



A Regular Meeting of
the Richmond Hill Public Library Board
will be held virtually at

<https://zoom.us/j/6743941674?pwd=cEIEd3pVR0hqTnNGdFIRcWp2SmNYZz09>

Tuesday, May 25, 2021
at 5:00 pm

AGENDA

1.0 Call to Order

2.0 Regrets

3.0 Adoption of Agenda

4.0 Disclosure of Pecuniary Interest and the General Nature Thereof

5.0 Minutes

5.1 Library Board Minutes – April 27, 2021

6.0 Presentations

**6.1 Greg Patterson, Manager, Central Library
Annesha Hutchinson, Manager, Communications.**

Re: Digital Customer Experience

**6.2 Robin Fribance, Executive Manager, Experience & Strategy, RHPL
Stephen Davies, Principal Consultant and Managing Director,
Transformation By Design
Christopher Carter, Team Member, Transformation By Design**

Re: Strategic Plan Update

7.0 Reports

Accessible documents can be accessed through the [RHPL website > Your Library > About Us > Library Board](#)

7.1 Media Relations Policy Report SRLIB21.14

7.2 Richmond Green Library Annual Report SRLIB21.15

8.0 New Business

9.0 Resolution to Move Into Closed Session to consider matters relating to:

9.1 Personal matters about an identifiable individual

10.0 Resolution to Reconvene in Open Session

11.0 Adoption of Recommendations Arising from Closed Session (if any)

12.0 Member Announcements

13.0 Date of Next Meeting

The next Meeting of the Library Board will be held on
Tuesday, June 22, 2021 at 5:00 pm virtually via ZOOM.

Please advise Darren Solomon and Susan Quinn of regrets for attendance, by noon of the day of the meeting at e-mail: dsolomon@rhpl.ca and squinn@rhpl.ca

The Richmond Hill Public Library Board
Tuesday, April 27, 2021

MINUTES

The Richmond Hill Public Library Board held its scheduled meeting on Tuesday, April 27, 2021 virtually using video-teleconferencing technology.

Present: Councillor Greg Beros, Chair
Stephen Chait
Frank DiPede
Regional and Local Councillor Joe DiPaola
Bram Kivenko
Councillor Tom Muench
Regional and Local Councillor Carmine Perrelli
Mahnaz Shahbazi
Rona Wang

Staff: Darren Solomon, Chief Executive Officer
Catherine Charles, Director, Collections and Program Development
Yunmi Hwang, Director, Branch Services
Robin Fribance, Executive Manager, Experience & Strategy
John Lanthier, CRH Manager, Media & Brand Partnerships
Michelle Splitter, Manager, Collections
Karen Wales, Manager, Customer Services
Susan Quinn, Executive Administration Coordinator

1.0 Call to Order

The Chair called the meeting to order at 5:03 p.m.

2.0 Regrets

None

3.0 Adoption of Agenda

Motion:

21:22

Moved By:

Councillor T. Muench

Seconded by:

Regional and Local Councillor J. DiPaola

THAT the Agenda of April 27, 2021 be adopted.

CARRIED UNANIMOUSLY

4.0 Disclosure of Pecuniary Interest and the General Nature Thereof

There were no disclosures of pecuniary interest.

5.0 Minutes

5.1 Library Board Minutes – February 23, 2021

Motion:

21:23

Moved By:

F. DiPede

Seconded by:

B. Kivenko

THAT the Minutes of February 23, 2021 be adopted

CARRIED UNANIMOUSLY

6.0 Presentations

6.1 Robin Fribance, Executive Manager, Experience & Strategy

Re: Community News: COVID-19 Commemorative Afghan installed at Richvale Library and Strategic Plan Update

Motion:

21:24

Moved by:

R. Wang

Seconded by:

Regional and Local Councillor C. Perrelli

THAT the presentation on the Strategic Plan Update be received for information.

CARRIED UNANIMOUSLY

7.0 Reports

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On a motion moved by S. Chait, seconded by F. DiPede the Board consented to adopt all of the staff recommendations in items 7.1, 7.2 and 7.4 without further discussion or motions. Item 7.3 was reviewed and discussed.

7.1 Customer Privacy Policy Update Report SRLIB21.05 (referred from January 2021 meeting)

Motion:

21:25

Moved by:

S. Chait

Seconded by:

F. DiPede

THAT the Library Board approve the suggested changes to the *Customer Privacy Policy*.

CARRIED UNANIMOUSLY

7.2 2020 Financial Close Report SRLIB21.11

Motion:

21:26

Moved by:

S. Chait

Seconded by:

F. DiPede

THAT the Library Board approve the transfer of \$5,806.24 from the Donation and Bequest Reserve Fund to the 2020 Operating Budget; and

Approve the transfer of the 2020 projected year-end surplus of \$569,513 to the Library Special Purpose Reserve, as per SRLIB20.20, previously approved (Motion 20:54 September 2020).

CARRIED UNANIMOUSLY

7.3 Naming Rights Policy Report SRLIB21.12

Motion:

21:27

Moved by:

B. Kivenko

Seconded by:

S. Chait

THAT the Library Board approve the Richmond Hill Public Library Naming Rights Policy, as amended to include the provision that Naming Rights Agreements should contain language that allows early termination by the library without penalty in cases of reputational harm.

CARRIED UNANIMOUSLY

7.4 Collection Development Policy Update Report SRLIB21.13

Motion:

21:28

Moved by:

S. Chait

Seconded by:

F. DiPede

THAT the Library Board approve the Collection Development Policy as amended.

CARRIED UNANIMOUSLY

8.0 New Business

8.1 Member Motion – Board Chair G. Beros – OLS General Assembly Representative appointment

Motion:

21:29

Moved by:

Councillor T. Muench

Seconded by:

M. Shahbazi

THAT the Richmond Hill Public Library Board appoints Stephen Chait as its representative to the OLS Assembly.

CARRIED UNANIMOUSLY

9.0 Member Announcements

None

10.0 Date of Next Meeting

The next Regular Meeting of the Library Board will be held on:

Tuesday, May 25, 2021 virtually using video-teleconferencing technology.

11.0 Adjournment

Motion:

21:30

Moved By:

Regional and Local Councillor C. Perrelli

Seconded by:

R. Wang

THAT the meeting be adjourned at 5:28 p.m.

CARRIED UNANIMOUSLY

Respectfully submitted,

“Signed version on file in the Administration Offices”

Councillor Greg Beros
Chair

Darren Solomon
Chief Executive Officer



Report Subject: Media Relations Policy Report

Report For: Approval

Meeting Date: May 25, 2021

Staff Report #: SRLIB21.14

To: Richmond Hill Public Library Board

From: Annesha Hutchinson, Communications Manager

SUMMARY

As Richmond Hill Public Library continues to forge a stronger working relationship with the City of Richmond Hill, and in the spirit of the MOU between the Library and the City, we have been aligning our policies and procedures with the City's practices where feasible. One of these areas is media relations, where RHPL currently does not have a policy.

As with any organization, building strong relationships with media professionals is an essential part of RHPL's communications strategy. Media activities help us inform the public of library programs and services, contributes to the perception and reputation of the library, and supports building important connections between our residents and our staff.

This Policy establishes the guidelines and directions with regards to media relations, including roles and responsibilities, spokespersons, and key principles.

RECOMMENDATION

That the Richmond Hill Public Library Board:

1. Approve the *Media Relations Policy*.

RATIONALE

This policy aligns with the City of Richmond Hill's Media Relations Policy and has been adjusted to meet the Library's operational needs. It acknowledges current practices the Library already maintains when working with media and covers the following topics:

Responsibilities

All media inquiries received by staff, volunteers or Board members must be sent to the Communications department. The Communications department will use their expertise to determine the best course of action for contacting media and will lead the creation and dissemination of documents provided to media.

Role of Communications and Staff

Media relations falls within the Library's broader Communications strategy, and all media inquiries need to be managed centrally through the Communications department. Only designated staff and volunteers may speak to media on behalf of the Library.

Media Spokespersons

The CEO and Board Chair are the primary spokespeople of the Library. Recognizing the importance of diverse voices and creating community connections, the CEO and Communications Manager may collaboratively choose to delegate speaking privileges to another individual. Designated spokespeople will work under the direction of the Communications department in response to media inquiries. If needed, communications staff will arrange for media training of primary spokespeople.

ATTACHMENTS

- 1.0 Draft *Media Relations Policy*, dated May 25, 2021.



Richmond Hill Public Library Board

MEDIA RELATIONS POLICY

1. PURPOSE

Richmond Hill Public Library endorses partnerships with media outlets and freelance content developers as a means to share information about Library programs and services. This policy provides guidelines on how to build positive relationships and communicate with media professionals. It outlines protocols for reaching out to media and defines the role that designated spokespersons play in cultivating positive stories that align with the Library's strategic goals and exemplify the Library's mission, vision and values.

In this policy, "media" will consist of persons or organizations who create and publish content such as blog posts, social media content, photos, videos and news articles. The media provider should have access to reach audiences relevant to the Library's goals. Collaborations with media can be paid (sponsorships/partnerships that result in the creation of content promoting the Library) or organic (editorial and news reporting by journalists or bloggers). This policy focuses on organic media opportunities that are initiated by media or the Library's Communications department. A "spokesperson" is an individual who, based on the conditions outlined in this policy, has been given the authority to speak to media on behalf of the Library.

2. **SCOPE**

The *Media Relations Policy* applies to all Library staff, volunteers, Board members, and anyone retained to work with the Library, such as contractors, consultants or subject matter experts. This policy is meant to guide this group on how to interact with media.

3. **RESPONSIBILITIES**

Media relations falls within the Library's broader Communications strategy, and all media inquiries need to be managed centrally through the Communications department. The Communications department should be the first point of contact for media inquiries, including photo and video requests (see *Photography and Video Policy*). In the event that media reach out to staff, volunteers or a Board member for comment on a library service or issue, any and all media inquiries should be directed to the Communications team. They will be responsible for leading the coordination of responses.

The Communications department will use their expertise to determine the best course of action for contacting media and will lead the creation and dissemination of documents provided to media. The responsibility to speak on behalf of the Library will be assigned to the Library CEO and/or the Library Board Chair, as outlined in Section 5. In all interactions with the media, spokespeople are subject to all Library policies.

4. **POLICY PRINCIPLES AND PRACTICES**

The following key principles form the basis of the Library's *Media Relations Policy* and align with the principles in the City of Richmond Hill's Media Relations Policy [GA-20, last revised 2019]:

- We value openness and transparency when interacting with media, and we are committed to providing information that is timely, concise, relevant and accessible.

- We will work to provide information that is comprehensive and accurate.
- Positive relationships with media are vital to enhancing community awareness about, and participation in, the Library's services and initiatives. The Library also believes that media coverage creates important opportunities for personal community connections with Library staff.

5. **MEDIA SPOKESPERSONS**

Depending on the nature of the information requested, the Communications department will seek input from the CEO or designate to make arrangements for media to speak to an appropriate and relevant spokesperson. One or more persons will be given authority to speak to media on behalf of the Library based on the following criteria, which have been leveraged and adapted from the City of Richmond Hill's Media Relations Policy [GA-20, last revised 2019]:

- The Board Chair of the Library's role is to speak in relation to overarching Board decisions, including but not limited to, governance, leadership changes, vision and budget approvals.
- The CEO's role is to speak on Library operational and strategic issues. This includes, but is not limited to, the development and launch of programs, strategy and goals, and services and initiatives that impact the day-to-day experience of library customers.
- The Chief Executive Officer and the Library Board Chair share the role of primary spokespeople for the Library. Both roles offer expertise in various areas of leadership in relation to the Library, and media opportunities may require both or either individual to provide commentary to media.
- Recognizing the importance of diverse voices and creating community connections, the CEO and Communications Manager may collaboratively

choose to delegate speaking privileges to another individual. Any level of staff may be designated as a spokesperson, should they be willing, and depending on topical relevance or expertise.

- It is not the Library's role to speak on behalf of the City. Issues related to City services and resources will require an additional spokesperson to be designated by the City's Communications Services department.

6. **MEDIA RELATIONS TRAINING**

The City's Communications Services department works with the Library's Communications Manager to arrange media training for the primary spokespeople of the Library, if needed. The purpose of the training is to assist spokespeople in communicating information about the Library's activities and services to the public in an effective and professional manner.

Prior to speaking to media, the Library's Communications department will work with the selected spokesperson to prepare speaking notes.

7. **NON COMPLIANCE WITH POLICY**

Any employee, volunteer or Board member who is found to have contravened the provisions of the *Media Relations Policy* will be subject to disciplinary action, up to and including dismissal.

8. **RELATED POLICIES**

- 8.1 *Filming and Photography Policy (2018)*
- 8.2 *Code of Conduct Personnel Policy (2018)*
- 8.3 *Customer Privacy Policy (2021)*
- 8.4 *Social Media Policy (2020)*

Enriching Your Connections, Choices and Community

Motion #:	21:XX
Approval Date:	May 25, 2021
Date of Last Revision:	N/A



Report Subject: Richmond Green Library Annual Report 2020

Report For: Information

Meeting Date: May 25, 2021

Staff Report #: SRLIB21.15

To: Richmond Hill Public Library Board

From: Len Wong, Manager, Richmond Green Library

SUMMARY

The Richmond Green Library (RG) is a joint use facility which serves the local neighbourhood as a community branch library of the Richmond Hill Public Library, and also provides library service to the Richmond Green Secondary School (RGSS) under a Library Services Agreement with the York Region District School Board (YRDSB). Each year, staff report to the Board on key RG library activities.

Library services to RGSS in 2020 could be categorized into the pre-pandemic period and the pandemic period. The former was from January to March 13, and the latter was from March 16 to June and September to December.

From January to mid-March 2020, normal library service was provided to RGSS. The library was closed for physical visits after March 13 and RGSS was also switched to virtual learning for the remainder of the school term due to the pandemic. During this time period, library support to RGSS was available through online services.

From September to December 2020, in person library support was available to RGSS teachers only. Virtual access to library services and electronic resources were available to both in person learning and virtual learning students. This arrangement was in compliance with YRDSB's health and safety procedure under the adaptive learning model in the pandemic.

RECOMMENDATION

That the Richmond Hill Public Library Board:

1. Receive the Richmond Green Library Annual Report 2020.

RATIONALE

Highlights of library services to RGSS from January to June, 2020:

- Issued library cards to RGSS students and teachers with full borrowing privileges to all printed and electronic library resources.
- Provided in class instructions to students on research skill development, online information search skills, and citation instruction.
- Offered reference service for class visits to the library.
- Collaborated with teachers in collection development to ensure proper curriculum support materials for RGSS.
- Reached out proactively to the teaching faculty with digital resources on online teaching and online learning from Lynda.com to support RGSS's virtual learning agenda from March to June.

Highlights of library services to RGSS from September to December, 2020:

- Provided virtual library orientation to all Grade 9 in-person learning students in both Cohort A and Cohort B through YouTube presentations.
- Offered refresher library instruction to Grade 10 through Grade 12 in-person learning students in both Cohort A and Cohort B through YouTube presentations.
- Delivered in-class library instruction to in-person learning ESL classes.

- Collaborated with Grade 10 English teachers to acquire e-books for class reading requirements.
- Issued e-cards to students for accessing electronic resources from the library.
- Provided access to printed reading materials from the library for the Special Education classes.