



PRLS BOARD TALK

Highlights of the Parkland Regional Library Board Meeting

SEPTEMBER 15, 2022

PRLS Budget 2023

The board passed a motion to approve Parkland's 2023 budget with a .20 cent increase in the requisition level based on the most current population figures.

Parkland has kept the municipal requisition/levy at \$8.55 per capita for three consecutive years. The Government of Alberta has not increased the grant rate or adjusted for population when issuing grants since 2017.

PRLS Governance Policy Revisions

The Parkland Audit and Banking policies have been amended. The Audit policy changed from requiring an RFP every three years for services, to an RFP review being required at the discretion of Staff, the Executive Committee or the Board.

The Banking policy was changed to requiring a review and request for proposal every five years, or at the discretion of staff, the Executive Committee or the Board.

Strategic Plan Update

At their August 18th meeting, the Executive Committee reviewed a document prepared by Shari Hansen, the Community Development Officer who facilitated several meetings of Parkland's stakeholders. Hansen has identified potential goals and strategies which will be further refined and presented as a draft strategic plan at the November board meeting. Parkland's new plan will run from 2023-2025.

Compensation Review

The Parkland Board received a report on staff compensation completed by consultant Margaret Law. Parkland staff are adequately paid and are "middle of the road" in their industry. Parkland does have a very long salary grid and staff have been instructed to reduce it from fifteen steps to seven.

Stronger Together

Held in conjunction with The Alberta Library, the Yellowhead, Parkland and Peace library systems, the Stronger Together joint virtual conference is scheduled for October 6 and 7, 2022. Staff are excited to announce one of the four Key Note speakers, [Hamza Khan](#). Khan's topic is: *The future of work: enhancing leadership, building resilience, unlocking productivity*. Stay up-to-date with all conference news by following us on [Facebook](#) and [Twitter](#), or [visit our conference website to learn more](#).

Advocacy Committee

The committee is excited about the possibility of creating a unified advocacy initiative for all seven of Alberta's library systems. With a provincial election coming next spring, it is an ideal time to get a commitment for additional public library funding.

Board members are encouraged to use the *Return on Municipal Levy* document found in the 2023 proposed budget when presenting Parkland's 2023 budget to council for approval. There are also *Return on Investment* documents on the PRLS website for each municipality. These documents show exactly how much value each individual municipality is getting from Parkland. They can be found here:

<https://www.prl.ab.ca/about-us/return-on-investment>

Staff also introduced *Your Guide to Building Rapport*, which is designed for municipal library boards. It will be distributed throughout Parkland to help municipal library boards build solid relationships with their local councils and administration.

Marketing Report

In July, Parkland joined in Lacombe Days with a barbeque, face painter, magic show, building tours, and virtual reality programming. The event went very well and Parkland served over 860 smokies, and Mary C. Moore Public Library received over 100 new library card sign ups.

In early summer, Parkland staff started to look at Parkland's social media strategy. Working with the Advocacy Committee, Parkland staff decided to make some changes: posting less often, using more real photos, focusing on collections, and using set backgrounds for videos and photos. It was also decided to put most of staff energy into Instagram and video content as that is what's trending. The goal is to provide generic content that any of our libraries can share to their channels and have it relevant for their audiences, as well as provide an example and inspiration for libraries in their own social media channels. The transition was made on August 1st, and there have been encouraging results in preliminary analytics.

As part of an advocacy initiative to represent libraries as a place of connection, staff created a versatile marketing campaign. The *Connection Campaign* has been completed and distributed to libraries. Libraries have access to eighteen social media posts, four flyers, six short form videos, website and social media banners, and more. Participation is optional, but it is hoped that many will participate. The campaign runs from August 15 – September 30, 2022.

In June, CBC Radio One started featuring rural libraries in their *Recommended Reads* series. Eight of our library managers were selected to be interviewed and the segments aired in June and July.

Parkland has completed our photography/videography project and received six edited videos and 240 professional photos. The project went very smoothly; both the photographer and libraries were very professional to work with and staff are happy with the results. PRLS staff plan to survey the libraries that participated and analyze the use of the photos to help determine if the project should continue next year.

Committee News from Trustees

Sedgewick & District Municipal Library Local MLA Jackie Lovely stopped by the library and presented them with a book called *Lucy Tries Hockey* for their children's section.

Delburne Municipal Library has a new library manager. Also, there is a new major feature film out of Calgary that will be presented to the citizens of Delburne at the end of September.

Sundre Municipal Library manager Karen Tubb has retired and they have a new manager starting immediately.

Cremona Municipal Library has a very popular Lego after school program.

Penhold & District Public Library has hosted 30 summer programs outside the library and 370 children participated in their mobile summer reading program with a total 12,000 minutes read.

Sylvan Lake Municipal Library hosted an author book signing for Sylvan Lake board representative Teresa Rilling and her book called *Just Breathe: Hope Beyond Hurt*.

Clive Public Library has a new manager.

Castor Municipal Library had 35 registrants for their summer reading program. The library manager has started a journaling workshop, and has the Stettler family resource network coming for some P.D. activities in the coming months.

Stettler Public Library has developed a travelling trailer in cooperation with Stettler Wellness Network. The trailer can be booked for block parties and other events.

Board Members Present

Debra Smith (Board Chair), Barb Gilliat, Gord Lawlor, Ray Reckseidler, **(Zoom)** Jackie Almborg, Alison Barker-Jevne, Doug Booker, Jaime Coston, Teresa Cunningham, Cal David, Marie Flowers, Elaine Fossen, Dwayne Fulton, Bruce Gartside, Amber Hoogenberg (alternate for Gail Knudson), Dana Kreil, Guy Lapointe, Stephen Levy, Julie Maplethorpe, Philip Massier, Marc Mousseau, Joy-Anne Murphy, Shawn Peach, Norma Penney, Lori Reid, Teresa Rilling, Bill Rock, Les Stulberg, Delaney Thoreson, Patricia Toone, Doug Weir, Carlene Wetthuhn, Bill Windsor, Janice Wing

With Regrets

Edna Coulter, Amanda Derksen, Barbara Gibson, Ricci Matthews, Leonard Phillips, Heather Ryan

Absent

Jul Bissell, Jeff Eckstrand, Pam Hansen, Daryl Loughheed, Jackie Northey, Bryce Olson, Diane Roth, Sandy Shipton, Shannon Wilcox, Sharon Williamson

Next Meeting: November 17, 2022, (Zoom)

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