

ADVOCACY COMMITTEE OF THE WHOLE NVDPL BOARD



THURSDAY, APRIL 23, 2015 – 7:15 PM
Lynn Valley Library – Boardroom
300-1277 Lynn Valley Road, North Vancouver, BC

MINUTES

ATTENDEES

Library Board

Linda Munro – Presiding Committee Chair / Trustee
Matt DeBock – Board Chair
Ken Lim – Board Vice-Chair
Doug MacKay-Dunn – Trustee / Council Representative
Frank Sullivan – Trustee
Lucy Cayuela – Trustee
Mark Jefferson - Trustee
Sanford Osler – Trustee

Management/Staff

Jacqueline van Dyk – Director, Library Services
Andrea Freeman – Manager, Welcoming Initiatives
Drew Jackson – Manager, Innovation & Learning (recording)
Nicola McLaren – Business Manager

REGRETS

David Porter – Committee Chair

1. ENTER INTO COMMITTEE OF THE WHOLE – 7:45 PM

2. ADOPTION OF AGENDA

MOVED by Matt DeBock and SECONDED by Lucy Cayuela

THAT the agenda is adopted. (AD-15-04-004)

MOTION CARRIED.

3. ADMINISTRATION

1. Approval of Previous Advocacy Committee Minutes – Feb. 26, 2015

MOVED by Matt DeBock and SECONDED by Lucy Cayuela

THAT the Minutes of the Advocacy Committee of the Whole – February 26, 2015 are approved. (AD-15-04-005)

MOTION CARRIED.

4. COMMITTEE ACTION ITEMS

1. Motion Required

1. Council Presentation

Doug Mackay-Dunn suggested that the Library consider doing a presentation to Council in the October time frame, celebrating the successes of the Library this year.

MOVED by Matt DeBock and SECONDED by Frank Sullivan

THAT each fall, the NVDPL Board will request the opportunity to make a delegation to North Vancouver District Council on the library's user statistics, community building activities, and achievements over the previous year, to substantiate the community value provided by the Library, as a key step in the budget preparation process. (AD-15-04-006)

MOTION CARRIED.

2. For Discussion

1. Key Messages & Marketing Material

Linda suggested that it would be helpful for Board members to be provided with three key messages about the Library.

ACTION: Linda Munro, Jacqueline van Dyk and Meghan Crowe, the Marketing & Communications Coordinator, will meet with a goal to bring three key messages back to the June Advocacy Committee of the Whole meeting.

2. Buddy Assignments for Council/Schools

The Committee discussed the idea of each Trustee being responsible for connecting with one council representative to strengthen the relationship. Councillor MacKay-Dunn expressed the opinion that the approach would be very well received.

ACTION: Linda Munro will meet with Committee Chair David Porter to explore the next steps on the Buddy Assignments for Council/Schools.

3. Stakeholder Analysis Approach

The Committee discussed the proposed approach for Stakeholder Analysis. Some key points are as follows:

- One stakeholder group that is missing is Adult Patrons.
- Interest in seeing themes that emerge.
- When completed analysis is brought back to Board, interest in learning how the information is derived (for example, how is it established; what is important to the stakeholder group youth, etc.)

The Committee discussed the summary report of recent comments from patrons. They expressed interest in seeing the comments disseminated through Library Facebook page, website, etc.

The Committee discussed the idea of incorporating regular advocacy-related updates into the Board meetings.

ACTION: Updates from Trustees on their advocacy-related activities will be added to the Advocacy Committee Agenda, as a standing item, going forward.

5. OTHER BUSINESS

No other business to discuss.

6. RISE AND REPORT – 8:05 pm

Matt DeBock proclaimed that the Advocacy Committee of the Whole rise and report.

Committee Chair

Date

Director, Library Services

Date