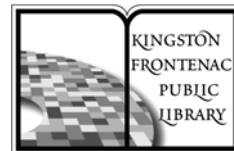


**MINUTES**  
**Regular Meeting #2011-10**  
**Kingston Frontenac Public Library Board**  
**December 14, 2011 - 4:00 PM**  
**Delahaye Room, Central Library**



Present: Barbara Aitken, Paige Cousineau, Denise Cumming, Deborah Defoe (Chief Librarian/CEO), Floyd Patterson, Claudette Richardson (Chair), Monica Stewart

Staff Present: Doug Brown (Manager, Facilities), Patricia Enright (Manager, Children's/Youth Services), Mary Glenn (Recording Secretary), Barbara Love (Manager, Adult Services), Shelagh Quigley (Manager, Human Resources), Chris Ridgley (Budget / HR Analyst), Lester Webb (Manager, Systems and Technical Services)

Regrets: Ralph Gatfield, Wilma Kenny, Erik Knutsen, Councillor Jim Neill, Councillor John Purdon

**1. CALL TO ORDER**

Ms. Richardson called the meeting to order at 4:05 PM.

**2. ADOPTION OF THE AGENDA**

The agenda was accepted as distributed, with Item 6.1, *KFPL Brand Initiative - presentation by Small World Marketing Group*, moved ahead in the agenda.

**3. DECLARATIONS OF CONFLICT OF INTEREST**

There were no declarations of conflict of interest.

**6. ACTION ITEMS**

**6.1 Branding KFPL Brand Initiative**

Ms. Defoe welcomed and introduced Vanessa Pizzinato and Tracy John from SmallWorld Marketing Group (SWMG). Ms. Pizzinato gave a PowerPoint Presentation with details regarding the branding process to date.

Several members of the board had positive comments regarding the visual concept, however because branding is more than a graphic and tagline they felt they needed more information in order to see the key elements. It was explained by Ms. Pizzinato that the corporate manual hasn't been finished yet as they were waiting for approval from the board before going ahead. She suggested that she could send out a copy of the PowerPoint presentation as well as the Brand Brief and Brand Creative documents to give the board more of the foundation, and that further information and details could be provided if the board wished.

Ms. Defoe explained that funds will be put into the capital budget over the next few years for other components of branding to include developing the design and the signage as well as the marketing piece. It is expected that the Board will be looking at an official launch of the brand in the next year.

There was consensus to go ahead with a motion to accept the visual identity, which is the logo and not the brand, to allow the process to move ahead. It was also suggested that because this is almost a mission statement and is broader than marketing and communication, the Board may need to review the Mission and Ends statement.

As requested, Ms. Defoe will be contacting a trademark lawyer to avoid issues, particularly with regards to the tag line.

2011-70 AITKEN – STEWART

*That the Board adopt the KFPL Visual Identity as presented by Small World Marketing.*

CARRIED

Ms. John and Ms. Pizzinato were thanked for their presentation and left the meeting at 5:00 PM.

#### **4. ACCEPTANCE OF MINUTES**

Discussion took place with regards to the general level of detail in the minutes. A board member reported that there is a move to not include a high level of detail and to not attribute comments to an individual, although others felt that it is useful to get a flavour of the discussion.

Discussion ensued and it was suggested that the minutes could still reflect a flavour of the discussion but that it may not be necessary to know who raised an issue, and that once a decision has been made the entire board should stand by it.

It was agreed that, provided the minutes still reflect a flavour of the discussion and provided there is transparency, this is something that can be considered. This will be brought forward at the next board meeting to allow other board members not in attendance to comment.

##### **4.1 Kingston Frontenac Public Library Meeting #2011-09 held November 23, 2011**

2011-71 PATTERSON – AITKEN

*That the minutes of Regular Meeting #2011-09 of the Kingston Frontenac Public Library Board held November 23, 2011 be approved as circulated.*

CARRIED

##### **4.2 Special Meeting held November 30, 2011**

2011-72 AITKEN – STEWART

*That the Minutes of the Special Meeting held November 30, 2011 be approved as circulated.*

CARRIED

#### **5. BUSINESS ARISING FROM THE MINUTES**

##### **5.1 CEO Search Committee – Update**

Ms. Stewart reported that the consultant remarked that this was one of the best committees he has ever worked with. All who sat on the committee were thanked for all their work.

##### **5.2 Carver Governance (G-2, G-7)**

The updated policy pages were distributed.

#### **6. ACTION ITEMS**

##### **6.1 Branding KFPL Brand Initiative**

This had been moved ahead in the agenda.

## 7. INFORMATION ITEMS

### 7.1 Correspondence / Information Received and Sent

- 7.1.1 From the Chair of the Ontario Genealogical Society, Kingston Branch, a letter dated November 19, 2011 to express their appreciation for services provided by KFPL, enclosing a donation of \$500.00. *Responded with a letter of appreciation for their generosity, dated November 30, 2011.*
- 7.1.2 From a patron, a copy of a letter sent to the Mayor of the City of Kingston commending staff at Isabel Turner branch for their excellent performance. *Replied with a letter of thanks from the Board Chair.*

Received since distribution of the agenda:

- 7.1.3 Media Release *Kingston Frontenac Public Library Board Appoints New Chief Librarian/Chief Executive Officer*, dated December 7, 2011.
- 7.1.4 To community and funding partners, letters dated December 8, 2011 to announce that KFPL has appointed a New Chief Librarian/Chief Executive Officer.
- 7.1.5 From Deborah Defoe, a thank you card to the Board for the retirement gift and good wishes, and for the retirement reception.

### 7.2 Ends Report 2011

This report was included in the agenda to report on what has been accomplished over the year.

At a recent board meeting, it was mentioned that there is no report in Carver to look at what has been accomplished with respect to the Ends. This has now been added to the Annual Work Plan.

0011-73            STEWART - AITKEN  
*That the Board receive the Ends Report 2011.*

CARRIED

### 7.3 Annual Work Plan 2012

Ms. Defoe reported that quarterly statistics have been added to the Work Plan. The March C.O.W. meeting was cancelled due to the fact that the Public Library Association Conference which is held bi-annually will be taking place at that time.

As suggested at the meeting, the Work Plan will be revised to include the review of the new Chief Librarian in June, as per the proposal of the consultant.

2011-74            AITKEN – STEWART  
*That the Board receive the Annual Work Plan 2012, as amended.*

CARRIED

## 8. MONITORING REPORTS

### 8.1 Communication and Counsel

#### 8.1.1 Chief Librarian's Report

Ms. Defoe reported that the 200 year anniversary of KFPL will take place in 2012. It was suggested that if an event were held, we could look at launching the new brand at the same time.

Ms. Defoe also reported that she met with Gerry Shoalts (architect) and learned that it is possible to expand Pittsburgh branch to 10,000 square feet. The Board will need to look at putting funds into a capital account for this. Ms. Love reviewed the managers' highlights.

2011-75      PATTERSON - AITKEN

*That the Board accept the following reports of the Chief Librarian/Chief Executive Officer:*

- *Communication and Counsel*

CARRIED

## **9. OTHER BUSINESS**

The OLA Superconference will be held from February 1-4, 2012. It was reported that several board members and several staff members plan to attend.

Ms. Cousineau reported on the *United Way's Board Governance Workshop – Financial Stewardship* workshop that she attended on November 23 and distributed an overview. In response to a question, Ms. Defoe reported that board members are covered under the City and the County insurance policy as each member is appointed by council.

A new one-page meeting evaluation form which has been drafted was distributed before the meeting. Board members were asked to complete the form and leave it with the Board Chair, and to forward any suggestions with respect to the evaluation form.

Good wishes went to Ms. Defoe. She was thanked for her dedication, her guidance, and her leadership.

## **10. NEXT MEETING DATE AND ADJOURNMENT**

The next regular Board Meeting will be held at 4:00 PM, Wednesday, January 25, 2012, Delahaye Room, Central Library.

There being no further business, the meeting was adjourned at 5:55 PM.

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Claudette Richardson, Chair

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Mary Glenn, Recording Secretary