

MARIGOLD REPORT

To Councils and
Special Areas Board

Marigold Board Meeting Saturday, November 17, 2012

Marigold Library System Board held its regular meeting in High River at the Highwood Memorial Centre on Saturday, November 17, 2012. Town of High River Councillor Tim Whitford provided greetings.

Participants were asked to state the service that they most appreciated about Marigold Library System. There were a wide range of responses including:

- * Paperback Deposits which provide access to library services in remote locations
- * ability to request materials from over 160 libraries through TRAC
- * Library to You service which is an important part of a Board member's life
- * new eResource Freegal that enables cardholders to download up to three songs per week
- * consultation to member libraries and local boards
- * eResources including Ancestry Library Edition to access genealogy information
- * Library to You service that provides people who live in remote areas or who are bedridden the opportunity to access materials
- * two-way support of staff, Board and library

Marigold Chair, Lynda Lyster, welcomed Marigold Board Members and guests. She acknowledged new Marigold Board Members including: Susan Billington - Kananaskis Improvement District, Dennis Punter - Town of Oyen, Ron Howe - Town of Three Hills, Lorraine Rupert - Village of Youngstown.

BOARD TRAINING

At the August Board meeting in Drumheller, Board members were asked what would help them to be a more informed Board member. Many participants stated that they would appreciate an overview of Marigold's financials including income statement, balance sheet and how Marigold is funded.

In response to this request, the November meeting included a comprehensive overview of Marigold's financial documents. Marigold Library System uses accrual based accounting. Medium sized and larger organizations use this method.

Michelle Toombs, CEO, explained how Marigold is funded and provided detail about the levy structure for municipalities with and without library boards, and for municipal boards. She described how there are two levels of public library service in Alberta: municipal service and System service. Board members requested that her presentation be transformed into a document that can be referred to by Marigold stakeholders in presentations to councils and local boards.

DECISION — FINANCIAL

The **unaudited financial statements to October 31, 2012** were presented to the Board. As of October 31, 79% of revenue has been received. The levies for Library Boards are paid. Marigold has received higher income through greater interest rates. Plans are underway to spend funding in the computer hardware section on staff workstations.

The **RISE Financial Statements to October 31, 2012** were also presented to the Board. RISE began in 2008 when project funding of \$5 million was raised to purchase equipment and provide capacity grants to allow libraries to be open more hours based on recommended minimum opening hours identified by the province. Presently RISE is in an expansion phase from September 2012 to September 2013 to extend videoconferencing to other parts of the province.

In August, Marigold received \$170,000 (RISE Expansion Pilot Money) that will be used to cover expenses for the RISE Expansion Pilot project including a term Videoconference Specialist who has been hired at Marigold.

The **Marigold Draft Budget 2013, 2014 and 2015** was presented. The final budget for 2013 – 2015 will be approved at the January Board meeting pending release of official population figures by Municipal Affairs. Policies relating to these population figures, including Schedule B of the Collection Management Policy and Schedule A of the Transfer Payments Policy, will be presented at the January meeting. The information for 2014 and 2015 will need to be revised each year to incorporate projected expenses and more accurate estimates based on population and cost increases.

POLICY APPROVAL & DISCUSSION

The following policies and schedules were reviewed and approved by the Marigold Board.

K. Anderson (Village of Hussar) presented on behalf of the Governance Committee:

- **Continuing Education Plan for Marigold Board Members.** Continuing Education includes orientation, conferences, workshops and courses. Marigold recognizes the importance of an informed and knowledgeable Board to govern the System. The Plan was revised to include additional conferences that Board members may attend.
- **Appointment Plan for Marigold Board Members.** This plan was formerly called Recruitment Plan for Marigold Board Members. The plan outlines the steps that take place when there is a vacancy in a specific municipality. Revisions were made to better describe how Marigold Board Members are appointed by council including written confirmation confirming the appointment by the municipality.

M. Booker (Acadia M.D.) presented on behalf of the Standards and Services Committee:

- **Provision of Services Policy** – The policy outlines the types of library service offered to Marigold member municipalities and their residents. The Procedures section now includes the Agreements between Marigold and its members. Specific types of library service that Marigold provides including roles and responsibilities for both Marigold and member library boards. The four types of library service that Marigold provides include: Municipal Libraries and Community Libraries, Paperback Deposit and Library to You (books by mail).

Vision 2015 Progress

Communications and Marketing Specialist, C. Pilikowski, provided highlights of accomplishments towards Marigold's Strategic Plan for 2011-2015. Goals and objectives from each specific area of the plan also have marketing components.

- **New resources:** Freegal music download service is popular with member libraries. Cardholders can download 3 songs per week. Freegal also has audiobooks and speeches in other languages.
- **Website project:** Crossfield Library has been set up. Cochrane and Canmore libraries are on board to utilize website templates.
- **Develop and Foster new partnerships:** RISE expansion project is a great example of fostering new partnerships. Bow Valley College was extremely pleased to participate and share expert content with their Career Savvy Series.
- **Refining tools to effectively inform stakeholders and decision makers about Marigold:** A board orientation held

September 15 was well-attended. A new Regional Library System Brochure talks about the value of regional systems and gives a province-wide perspective. Discover the Power of Your Library Card campaign is well underway. Some municipalities have asked for the brochure to be included with utility bills.

- **Increase in training using a variety of delivery methods.** Freeding, Freegal, Mango, Overdrive, Ancestry Library Edition and Polaris are a few of the sessions offered by Marigold's Technology Assistant Alison McMillan. Marigold now has a Vimeo channel. Check it out at: www.marigold.ab.ca/training/training-opportunities
- IT staff and consultants are working on the **Technology Plan** which determines how Marigold will build the capacity of Marigold's IT infrastructure to support Vision 2015.



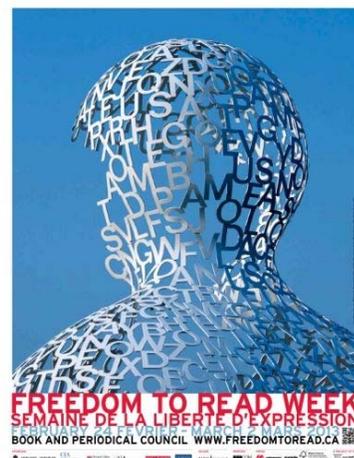
Marigold's server room in the midst of revamp!

Lynda Lyster, Board Chair, tours the server room with Steven Pattison, IT & Network Services Consultant and Michelle Toombs, CEO

INFORMATION AND REPORTS

Marigold Chair proclaims February 24 – March 2, 2013 as Freedom to Read Week

- Chair Lynda Lyster read the Freedom to Read Week Proclamation. Find more information at: www.freedomtoread.ca
- Laura Taylor, Assistant Director, gave a brief presentation on the importance of intellectual freedom and provided examples of some recent materials that have been removed from libraries in the United States.
- Letters will be sent to councils and library boards to encourage participation in this important celebration in early January. Libraries are encouraged to recognize the week by creating displays of challenged or banned books.



Committee appointment:

- Kristen Anderson (Village of Hussar) and Linda Schafer (Town of High River) were appointed to the Ad Hoc Nominating Committee.

Report: ALTA (Alberta Library Trustees Association)

Marigold ALTA Representative, Diane Osberg (Town of Black Diamond/Town of Turner Valley) provided news about ALTA. Information about the Alberta Library Conference that takes place at the end of April is available on the Library Association of Alberta website. Go to: www.laa.ca for more information.

IMPORTANT DATES

Upcoming Board Meetings

- Saturday, January 26, 2013; Videoconference in four locations (Marigold Headquarters, Airdrie, Cochrane and Hanna); 9:30 a.m.
- AGM *April 20, 2013, 9:30 am in Strathmore *Please note the **change to a Saturday**.

RISE Network and Expansion Project presentation

Where can you meet with your doctor, learn from an astronaut or have an expert answer your farming questions?

In Alberta, that place is your local public library. At nearly 100 public libraries, Alberta residents can engage and interact with experts, medical professionals, colleagues and more, all within minutes of home using videoconferencing provided through the RISE Network.

Presenter Denise Fung, Library Services Consultant for Marigold, noted that over the past three years, videoconferencing through the RISE Network has proven to increase connectivity, to make information more accessible, to save money and to enhance the safety of participants (staff, patrons and partners) by minimizing travel time to meetings or program sites.

Since the expansion project started in September of this year there has been an increase in the variety of training, learning and skills development opportunities offered to staff, volunteers and the community.

There has also been an increase in the delivery of literacy-focused programs, such as adult literacy programs, interactive library story times and reading programs. Visit the Rise Network at www.risenetwork.ca

We've been able to provide a virtual meeting room for

partners, local businesses, distance education students, library staff and government workers.



Fung's presentation provided a greater understanding about videoconferencing. For example, videoconferencing was compared with Skype. RISE videoconferencing provides a high definition experience on a secure network and enables multi-person connectivity, all features that are not available with Skype.

The pilot project is funded by and conducted in collaboration with the Alberta Municipal Affairs Public Library Services Branch and the APLEN (Alberta Public Library Electronic Network). The pilot will run September 2012 to September 2013.

Municipalities Represented November 17, 2012

Lynda Lyster (Chair)	MD of Bighorn
Leslie Duchak (Vice Chair)	Town of Okotoks
Diane Osberg	Town of Black Diamond & Turner Valley
Shelley Sweet	City of Airdrie
Maxine Booker	Acadia MD
Mavis Holder	Town of Canmore
Marilyn King	Town of Chestermere
Barb Marshall	Village of Delia
Darlene Raketti	Town of Drumheller
Barb Beary	MD of Foothills
Cathy Watts	Town of Hanna
Linda Schafer	Town of High River
Kristen Anderson	Village of Hussar
Bob Painter	Kneehill County
Carrie Campbell	Village of Linden
Lil Morrison	Starland County
Ron Howe	Town of Three Hills
Berniece Bland	Wheatland County

Guests:

Tim Whitfield	Town of High River
Diane Porter	High River Library Board Chair
Linda Mccauly	Sheep River Library Board

