahead of the April 30th deadline. This survey is required by the Ontario Ministry of Heritage, Sport, Tourism and Culture Industries and must be completed in order to qualify for the annual public library operating grant (PLOG). The survey includes information on a library's finances, system holdings, staffing, facilities, circulation and programming activities, as well as partnerships and initiatives.

8.1 Cayuga Parks Consultation Final Report

The Community Development & Partnerships Division presented **Report CDP-01-2021 Cayuga Parks Consultation Final Report** to Council on March 30, 2021. The Report included results of community engagements and public consultations conducted throughout 2019 by consultant Stempski Kelly Associates on the future of four park areas in Cayuga:

- Bob Baigent Park (adjacent to the Cayuga Bridge);
- Vacant Echo Street property, formerly occupied by the Haldimand County Administration Building and Cayuga Museum;
- Vacant Village Green, formerly occupied by the Cayuga Library and Fire Hall;
- Parkette adjacent to the current Cayuga Library + Heritage Centre.

The consultant's findings indicated that the community's desired vision for Cayuga's parks included vibrant gathering spaces and civic squares, places that support and celebrate Cayuga's commercial and tourism sectors, useable park spaces for all ages and abilities, and the protection and promotion of Cayuga's natural features and greenspace. Stempski Kelly Associates' objectives for the engagement process also included "alignment with best practices: Accessibility for Ontarians with Disabilities Act (AODA) and Crime Prevention Through Environmental Design (CPTED); analyzing existing conditions, opportunities and constraints; and ensuring that recommendations aligned with the over-arching, County-wide Guiding Principles developed through the municipality's Parks and Recreation Service Plan.

The community engagement process consisted of two in-person workshops with staff, residents and community stakeholders as well as an online survey for public input. The consultant then developed draft concepts for each of the four parks, including schematics and associated budgets, and the drafts were presented in a second round of community engagement, in early 2020.

Respondents stated that the Cayuga Library + Heritage Centre parkette should provide a place for residents to "meet and enjoy the wares of local cafés, read and people-watch and that the Cayuga Lions Arch and garden amenities, temporarily removed during building construction, should be removed.

Following the second round of community engagement, the consultant prepared final plans for each park, along with construction specifications (if any) and cost estimates. Plans were reviewed by numerous municipal divisions, including Engineering, Capital & Asset Management, Facilities, Parks and Forestry, to ensure alignment with municipal service standards, legislation and policies.

The Cayuga Library + Heritage Centre parkette project will include paving (sidewalk through the parkette from Seneca Street, forked in the park's centre with one path to Talbot Street and one path to Cayuga Street South), lighting, landscaping, park amenities and replacement of the Lions Arch at an estimated cost of \$118,000. The consultant refers in the plans to the space as a "plaza", with benches and the Lions Arch in the centre, encircling the sidewalk at the point at which the sidewalk "forks". Around the benches and Lions Arch are low hedges on the west side of the parkette and small, ornamental trees on the east side. Park improvement costs were not included in the 2021 capital budget and the four projects were delayed in 2022.

On April 18, the CEO met with Katrina Schmitz, Manager of Community Development & Partnerships to discuss the parkette plans; parkette improvements are scheduled to begin in 2023. The CEO inquired about responsibility for sidewalk maintenance and snow removal and which municipal division will need to budget for those costs. The CEO also stated that the Board has maintained interest in the placement of a memorial bench in the parkette, dedicated to late Board Member and Cayuga resident Rob Gerrie. Both the CEO and Katrina Schmitz agreed that if any ornamental trees are planted in the east side of the parkette they will need to be small so as not to obstruct views into the building or, in time, grow against the building itself. The consultant's drawings describe the ornamental trees as "providing porous privacy from the Library". Katrina will follow-up on the CEO's questions and concerns as the project progresses. The consultant's drawing of parkette improvements was included in the Board package.

9: Date and Place of Next Meeting

The next meeting is scheduled for Thursday, June 22nd, 10:00 am at the Jarvis Branch Meeting Room.

10: Adjournment

23-23 MOVED by Adrienne Johnston, SECONDED by Grace Main THAT the meeting adjourn at 11:24 am. CARRIED.

Pat MacDonald, Chair

Date