

Georgina Public Library

Agenda

November 15th 2018 – P.Nicholls Board Room, Keswick Branch

1. Call to Order
2. First Nations Acknowledgement Statement

“We would like to begin today’s meeting by acknowledging that the Town of Georgina is located over lands originally used and occupied by the First Peoples of the Williams Treaties First Nations and other Indigenous Peoples and thank them for sharing this land. We would also like to acknowledge the Chippewas of Georgina Island First Nation as our close neighbour and friend, one with which we strive to build a cooperative and respectful relationship.”

3. Roll Call
4. Chair’s Remarks
5. Introduction to Addendum Items
6. Approval of the Agenda
7. Declarations of Pecuniary Interest
Pages 1 to 7
8. Adoption of the Past Minutes – 25 October 2018
9. Delegations/Speakers – None
10. Presentations – None
11. Consent Agenda
Pages 8 to 22
 - a. Branch Reports
 - b. Library Statistics
 - c. Website Statistics
 - d. Work Plan Update
12. Communications
 - a. CEO Update – Verbal
Page 23
 - i. Financial Statement – October 2018
 - b. SOLS Trustee Council Meeting Report - Verbal
 - b. Friends of the Library Update - Verbal
13. Old Business
 - a. 2019 Budget Update
Pages 24 to 27
 - b. Freegal Usage by Other Public Libraries
14. New Business
 - a. Board Recruitment
 - b. Board Legacy Document
 - c. Board Branding Training – 6 Nov 2018

15. Other Business For Which No Notice Has Been Given
16. Adjournment
17. Next Meeting Date /Time

Thursday December 13 at 5:00pm
P. Nicholls Board Room, Keswick Branch.

Note: A Holiday Pot-Luck Dinner will be held after the December meeting for board members.



**GEORGINA PUBLIC LIBRARY
BOARD
MINUTES**

Thursday October 25, 2018
7:00 PM
P. Nicholls Board Room
Keswick Branch

1. Call to Order

The meeting was called to order at 7:02 p.m.

2. First Nations Acknowledgement Statement

3. *"We would like to begin today's meeting by acknowledging that the Town of Georgina is located over lands originally used and occupied by the First Peoples of the Williams Treaties First Nations and other Indigenous Peoples and thank them for sharing this land. We would also like to acknowledge the Chippewas of Georgina Island First Nation as our close neighbour and friend, one with which we strive to build a cooperative and respectful relationship."*

4. Roll Call

The following Board members were present:

Suzette Leeming, Chair
Rita Beechey
Charlene Biggerstaff, Councillor
Bobbi Sabatini, Vice Chair
Mary Catherine Macaluso
Gabriel (Sam) Kennedy
Naomi Davison, Regional Councillor
Nancy Rodrigues

The following Board member was absent with notice:

Lori Anderson

The following staff members were in attendance:

Sandra Dipietrantonio, Committee Services Coordinator
David Harvie, Library Director / CEO
Lyndsay Damecour, CUPE 905.13 Union Representative

5. Chair's Remarks

Suzette commented that the coffee with the candidates turned out to be a promising and successful event.

6. Introduction of Addendum Items

Item 9.2 Special meeting minutes from October 18, 2018

7. Approval of the Agenda

Moved by Mary Catherine Macaluso, Seconded by Bobbi Sabatini

RESOLUTION NO. GLB-2018-0062

That the Georgina Library Board Agenda of Thursday October 25, 2018 be approved as amended.

Carried.

8. Declarations of Pecuniary Interest and General Nature Thereof

None.

9. Adoption of the Past Minutes

(1) Minutes of August 25 2018 Board Meeting

RESOLUTION NO. GLB-2018-0063

Under Item 11.1, item two remove word "October" and replace with "September".

That the minutes of October 25, 2018 Board Meeting be approved as amended.

Carried.

(2) Minutes of October 18, 2018 Special Board Meeting

Moved by Rita Beechey, Seconded by Mary Catherine Macaluso

RESOLUTION NO. GLB-2018-0064

That the minutes of October 18, 2018 Special Board Meeting be

approved as presented.

Carried.

10. Delegations/Speakers

None.

11. Presentations

None.

12. Consent Agenda

- a. Branch Reports
- b. Children's Youth Services Report – Summer 2018
- c. Library Statistics
- d. Website Statistics
- e. Work Plan Report
- f. Financial Statement – September 2018

That Item 12. (a) be pulled for discussion. It was confirmed that the Library would be having a small book sale sometime in November 2018 at the Keswick Branch.

Moved by Charlene Biggerstaff, Seconded by Gabriel (Sam) Kennedy

RESOLUTION NO. GLB-2018-0065

That item 11. Consent Agenda be received as presented.

- a. Branch Reports
- b. Children's Youth Services Report – Summer 2018
- c. Library Statistics
- d. Website Statistics
- e. Work Plan Report
- f. Financial Statement – September 2018

Carried.

13. Communications

- a. CEO Update- Verbal
- b. Friends Report – Verbal

Suzette Leeming, Naomi Davison and Bobbi Sabatini all declared a pecuniary

interest at this time.

Moved by Charlene Biggerstaff, Seconded by Gabriel (Sam) Kennedy

RESOLUTION NO. GLB-2018-0066

Motion for Charlene Biggerstaff to spend up to maximum of \$350.00 for the Friends of the Library to go out for dinner in recognition of their efforts with the Victorian High Tea and the Grate Grown up Spelling Bee.

Carried.

Bobbi passed a draft accounting summary from the Victorian Tea Party and discussed the summary she also wanted to acknowledge the Friends for all their efforts and support.

Moved by Gabriel (Sam) Kennedy, Seconded by Charlene Biggerstaff, Councillor

RESOLUTION NO. GLB-2018-0067

That the Victorian Tea Party Accounting Summary be received for information purposes only.

Carried.

14. Old Business

a. Board Self-Evaluation Review

Bobbi reviewed with the members the evaluation and discussion took place amongst the members.

Moved by Mary Catherine Macaluso, Second Nancy Rodrigues

RESOLUTION NO. GLB-2018-0068

That the Board Self-Evaluation Review be received.

Carried.

b. Complaints Mechanisms

Suzette brought out why the board wanted a policy that other libraries do not have.

Naomi Davison, explained that clarification on a complaint process needed

to be documented and is why the members asked the CEO to create a procedure.

Moved by Naomi Davison, Regional Councillor, Seconded by Gabriel (Sam) Kennedy

RESOLUTION NO. GLB-2018-0069

That the Complaint Mechanisms Report be received.

Carried.

c. Director/CEO Evaluation

David provided an updated CEO Evaluation policy. He was asked to change anywhere that said “a six-month review” to “a six-month probationary review”

Moved by Bobbi Sabatini, Seconded by Gabriel (Sam) Kennedy

RESOLUTION NO. GLB-2018-0070

That the Director/CEO Evaluation Policy be adopted with amendments.

Carried.

15. New Business

d. Hours of Service policy

David explained the changes he added to the policy one being, Easter Sunday and added that from time to time if a need or opportunity came up to close the library then he would seek permission from the board, example of this would be ammonia leak or a severe snowstorm.

Moved by Nancy Rodrigues, Seconded by Charlene Biggerstaff

RESOLUTION NO. GLB-2018-0071

That the Hours of Service Policy be adopted as presented.

Carried.

e. 2019 Draft Budget

Finance committee met and went over the proposed budget. David handed out a revised draft 2019 budget record, he went through the draft budget and the business cases associated with it.

David will bring back testing and feedback from other libraries for the ones who use the Freegal music download/streaming service.

Moved by Bobbi Sabatini, Seconded by Nancy Rodrigues
RESOLUTION NO. GLB-2018-0072

That the Georgina Library Board Members receive the draft 2019 Budget
Carried.

f. Board XMAS Dinner

Moved by Bobbi Sabatini, Seconded Charlene Biggerstaff, Councillor

RESOLUTION NO. GLB-2018-0073

That the Georgina Library Board meeting scheduled for Thursday December 13, 2018 begin at 5:00 p.m. followed by a potluck dinner at a member's residence.

g. Branding Workshop for Board

In response to a Doodle Poll that David had sent out to the members. It was decided that November 6, 7:00 p.m. 2018 at the Keswick branch will be when the branding workshop will be held.

16. Other Business for Which No Notice Has Been Provided

Mary Catherine Macaluso commented that the coffee with the candidates was successful and that more discussion will need to take place on the business plan associated with the MURC.

17. Adjournment

Moved by Mary Catherine Macaluso, Seconded by Rita Beechey

RESOLUTION N O. GLB-2018-0074

That the Georgina Public Library Board October 25, 2018 meeting adjourn at 9:04 p.m.

18. Next Meeting – November 15 @ 7:00 p.m. @ Keswick Branch

Sandra Dipietrantonio
Committee Services Coordinator

Suzette Leeming, Chair

Community Connections

- Ms. Stark contacted the Manager of Rixon Manor, the local seniors' residence in Pefferlaw, to learn more about this housing complex, how it operates, and how the Library can better serve this group of seniors in the near future. Discussions about this partnership are on-going.

Spaces

- A new sign directing people to the Lions Hall, the Pefferlaw Branch, and the newly-renovated Pefferlaw Ice Pad was installed on October 3rd. The sign will provide greater visibility and promote our branch to locals and visitors who have not previously been aware of the branch's location.

People and Leadership

- Ms. Stark attended the Community-Led Think Tank, put on by the Ontario Library Association's Community-Led Libraries committee, on Monday October 1st. This yearly event is an opportunity to learn about what Community-Led Librarianship is, find out about the latest best-practices from other Ontario libraries, collaborate on solutions to common problems, and network with other librarians focusing on Community-Led initiatives in their communities. Ms. Stark will be taking what she has learned here and in her previous positions, and using it to explore how we can develop a better community focus here in Georgina.
- Ms. Stark is representing Georgina Public Library on the Town's Communication Committee, and the group has been planning to release a survey for Town staff to complete, to determine how communications between Town departments can be improved.

Collections and Programs

- Staff recently completed a large weeding project in the Pefferlaw branch that has been on-going since February of this year. We have been focusing on removing "dead items" – materials which are very old and/or have not been checked out for a long period of time - from the collection. When we started, our oldest "dead items" had been sitting on the shelf for 14 years – now, all of the materials you see on our shelves have circulated within the last 5 years (with a few important exceptions).
- Olympic athlete and author Jeremiah Brown provided a very engaging, relatable, and heartfelt presentation for participants on Monday October 15th, to kick off Ontario Public Library Week. The dynamic young speaker answered plenty of questions from the audience, signed and sold copies of his book, and even let participants hold his silver medal. All feedback regarding the program has been very positive, and Mr. Brown wrote to Ms. Stark afterwards to thank the library for hosting such a well-run event. (photos below). The event was made possible by a partnership with the Town, the Library and the Friends of the Georgina Library.



- Pefferlaw recently hosted their first public movie screening, thanks to our subscription to Indieflix, which allows free public performance rights for any of their films. We showed the Hitchcock classic “Dial M for Murder.”

Adult Programs

Pefferlaw Branch		
Date	Program Name	Participants
October 4	Book Club	6
October 15	Author visit (Jeremiah Brown)	20
October 26	Movie program (Dial M for Murder)	2

Technology

- Nothing new to report.

*Submitted by Becky Stark
Branch Librarian
November 2, 2018*

Peter Gzowski Branch Report

October 2018

Community Connections

- The Library hosted the third Publishers Meeting this year. 10 Publishing Representatives came to GPL to pitch their Winter 2019 lists to 16 librarians from York Region and the surrounding municipalities.
- The branch is hosting a Work Experience volunteer from Sutton District High School.

Spaces

- Georgina Arts Centre & Gallery hung a new exhibition of art, displaying works from this summer's KidZ Art Camp.
- LED lighting was installed in the branch's overhead lights. The new bulbs do not have fans and are quiet.
- The carpets were cleaned.
- The branch participated in a Fire Drill (October 12) conducted by Black River PS and St. Bernadette's.

People and Leadership

- October 25th, Kate attended Day 4 of the Certificate in Leadership Excellence training.
- October 29th, six team members attended the GPL Staff Training Day.
- October 30th, the branch welcomed Celine Forrester and Jenn Day as its newest team members, as part of a staffing re-organization.

Programs (Adult)

Peter Gzowski (Sutton) Branch		
Date	Program Name	Participants
Saturdays, October 6, 13, 20 and 27	Purls & Chains	28
Fridays, October 12, 19 and 26	Computer Class	13
Thursday, October 11	Book Club	9
Wednesday, October 17	Movie Night	10
Sunday, October 28	Scrabble	4
Sunday, October 28	Wordsmiths	6
Wednesday, October 31	Georgina Hospice	6

Ontario Public Library Week	Book Lovers Contest	6
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Collections

- The branch relocated its Adult Graphic Novel collection to increase its visibility and circulation.
- The team continued its efforts to refresh the fiction collection.
- The School Desk began a deselection project in the Juvenile Non-Fiction collection.

Technology

- Sherrey provided database instruction for three classes (54 students) this month.

Highlight

The gate counts at the school entrance recorded **3,611** visits in October. The students have taken **3,241** books since the start of the school year.

Prepared by:

K. Gibson, Peter Gzowski (Sutton) Branch Librarian, Nov. 5, 2018

Community Connections

- Valerie Stevens (Keswick Branch Librarian) met with staff from the new Vaughan Community Health location on the Queensway South to discuss shared programming opportunities on October 9th.
- Val Stevens and Ruth Berry (eServices Technician) presented Lynda.com to staff members at YorkWorks in Sutton on October 15th.
- Annet Westlake, a local artist, hung paintings (through partnership with GACAG)-Oct 15
- Rogers filmed upcoming episodes of “My Story” in the Library on October 25th.

Spaces

- Roof heater unit that services the CYS/Rotunda area is in the process of being repaired (waiting on a part).
- Ice Palace staff cleaned the carpet in the staff room on October 15th.

People and Leadership

- Valerie Stevens attended updated P-card training with the Town Finance Department on October 2nd.
- Ruth Berry attended Social Media engagement training session (though OLA) at Bradford-West Gwillimbury Public Library on October 4th.
- Valerie Stevens participated in Town Leadership Excellence training (Day 4) on October 11th.
- Valerie Stevens, Kathy Coates (Library Assistant/Unit Chair), and Beverly McQuaig participated in Labour-Management Meeting on Oct 16th.
- Majority of staff participated in all-staff day, including Marketing & Branding exercise with Hardie & Co- on October 29th.
- Effective October 27th, Jennifer Day (Library Assistant) is based in Sutton, and Tracy Emery (Library Assistant) is based in Keswick. This move will improve organizational capacity by providing opportunities for cross-training and new experiences for staff.
- Kelsey Munro-Hill (Library Student) resigned effective October 8th; Ms. Maia Jonker (Library Student) was hired to fill the vacancy. Maia started training October 25th.

(see over)

Collections & Programs (Adult)

Keswick Branch		
Date	Program Name	Participants
October 4	Mah Jongg Club	3
October 4	ESL conversation circle	4
October 4	Knitting group	11
October 10	Book Club	10
October 11	Mah Jongg Club	6
October 11	ESL conversation circle	5
October 11	Knitting group	11
October 12	Exam Proctoring	1
October 15	YorkWorks outreach-Lynda.com	7
October 18	Cedarvale pop-up library	5
October 18	Library Board Meet & Greet (OPLW)	30
October 18	Mah Jongg Club	8
October 18	ESL conversation circle	7
October 18	Knitting group	14
October 25	Mah Jongg Club	8
October 25	ESL conversation circle	8
October 25	Knitting group	8
Various	One on one tech help (eServices technician)	36
	Total:	182

Technology

- Nothing to report.

Highlight

Staff really enjoyed the opportunity to participate in the marketing & branding exercise with Hardie & Co, and are looking forward to seeing the results.

Submitted by: Valerie Stevens
Keswick Branch Librarian
November 2, 2018

Georgina Public Libraries Circulation & Active User Statistics

2018

Date	Keswick	Sutton	Pefferlaw	E-Books	Total	Active Members	Notes
January	13,623	6,623	1,744	3,750	25,740	13,910	Missing OneClick digital ebooks stats
February	12,810	6,636	1,704	3,066	24,216	14,068	
March	14,797	6,982	1,847	3,403	27,029	14,259	March Break Programs
April	15,353	7,908	1,693	3,477	28,431	14,438	In-House Circulation Added
May	15,156	8,699	1,810	3,152	28,817	14,658	
June	14,452	5,638	1,952	3,013	25,055	14,905	
July	21,939	6,374	2,485	3,796	34,594	15,169	
August	21,295	6,661	3,006	3,661	34,623	15,383	
September	16,027	6,595	2,393	3,259	28,274	15,190	
October	15,463	9,882	2,328	3,864	31,537	15,315	+11% in Circulation over this time last year.
November							
December							
TOTALS	160,915	71,998	20,962	34,441	288,316		
Averages	16,092	7,200	2,096	3,444	28,832	14,730	

2017

Date	Keswick	Sutton	Pefferlaw	E-Books	Total	Active Members	Notes
January	14,246	6,496	1,793	3,738	24,773	14,230	eBooks does not include missing hoopla stats
February	13,758	6,685	1,657	3,617	25,717	14,535	
March	15,585	6,644	1,804	3,213	27,246	14,809	March Break
April	13,150	5,874	1,778	2,683	23,485	13,968	Note - Easter closure, only open 24 days
May	14,340	7,335	1,899	2,699	26,273	13,967	
June	14,530	4,835	2,018	2,838	24,221	14,166	SN circ decline due to no school CKO's
July	18,729	4,951	2,150	2,873	28,703	13,617	SRC began and impacted CKOs positively
August	19,236	5,709	2,401	2,654	31,113	13,685	
September	14,344	5,550	1,852	2,445	24,191	13,656	
October	13,610	6,783	1,918	2,462	24,773	13,659	
November	14,274	6,979	1,673	2,041	24,967	13,615	
December	11,214	5,695	1,399	2,324	20,632	14,383	
TOTALS	177,016	73,536	22,342	33,587	306,094		1% increase over previous year
Averages	14,751	6,128	1,862	2,799	25,508	14,024	

2016

Date	Keswick	Sutton	Pefferlaw	E-Books	Total	Active Members	Notes
January	12,636	5,660	1,308	3,257	22,861	14,587	
February	12,024	5,297	1,306	3,202	21,829	14,548	
March	14,342	5,680	1,622	3,076	24,720	14,503	
April	13,711	5,522	1,634	8,391	29,258	14,463	big push on Tumblebooks through school board
May	12,738	5,692	1,634	4,857	24,921	14,429	
June	14,265	4,753	1,644	2,739	23,401	14,457	
July	18,437	5,177	1,844	2,720	28,178	14,524	no Tumblebks July/Aug - querying vendor
August	18,525	5,601	2,085	2,830	29,041	14,453	
September	15,110	6,249	1,732	2,700	25,791	14,417	
October	14,694	7,595	1,854	2,644	26,787	14,364	
November	14,270	7,291	1,605	2,767	25,933	14,256	
December	12,558	4,995	1,572	3,397	22,522	14,175	
TOTALS	173,310	69,512	19,840	42,580	305,242		
Averages	14,443	5,793	1,653	3,548	25,437	14,431	

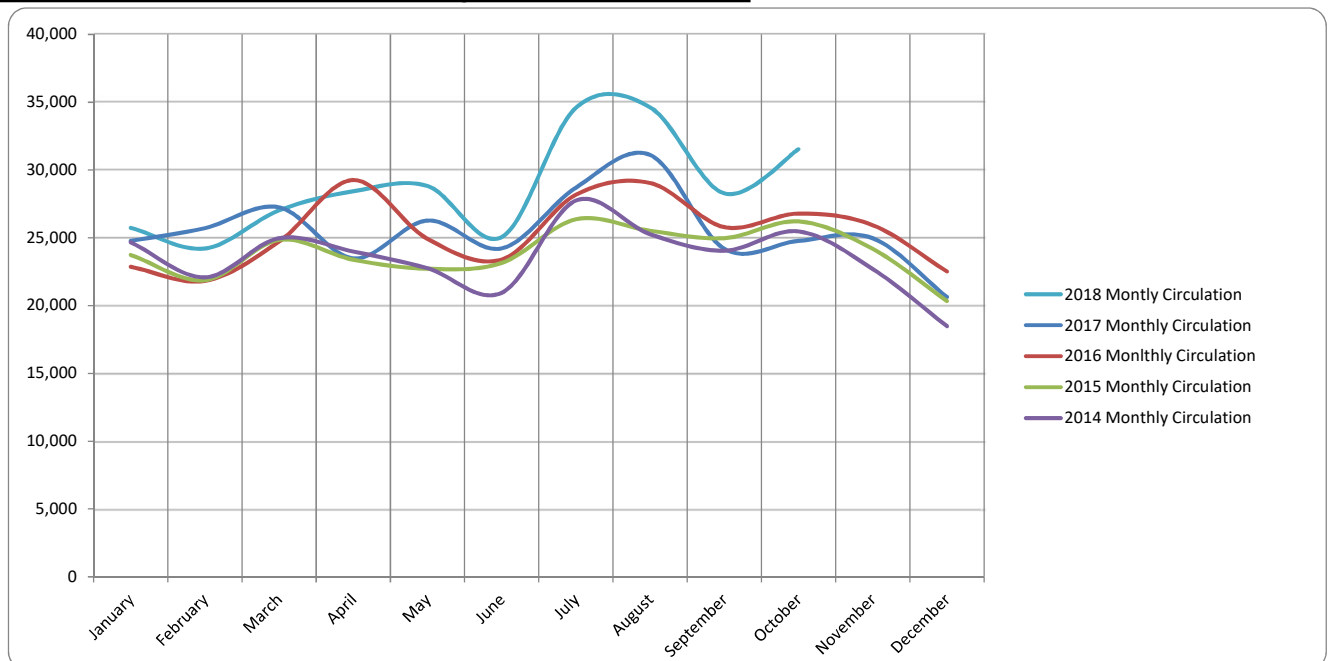
2015

Date	Keswick	Sutton	Pefferlaw	E-Books	Total	Active Members	Notes
January	12,118	7,165	1,674	2,780	23,737	14,991	Added in Zinio magazine circs
February	11,315	6,639	1,392	2,524	21,870	14,913	
March	12,601	7,673	1,931	2,639	24,844	14,925	
April	11,180	7,513	1,659	3,029	23,381	14,825	
May	11,420	6,903	1,708	2,689	22,720	14,788	
June	12,526	5,843	1,821	2,960	23,150	14,862	
July	15,209	6,393	1,845	2,921	26,368	14,944	
August	14,758	6,478	1,773	2,515	25,524	14,775	
September	13,028	6,812	1,739	3,396	24,975	14,751	Added Hoopla
October	12,306	7,479	1,596	4,830	26,211	14,719	
November	10,972	7,000	1,402	4,812	24,186	14,639	
December	10,585	5,426	1,417	2,911	20,339	14,561	
TOTALS	148,018	81,324	19,957	38,006	287,305		
Averages	12,335	6,777	1,663	3,167	23,942	14,808	

2014

Date	Keswick	Sutton	Pefferlaw	E-Books	Total	Active Members	Notes
January	12,776	7,851	1,737	2,307	24,671	15,064	
February	11,548	6,671	1,503	2,366	22,088	15,022	
March	13,365	7,627	1,728	2,251	24,971	14,992	
April	12,279	7,704	1,830	2,176	23,989	14,917	
May	11,470	7,133	1,880	2,274	22,757	14,952	
June	11,512	5,816	1,673	1,946	20,947	14,974	
July	16,491	7,368	2,198	1,693	27,750	15,105	
August	14,469	7,011	2,086	1,701	25,267	15,010	
September	12,956	7,306	1,535	2,256	24,053	15,043	
October	13,313	8,195	1,691	2,275	25,474	15,047	
November	12,018	7,214	1,415	2,057	22,704	15,018	
December	9,623	5,352	1,378	2,126	18,479	14,937	
TOTALS	151,820	85,248	20,654	25,428	283,150		
Averages	12,652	7,104	1,721	2,119	23,596	15,007	

2014 - 18 Annual Total Circulation By Month Comparison



Georgina Public Library Usage Statistics - 2018

January

Branch	Circulation	Visits	Programs	Program Attendance	Computer Usage	Database Searches	Town Services	Total Library Uses	Notes
Keswick	13,623		9	35	2,326		3,647	19,631	
Pefferlaw	1,744		1	10	176		30	1,960	
Sutton	6,623		5	23	577		112	7,335	
CYS			45	846	513			1,359	
e-Branch	3,477	13,221				37,316		54,014	
TOTAL	25,467	13,221	60	914	3,592	37,316	3,789	84,299	

February

Branch	Circulation	Visits	Programs	Program Attendance	Computer Usage	Database Searches	Town Services	Total Library Uses	Notes
Keswick	12,790		16	287	2,298		1,861	17,236	
Pefferlaw	1,704		3	22	153		89	1,968	
Sutton	6,636	5,087	6	49	645		508	12,925	New security gates with counters installed
CYS			47	837	391			1,228	
e-Branch	3,067	11,615				33,492		48,174	
TOTAL	24,197	16,702	72	1,195	3,487	33,492	2,458	81,531	

March

Branch	Circulation	Visits	Programs	Program Attendance	Computer Usage	Database Searches	Town Services	Total Library Uses	Notes
Keswick	15,334	2,984	16	240	2,541		2,250	23,349	Traffic Counters installed in Keswick - March 21
Pefferlaw	1,945	764	3	33	262		129	3,133	Traffic Counters installed in Pefferlaw - March 20
Sutton	7,228	6,350	9	49	749		618	14,994	
CYS			21	823	673			1,496	
e-Branch	3,403	13,704	28	72		37,618		54,797	Lynda.com soft launch March 7
TOTAL	27,910	23,802	77	1,217	4,225	37,618	2,997	97,769	

April

Branch	Circulation	Visits	Programs	Program Attendance	Computer Usage	Database Searches	Town Services	Total Library Uses	Notes
Keswick	15,337	9,499	15	188	2,440		2,183	29,647	In-House Circulation Stats added as of April to all Branch Circulation Stats
Pefferlaw	1,693	1,689	3	70	234		112	3,798	
Sutton	8,071	6,368	7	37	647		477	15,600	
CYS			35	2,025	634			2,659	
e-Branch	3,263	4,337	51	128		36,848		44,576	Lynda.com hard launch April 20
TOTAL	28,364	21,893	111	2,448	3,955	36,848	2,772	96,280	

May

Branch	Circulation	Visits	Programs	Program Attendance	Computer Usage	Database Searches	Town Services	Total Library Uses	Notes
Keswick	15,033	9,647	16	164	2,189		3,940	30,973	
Pefferlaw	1,810	2,304	2	10	300		230	4,654	
Sutton	8,579	7,947	9	59	683		730	17,998	
CYS			41	909	526			1,435	
e-Branch	3,152	12,306	84	145		34,869		50,472	
TOTAL	28,574	32,204	152	1,287	3,698	34,869	4,900	105,532	

June

Branch	Circulation	Visits	Programs	Program Attendance	Computer Usage	Database Searches	Town Services	Total Library Uses	Notes
Keswick	16,858	9,553	14	114	2,242		2,659	31,426	
Pefferlaw	1,957	2,086	1	8	249		479	4,779	
Sutton	6,690	5,862	8	49	653		953	14,207	
CYS			32	4,594	512			5,106	
e-Branch	3,013	11,867	32	55		33,069		48,004	
TOTAL	28,518	29,368	87	4,820	3,656	33,069	4,091	103,522	

July

Branch	Circulation	Visits	Programs	Program Attendance	Computer Usage	Database Searches	Town Services	Total Library Uses	Notes
Keswick	21,939	9,637	10	104	2,202		3,317	37,199	
Pefferlaw	2,485	1,983	2	13	295		576	5,352	
Sutton	6,374	2,351	6	26	840		816	10,407	
CYS			51	1,077	755			1,832	
e-Branch	3,796	13,340	42	96		36,688		53,920	
TOTAL	34,594	27,311	111	1,316	4,092	36,688	4,709	108,710	

August

Branch	Circulation	Visits	Programs	Program Attendance	Computer Usage	Database Searches	Town Services	Total Library Uses	Notes
Keswick	21,295	3,486	16	127	2,477		3,534	30,919	Keswick Traffic Counter batteries died mid-month
Pefferlaw	3,006	1,844	2	22	346		304	5,522	
Sutton	6,661	7,121	7	449	802		565	15,598	
CYS			57	1,084	693			1,777	
e-Branch	3,661	13,489	32	92		35,817		53,059	
TOTAL	34,623	25,940	114	1,774	4,318	35,817	4,403	106,875	

September

Branch	Circulation	Visits	Programs	Program Attendance	Computer Usage	Database Searches	City Services	Total Library Uses	Notes
Keswick	16,027	3,523	13	163	2,466		2,754	24,933	Keswick Traffic Counter batteries replaced Sept 12
Pefferlaw	2,393	1,573	1	8	245		344	4,563	
Sutton	6,595	5,231	9	34	690		581	13,131	
CYS			29	909	430			1,339	
e-Branch	3,259	12,567	37	42		33,646		49,514	
TOTAL	28,274	22,894	89	1,156	3,831	33,646	3,679	93,480	

October

Branch	Circulation	Visits	Programs	Program Attendance	Computer Usage	Database Searches	City Services	Total Library Uses	Notes
Keswick	15,463	9,544	18	182	2,713		2,291	30,193	
Pefferlaw	2,328	1,783	3	28	274		352	4,765	
Sutton	9,882	7,595	13	63	750		243	18,533	
CYS			40	1,314	987			2,301	
e-Branch	3,864	12,973	37	82		38,391		55,310	
TOTAL	31,537	31,895	111	1,669	4,724	38,391	2,886	111,102	

2018 TOTAL

Branch	Circulation	Visits	Programs	Program Attendance	Computer Usage	Database Searches	Town Services	Total Library Uses
Keswick	163,699	57,873	143	1,604	23,894		28,436	275,506
Pefferlaw	21,065	14,026	21	224	2,534		2,645	40,494
Sutton	73,339	53,912	79	838	7,036		5,603	140,728
CYS			398	14,418	6,114			20,532
e-Branch	33,955	119,419	343	712		357,754		511,840
TOTAL	292,058	245,230	984	17,796	39,578	357,754	36,684	989,100

My Dashboard

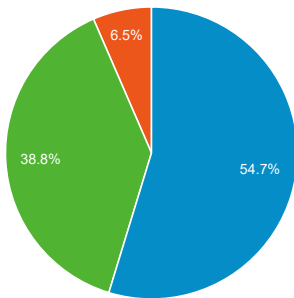
Oct 1, 2018 - Oct 31, 2018
Compare to: Oct 1, 2017 - Oct 31, 2017

All Users
+0.00% Sessions

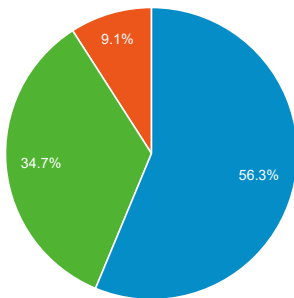
Visits by Traffic Type

direct organic referral

Oct 1, 2018 - Oct 31, 2018

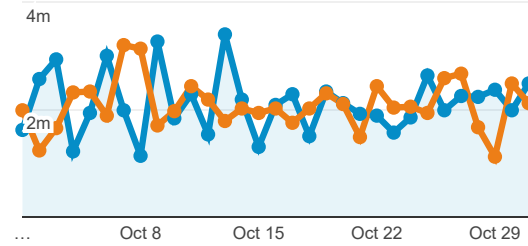


Oct 1, 2017 - Oct 31, 2017



Avg. Visit Duration

Oct 1, 2018 - Oct 31, 2018: Avg. Session Duration
Oct 1, 2017 - Oct 31, 2017: Avg. Session Duration

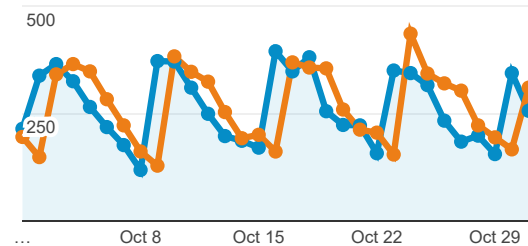


Visits and Avg. Visit Duration by Co...

Country	Sessions	Avg. Session Duration
Canada		
Oct 1, 2018 - Oct 31, 2018	8,017	00:02:10
Oct 1, 2017 - Oct 31, 2017	8,081	00:02:07
% Change	-0.79%	2.37%
United States		
Oct 1, 2018 - Oct 31, 2018	80	00:01:03
Oct 1, 2017 - Oct 31, 2017	77	00:01:57
% Change	3.90%	-46.57%
India		
Oct 1, 2018 - Oct 31, 2018	18	00:00:12
Oct 1, 2017 - Oct 31, 2017	8	00:00:03
% Change	125.00%	258.85%
China		
Oct 1, 2018 - Oct 31, 2018	14	00:00:00
Oct 1, 2017 - Oct 31, 2017	30	00:00:00
% Change	-53.33%	0.00%
Italy		
Oct 1, 2018 - Oct 31, 2018	13	00:00:56
Oct 1, 2017 - Oct 31, 2017	1	00:01:08
% Change	1,200.00%	-17.99%

Visits

Oct 1, 2018 - Oct 31, 2018: Sessions
Oct 1, 2017 - Oct 31, 2017: Sessions



Visits and Pageviews by Mobile

Mobile (Including Tablet)	Sessions	Pageviews
No		
Oct 1, 2018 - Oct 31, 2018	4,699	8,616
Oct 1, 2017 - Oct 31, 2017	4,939	8,971
% Change	-4.86%	-3.96%
Yes		
Oct 1, 2018 - Oct 31, 2018	3,536	5,166
Oct 1, 2017 - Oct 31, 2017	3,317	4,808
% Change	6.60%	7.45%

Bounce Rate

Oct 1, 2018 - Oct 31, 2018	60.07% Avg for View: 60.07% (0.00%)	
Oct 1, 2017 - Oct 31, 2017	60.11% Avg for View: 60.11% (0.00%)	
% New Visits		
Oct 1, 2018 - Oct 31, 2018	48.01% Avg for View: 48.01% (0.00%)	
Oct 1, 2017 - Oct 31, 2017	46.80% Avg for View: 46.80% (0.00%)	

Pageviews

Oct 1, 2018 - Oct 31, 2018	13,782 % of Total: 100.00% (13,782)	
Oct 1, 2017 - Oct 31, 2017	13,779	

Visits

Oct 1, 2018 - Oct 31, 2018	8,235 % of Total: 100.00% (8,235)	
Oct 1, 2017 - Oct 31, 2017		

Oct 1, 2017 - Oct 31, 2017

8,256

% of Total: **100.00%** (8,256)



% of Total: **100.00%** (13,779)



Avg. Visit Duration

Oct 1, 2018 - Oct 31, 2018

00:02:08

Avg for View: **00:02:08** (0.00%)



Oct 1, 2017 - Oct 31, 2017

00:02:06

Avg for View: **00:02:06** (0.00%)



Pages/Visit

Oct 1, 2018 - Oct 31, 2018

1.67

Avg for View: **1.67** (0.00%)



Oct 1, 2017 - Oct 31, 2017

1.67

Avg for View: **1.67** (0.00%)



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Georgina Public Library

2018 Work Plan Progress Chart

Board Initiatives & Policies

Project Name	Project Lead	Start Date	Completion Date	Status	Notes
Board Recruitment	Board Chair	Q2	Q4	Not Started	
Board Legacy Document	Board Chair	Q3	Q4	Not Started	
Board Self-Assessment	Board Chair	Q3	Q4	Completed	Results Reported at October Board Meeting
Succession Planning & Emergency Preparedness	Board Chair	Q3	Q4	Not Started	
Procurement Policy	D. Harvie	Q2	Q3	Completed	Approved – Implementation: 1 Oct 2018.

Capital Initiatives

Project Name	Project Lead	Start Date	Completion Date	Status	Notes
Marketing & Branding Initiative	D. Harvie	Q1	Q4	In Progress	Workshops for Staff and Board completed.
Sutton Service Counter - Design & Build	K. Gibson	Q1	2019	Deferred	Project Scope Changed from build to renovation. Defer to 2019.

Staffing Initiatives

Project Name	Project Lead	Start Date	Completion Date	Status	Notes
Pefferlaw Branch Librarian Additional Hours	D. Harvie	Q1	Q1	Completed	5 additional hours added to Pefferlaw Branch Librarian's position.
Summer Reading Club Student	J. Sutherland	Q2	Q3	Completed	Position Hired. Young Canada Work Grant received for additional part-time position.
Library Admin Assistant	D. Harvie	Q2	Q4	In Progress	Job interviews begin conducted.

Operating Initiatives

Project Name	Project Lead	Start Date	Completion Date	Status	Notes
Sutton Security Gates Replacement	K. Gibson	Q1	Q1	Completed	New gates installed and operating well.
Branch People Counters	D. Harvie	Q1	Q1	Completed	Installed and operating.
Lynda.com	V. Stevens	Q1	Q1	Completed	Continuing to promote in the community.
Library Furniture	J. Sutherland	Q1	Q3	Completed	All items received and installed.
Pefferlaw TV	J. Sutherland	Q1	Q3	Completed	Installed
Self-Check Upgrades	V. Stevens	Q2	Q3	Completed	Upgrades Completed.
ROI Study	D. Harvie	Q2	Q3	Completed	Presentation of ROI Study Results made at Nov 7 Town Council Meeting.

Georgina Public Library

Financial Statement

1-Nov-18

	2018 Actuals	2018 Approved Budget	Variance	Percentage To Date	Target to Date	Notes
Revenue						
Town Grant	1,918,483	2,302,180	383,697	83%	83%	Pro-rated
Provincial Grants	62,600	62,600	-	100%	83%	Provincial Grant Received
Misc Grants	11,360	9,240	(2,120)	123%	83%	Actuals
School Board Revenue	58,500	58,500	-	100%	83%	Payment Received
Donations	17,358	1,800	(15,558)	964%	83%	Spelling Bee Sponsorships & In Memorium Donations
Fines	20,764	27,100	6,336	77%	83%	
Misc Fees	3,100	3,100	(0)	100%	83%	PRESTO Commission, Exam Proctoring
Photocopying Fees	6,653	8,500	1,847	78%	83%	
Program Registrations	4,109	4,200	91	98%	83%	
Book Sale	1,387	2,400	1,013	58%	83%	Sluggish Used Book Sales
Room Rentals	3,578	4,100	523	87%	83%	
Provision from Reserve	16,417	19,700	3,283	83%	83%	Contributions to Reserves Pro-rated
Total Revenues	2,124,308	2,503,420	379,112	85%	83%	
Expenses						
Salaries & Benefits	1,392,188	1,716,800	324,612	81%	83%	
Library Board	2,520	4,800	2,280	53%	83%	Actuals YTD - to be paid out in December
Library Operations	326,330	345,870	19,540	94%	83%	Legal Costs Paid
Training	20,097	18,800	(1,297)	107%	83%	
Collections	132,751	198,850	66,099	67%	83%	Shipping & Processing Costs Moved to Library Operations
Telecommunications	19,106	15,700	(3,406)	122%	83%	
Misc	1,445	2,100	655	69%	83%	
Contribution to Reserve	167,083	200,500	33,417	83%	83%	Contributions Pro-rated
Total Expenses	2,061,520	2,503,420	441,900	82%	83%	
Net	62,788	-	(62,788)			

1% of Library Budget = \$25,034

Note

In preparation for the 2019 Budget, new budget lines were created to bring accounting practices in line with Tangible Assets Accounting standards. Costs such as Shipping and Processing were moved from the Collections Budget (tangible assets) to existing budget lines for shipping and processing under Library Operations. While expenses were moved, the approved budget lines were not changed.

Freegal Usage Comments from Other Ontario Public Libraries

These comments below are the responses to a posting on the AMPLO listserv on 31 October 2018, asking libraries to share their experiences with using Freegal. Eight libraries responded to the posting.

Brantford Public Libraries (pop. 31,030, active cardholders: 11,185)

For 2018 Until September end of this year

	September 2017	September 2018	2017 YTD	2018 YTD
Freegal Music Downloads	567	529	5116	5101
Freegal Music Streaming	738	860	10247	14913

We've had Freegal for years....if you want more historical data...let me know.

Peterborough Public Library (pop. 82,094, active cardholders: 13,735)

We discontinued our Freegal subscription last year. The service was fine, no issue there. Mainly positive things to say about it actually.

The issue became cost. There were 11 people using the service regularly, which didn't balance out the cost per person ration very well for us. We didn't feel it was an effective way to spend our money in the end.

Haldimand County Public Library (pop. 45,608, active cardholders: 15,306)

Haldimand County Public Library has subscribed to Freegal since 2013. In 2015 we added the streaming service to our subscription. We track the number of song downloads and the number of streaming "instances", or sessions, (as opposed to the number of songs streamed, as that figure was determined to be an untrue gauge of usage).

Our annual Freegal circulation has been:

2013 2,204
2014 8,227
2015 10,352
2016 10,189
2017 6,709
2018 4,247 (January through September).

- *The 2013 figure is low, as we subscribed for only a portion of the year*
- *The 2015 figure increased due to the addition of streaming services*
- *Not sure why we declined so much in 2017*

Thanks partly to the US exchange rate, the cost of Freegal has been going up significantly. We now pay \$7,500 US per year. About two years ago, I began to question the value of this service. I can't put my finger on it at the moment, but about a year or two ago I ran a comparison between the cost of Freegal and circulation on our compact discs and it was very clear that we continue to get better "circ per dollar" on CD purchases than on Freegal. Obviously, though, we don't reach the "online only" crowd if we invest solely in discs.

I don't track user statistics, but I do periodically look at the report to see how many unique users are downloading/streaming, and we get about 50 to 80 unique users each month.

While the site boasts 9 million + songs (or is the latest figure 12m+?), it features only the catalogue of Sony and its subsidiaries. The two other leading labels, Universal and Warner, are not represented. It is for this reason that many of our patrons complain that the artists they want are not on the site. Each year, I check to see if Universal or Warner have launched similar services and unfortunately, it hasn't happened. When I purchase CDs, I try to focus on those produced by Warner or Universal labels.

My response has always been...it's the best music service out there for libraries and while you can't find everything, you can find a lot. The interface is extremely easy, downloading is a breeze and my only criticism, which I've expressed to the vendor, about the site itself is that the browse features could be improved to make discovering new artists / genres more enjoyable.

*I personally use the free **Slacker** app on my iPad to stream music and periodically use Freegal to download a few favourites. I find about 25% of what I'm looking for...which makes sense, since the rest probably fall under Warner or Universal.*

Newmarket Public Library (pop. 87,329, active cardholders: 23,742)

Our monthly downloads and streams is at around 3,000. I can look into unique users if you want but don't have that at my fingertips.

The shortcoming of Freegal is that it represents only about 40% of the music market internationally—only Sony and its affiliated labels. But it is more in tune with how people experience music these days.

Grimsby Public Library (pop. 27,314, active cardholders: 7,230)

I cancelled this service shortly after arriving in Grimsby. Average use was 128 users out of all cardholders. Couldn't justify the cost for that many people.

I can probably dig out numbers from back in 2015 if you need them. Let me know.

Orillia Public Library (pop. 31,128, active cardholders: 15,402)

Here are the Freegal stats for Sept. 2017-Aug. 2018 (12 months):

Sept. 2017: 483

Oct. 2017: 657

Nov. 2017: 615
 Dec. 2017: 557
 Jan. 2018: 727
 Feb. 2018: 560
 Mar. 2018: 558
 Apr. 2018: 500
 May 2018: 491
 June 2018: 595
 July 2018: 585
 Aug. 2018: 539

Freegal users for the last 12 month: 147

Fort Erie Public Library (pop. 30,710, active cardholders: 5,502)

We've been using Freegal for the past few years here in Fort Erie. We're a smaller system (about 30,000 residents), and the service isn't heavily utilized - about 4,200 circs per year. Works out to about a dollar per circ, which isn't bad compared to certain items like books, but we've also not seen any growth.

I'm still on the fence about how long to continue the service, especially with some of the free streaming services available to patrons, the growing popularity of Spotify, and the availability of pretty much every song a patron might want on Youtube. They've tried to sell us on the streaming option of Freegal, but I'm definitely not looking to make that leap.

It can be a good service, I'd just suggest making sure that you publicize it heavily. Really depends on what your patrons want, and whether they're already working with alternatives.

Richmond Hill Public Library (pop. 211,846, active cardholders: 62,224)

I put together a document with our monthly statistics from January to October of 2018. We allow our customers 5 downloads a week and unlimited streaming.

They have a variety of genres and more than 15 million songs in their catalogue. The downloads stay with the customer and don't expire so customers can create a large database of their favorite music.

An example of library programming was a staff member that ran a program to assist customers in setting up a Christmas playlist using Freegal.

Freegal 2018

Month	Number of Downloads	Number of Track Streamed	Active Users for the Last 12 months
January	1198	4965	383
February	1161	5139	374
March	1384	6730	368
April	1228	7193	375
May	1247	6065	377

June	1174	5705	373
July	1292	6213	362
August	1180	5454	354
September	1822	6055	354
October	1172	5429	361

We offer 5 downloads per library card per month and unlimited streaming.