



# PRLS BOARD TALK

## Highlights of the Parkland Regional Library Board Meeting

NOVEMBER 14, 2024

### Organizational Meeting

Parkland's board has four new members. Board members in attendance elected the new Executive Committee and Board Chair. Barb Gilliat was re-appointed Board Chair by acclamation.

### Executive Committee

The Executive Committee has several new faces, along with returning members. Welcome!

**Deb Coombes** – Town of Bowden

**Barb Gilliat** – Village of Alix (Committee Chair)

**Twyla Hale** – City of Lacombe

**Marc Mousseau** – S.V. of Parkland Beach

**Len Phillips** – Town of Rocky Mtn. House

**Carlene Wetthuhn** – Camrose County

**Shannon Wilcox** – Town of Carstairs

**Janice Wing** – Town of Innisfail

Seats seven and eight are vacant, and will hopefully be filled at the February meeting of the board.

### Parkland 2024 Budget

The Parkland budget has been approved by 70% of the municipalities representing 85% of the population, with one municipality declining.

### Advocacy Committee

Parkland will not be appointing the Advocacy Committee pending an assessment of the committee's mandate and how to make it a more effective tool of the board.

The committee can be appointed at the February board meeting following a review of the terms of reference

with recommendations by the Executive Committee which will meet in December and January. In particular, the role and duties of the Advocacy Committee members will be examined to determine whether a more practical "hands on" approach is needed. Rather than being mainly an advisory body, the Advocacy Committee might better served by working directly with local library boards and liaising with municipal and provincial politicians on public library related issues.

Given that next year is a municipal election year and the importance of advocacy in the lead up to the elections, the board can anticipate a robust discussion on the future role of the Advocacy Committee in the New Year.

### Board Meeting Dates for 2025

Parkland will be holding board meetings virtually in 2025. Board meeting dates are subject to change, but are set as follows:

- **February 27** - Annual Report, Year in Review
- **May 15** - 2024 Financial Statements presented
- **September 11** - Budget presentation for 2026
- **November 27** - Organizational Meeting

### Board Member Survey Results

Included in the package was the results of the three-question survey given to board members at the end of their September 12th meeting. Response to the survey was good and the comments were gratifyingly positive.

### Advocacy Activities

#### MLA Visits

Parkland's Director and Board Chair have, at the recommendation of the Advocacy Committee, been engaged in visits with Parkland's MLA and municipal councils. So far Sheppard and Gilliat have met with the City of Camrose, Lacombe County, Sylvan Lake, Delburne, and Rocky Mountain House councils. To date, the only MLA with whom Sheppard and Gilliat have met is Jennifer Johnson. However, two more meetings with MLA's have been scheduled and there is at least one more council meeting scheduled for later in November.

Thus far, all the visits have gone well. Council visits have emphasized the value of Parkland and its services. The visits to the MLAs have highlighted the need for regular,

small increases in funding as previously directed by the board.

### Central Alberta's Woodworking Guild

Parkland has entered into a partnership with the Central Alberta's Woodworker's Guild to produce a variety of puzzle kits for programming use in public libraries. These kits are intended to provide children a way to develop their manual dexterity. The kits are equally useful for seniors or those experiencing cognitive decline who wish to improve their motor, nervous, or hand/eye coordination skills. These kits are being produced at low cost with repurposed oak from discarded church pews. The puzzles and kits can be assembled and disassembled over and over again allowing for years of use, and are being produced at a very reasonable cost.

When all of the kits are produced, it is Parkland's intention to hold an event at one of our member libraries and invite the press. Not only would such an event emphasize the relationship between Parkland and our member libraries, it would also show how Parkland can partner with a local volunteer organization to provide a project of tremendous benefit to the local community.

### Marketing Activities

Parkland has just wrapped up their three major contests for 2024. They are the *Golden Ticket Contest*, the *Library Card Sign-Up & Renewal Contest* for patrons and the *Library Card Sign-Up Contest* for libraries.

The sign-up and renewal activities were held throughout September and October. There were 2,607 entries for the patron contest representing 41 libraries. The patron prizes for these contests were Visa gift cards. Winners were identified in Lacombe, Ponoka, Sundre, Penhold, Eckville, Bashaw, Camrose, and Olds. The library that signed up the most new patrons in relation to their population was Amisk. They will receive a state-of-the-art virtual reality headset to keep at their library.

The *Golden Ticket Contest* was held throughout the month of October. There were 540 entries with 38 libraries represented. A patron from Bashaw was the winner of a weekend trip to Calgary including tickets to the science center and zoo, as well as gift cards for accommodations, gas, and food.

### Advertising Campaign

Parkland's multi-faceted advertising campaign through *Black Press Media* is wrapping up. Eight libraries (Sylvan Lake, Rimbey, Penhold, Castor, Stettler, Lacombe, and Blackfalds) were selected from Black Press communities and received free newspaper print ads.

### Committee News from Trustees

**Carstairs Public Library** won the Ministerial Award for 2024 for their *Tough Topics* programming boxes. Topics include depression, addiction, and consent.

**Cremona Municipal Library** partnered with FCSS to host Santa on November 13<sup>th</sup> with goodie bags and photo opportunities.

**Delburne Municipal Council** hosted Director Ron Sheppard and Board Chair Barb Gilliat for a council orientation about library service in Alberta. Council was very appreciative of their time and the information provided.

**Penhold & District Public Library** hosted a local indigenous chef at their library for an event that partnered with the local school so that children could serve food to visiting dignitaries. They are also hosting a community Christmas event on November 22<sup>nd</sup> with Santa and Christmas carols.

**Stettler Public Library** is gearing up for their annual Wine Survivor fundraiser put on by their Friends group. The event has gone online and continues to be very popular.

### Board Members Present

Barb Gilliat (Vice-Chair), Gord Lawlor, Ray Reckseidler, **(Zoom)** Jackie Almberg, Alison Barker-Jevne, Jul Bissell, Wayne Clark, Laureen Clark-Rennie, Deb Coombes, Edna Coulter, Teresa Cunningham, Cal David, Jeff Eckstrand, Sarah Fahey, Les Fee, Richard Forsberg, Dwayne Fulton, Twyla Hale, Kathy Hall, Pam Hansen, Cody Johnson, Bryce Liddle, Julie Maplethorpe, Philip Massier, Ricci Matthews, Marc Mousseau, Jordon Northcott, Jackie Northey, Jacquie Palm-Fraser, Leonard Phillips, Sandy Shipton, Naomi Tercier, Harvey Walsh, Carlene Wetthuhn, Shannon Wilcox, Janice Wing **(Guests)** Brenda Dennis, Diane Elliot, Maia Foster, Paul Peterson, Paul Webb

For more information, or if you want a copy of the draft minutes from this board meeting, please contact PRLS.