

Bracebridge Public Library Special Board Meeting
Tuesday, November 7, 2017 at 7 p.m.
MINUTES

Present: A. Freer (Chair), T. Barker, T. Henderson, B. Hutchinson, L. Jacob, M. Mayes-Stewart, C.A. Robinson, P. Schofield, C. Wilson and C. Rodney (CEO)

Regrets: None

1. Call to Order by the Chair:

The meeting was called to order at 7:04 p.m.

2. Approval of the Agenda:

Motion: To accept the agenda for November 7, 2017

Moved by: T. Barker, seconded by T. Henderson. CARRIED

3. Organizational input – Bracebridge’s 2018 Strategic Plan:

As one of the community stakeholders, the Library Board was invited by the Mayor to submit a brief to assist with the planning process. Much discussion took place as the Board addressed the following provided questions:

1. Based on your portfolio, what are your priorities for the next 10 years?
2. In 10 years what do you hope is different about the community? What do you hope stays the same?
3. Are the four pillars of sustainability in the 2008 Plan still appropriate? Should they be added to or adjusted?
4. In your opinion, what opportunities do you see for Bracebridge?
5. What are the major challenges currently faced by the Town that can be addressed through the Strategic Plan?
6. What are the key areas that you would measure to determine the success of the Town?

The Board Chair and CEO will prepare a brief based on the points suggested during the Board’s discussion and submitted to the Town for the November 10 deadline, as attached.

4. Special 2018 budget item:

Motion: To move into Closed Session

Moved by: T. Henderson, seconded by C.A. Robinson. CARRIED

Motion: To move out of Closed Session

Moved by: T. Barker, seconded by M. Mayes-Stewart. CARRIED

Motion: To approve the proposed increase of hours for one Circulation Clerk in 2018

Moved by: T. Henderson, seconded by B. Hutchinson. CARRIED

5. Date of next meeting: Tuesday, November 14, 7 pm

6. Adjournment declared: 8:55 pm

COMMUNITY BASED STRATEGIC PLAN REVIEW 2018

Group/Organizational Submissions

Bracebridge Public Library Board

Special Board meeting to discuss the Town's Strategic Plan was held at 7pm on November 7.

Introduction to Library Board's community concerns

The Library Board supports the initiatives in the Convergence Report and its proposed updates and revisions. The Bracebridge Public Library and its services is a vital contributor to the health and prosperity of the Bracebridge community. As a Library Board and as individual Board members we emphasize that the health of the community is reflected in the services and outreach that can be provided for all the citizens of the Municipality of Bracebridge by the Bracebridge Public Library. We used the following questions provided by the Town to direct the discussion:

1. Question: Based on your portfolio, what are your priorities for the next 10 years?

The Library's portfolio is stated in the Library's Purpose Statement – *The Bracebridge Public Library is an essential community hub providing everyone with materials and experiences that open minds, explore our world, inspire discovery, entertain and foster lifelong learning.*

The Library's priorities are guided by the Bracebridge Public Library Strategic Plan 2015-2019. (Appendix A)

- a) Establish a new co-located library that meets the needs of the community now and in the future and is barrier-free
- b) Library Strategic Plan Goal #4: The Library as Technology Hub – to be more accessible to students of all ages and others requiring technology, the Library needs to be open later and more weekend hours
- c) The Library's Strategic Plan will be reviewed every 4 years to accommodate change and identify new challenges.
- d) Expand the Library's presence in the community at large

2. Question a): In 10 years what do you hope is different about the community?

Economic

- a) More year round employment
- b) Diversified job opportunities other than manufacturing - e.g. call centre
- c) Reliable hydro service
- d) Better winter road maintenance
- e) Specific transportation needs e.g. transportation between municipalities, commuter bus to Barrie re: Go Train
- f) Continue to advocate for rail passenger service

Social:

- a) Affordable rentals or housing; variety of rental opportunities
- b) Look for opportunities re density to encourage closer access to necessities and services
- c) Consider the varieties of adaptations needed for various physical challenges e.g. hearing, the blind (extension of audible traffic signals), better physical access to retail on Manitoba and other streets)
- d) Enhance entertainment environment, to be inclusive eg. captioning for hearing impaired
- e) A guaranteed hospital presence
- f) Better connection to rural and part-time residents

- g) That the citizens become more involved in community activities which encourage interaction in learning, entertainment and volunteerism
- h) Continue to seek out a university presence in Bracebridge and a community college offering more choices

Environmental:

- a) The environment needs to be a constant priority. e.g. "How will this plan or action affect the environment?"
- b) Better forestry practices, enforcement of tree-cutting by-law

Question b) What do you hope stays the same?

- a) Keep small town quality of friendliness and welcome
- b) Whenever possible, maintain historic character
- c) Continued public access to the river, natural spaces and trails
- d) Retain trees and urban forest

3. Question: Are the four pillars of sustainability in the 2008 Plan still appropriate? Should they be added to or adjusted?

- Eliminate use of mixed terminology – use Pillar #1, OR Strategic Objective #1, etc.
- Add "growth" and "innovation" as appropriate to the pillar or strategic objective names. Maintain word "sustainable" under environmental objective

The following adjustments reference the alphabetical notation for each objective, including additions:

Strategic Objective #1: A Vibrant, Prosperous and Economically Sustainable Community

- b) **Add to this** - reliable hydro
- d) **Change to** - Work with Georgian College to identify job opportunities and placements for graduates and continue to seek a university presence
- h) **Add** – In all marketing refrain from referring to Bracebridge as Muskoka and Cottage Country; we need our own local identity
- i) **Add from Strategic Objective #2 c)** but change "Improve the ratio of permanent population to seasonal population" to "Work towards a better integration of all taxpayers in support of the Bracebridge Mission statement whether those taxpayers have primary, secondary or rural residences."

Strategic Objective #2: A Green, Mindful and Environmentally Sustainable Community

- b) **Add** – bike lanes
- c) This statement seems inappropriate for this objective – move to Strategic Objective #1

Strategic Objective #3: An Engaged, Healthy and Socially Sustainable Community

- i) **Add** - Seek to utilize the expertise within the community among long-term and new residents

Strategic Objective #4: A Creative and Culturally Sustainable Community

- d) **Remove** - reference to the focal point for the downtown

ADD Strategic Objective #5: A Community Responsive to Technological Opportunities

- a) Establish Bracebridge as a community that is supportive of technological advances

- b) Seek out and encourage technological entrepreneurs to bring business and employment to the community
- c) Provide high-speed fibre optic service throughout the municipality
- d) Provide opportunities for technological literacy

4. In your opinion, what opportunities do you see for Bracebridge?

- a) Advertise eg. www.bridgetobiz.com, magazines (eg. Bridge to Biz) with local success stories & relocation from Toronto etc.
- b) Concentrated effort to market as a safe community – get stats to backup
- c) Technological access to high speed internet is improving which can lead to technological enterprises
- d) Growth of population – opportunity to plan growth & transportation – planning around land problems
- e) Marketing for living further north – less expensive, close to nature, cleaner air quality
- f) More bike lanes, emphasis on outdoor activities through Recreation Strategic Plan
- g) Health care - leader in patient model that MAHST (Muskoka and Area Health System Transformation) is promoting
- h) Try for more government departments/facilities e.g. rehab, research, training centre for prison guards
- i) Conduct a Downtown Master Plan to bring back interest in downtown

5. What are the major challenges currently faced by the Town that can be addressed through the Strategic Plan?

- a) Taxes high – no industry, downloading from upper tiers – Association of Municipalities in Ontario suggested increase of 1% of HST to help smaller communities with infrastructure
- b) Communication from municipality to get more participation & understanding of Town initiatives i.e. marketing
- c) Exodus of youth – lack of jobs and affordable housing
- d) Many infrastructure needs
- e) Spread out nature of the municipality
- f) Traffic problems connecting to the south
- g) Homelessness and social isolation
- h) Lack of affordable housing
- i) Visible and hidden poverty
- j) Long term empty buildings and empty storefronts
- k) Appropriate and variety of retail
- l) Digital impact on local retailers
- m) Technological exclusion due to poverty and/or lack of education

6. What are the key areas that you would measure to determine the success of the Town?

- a) The town strategic plan actionable items – completion of score card
- b) Number of people employed vs unemployed
- c) Number of youth who stay
- d) Number below poverty
- e) Population growth
- f) Number of full time good paying jobs vs seasonal/min. wage
- g) Number of people with internet, etc.
- h) Are people using the businesses in town or not?
- i) How many empty storefronts & businesses?

APPENDIX A

Bracebridge Public Library Strategic Plan

2015-2019

Bracebridge Public Library Purpose Statement

The Bracebridge Public Library is an essential community hub providing everyone with materials and experiences that open minds, explore our world, inspire discovery, entertain and foster lifelong learning.

Goal #1: Meeting the Community's Need for a 21st Century Library

The Library will:

- 1.1 Work towards a library building that fulfills the needs identified in the 2012 Library Needs Assessment.
- 1.2 Seek to create a civic space that is barrier-free, environmentally friendly, functional and architecturally appropriate.
- 1.3 Work together with the community, to build a library in which Bracebridge will take pride.

Goal #2: The Library as a Community Hub

The Library will:

- 2.1 Maintain and improve the Library as a civic space, open and welcoming to all, with free access to materials, services and programs.
- 2.2 Ensure the Library is a place where residents may study, research, attend events and enjoy gathering and connecting with one another.
- 2.3 Work towards providing programs for all ages at the Library.

Goal #3: The Library as a Knowledge Hub

The Library will:

- 3.1 Provide experiences and access to materials both locally and from the larger library community as a portal to literacy and life-long learning.
- 3.2 Provide knowledgeable, well-qualified staff.
- 3.3 Strive to provide materials best suited to the community's needs and adapted to the learning styles of individuals whether print, digital or audio-visual.

Goal #4: The Library as a Technology Hub

The Library will:

- 4.1 Use technology in the Library and in the community to promote the Library and its services.
- 4.2 In response to constantly changing technology, strive to provide staff and library users with appropriate training in hardware and software.

4.3 Seek to educate the public through workshops, lectures and other means on how to access reliable and safe information on the Internet.

Goal #5: The Library and the Community

The Library will:

- 5.1 Align with the Town of Bracebridge's strategic objectives and planning.
- 5.2 Through its Board, practise fiscal responsibility and act in good faith in the best interests of the Library.
- 5.3 Co-operate with other community agencies and with the business sector of the town.
- 5.4 Seek opportunities to engage in and support community events.

Goal #6: Funding for Present and Future Library Projects

The Library will:

- 6.1 Identify and provide ways for the public to support Library projects, including but not limited to, tax-deductible donations or bequests.
- 6.2 Continue to identify sources of, and apply for, government and corporate funding.