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Minutes of the VPL Board Community Relations, Planning & Development Committee Regular Meeting held on Monday, May 15, 2023 at 5:30 p.m. via video call.

**Present:** Emily Lapper  
Kevin Lowe  
Karen Spears – Chair

**Absent:** Raji Mangat  
Harlan Pruden  
Abeer Yusuf

**Management**

**Present:** Christina de Castell – Chief Librarian & CEO  
Dawn Ibey – Director, Neighbourhood & Youth Services  
Julia Morrison – Director, Corporate Services & CFO  
Carol Nelson – Director, Planning & Communications

**Staff:** Scott Fraser – Manager, Marketing & Communications

**Guest:** Liza Saayman – President, CUPE 391

**Recording**

**Secretary:** Chrysalyn Tolentino – Executive Assistant

**INTRODUCTORY REMARKS**

Committee Chair Spears acknowledged that our work takes place on the unceded homelands of the Musqueam, Squamish and Tsleil-Waututh Nations. She shared information about the Moose Hide Campaign Day on May 11, which began as a BC-born Indigenous-led grassroots movement to engage men and boys in ending violence towards women and children. It has since grown into a nation-wide movement. Communities and organizations across Canada have held Moose Hide Campaign events and joined the annual Moose Hide Campaign Day ceremony and fast.

**ADMINISTRATION:**

**1. Approval of the Agenda**

Moved Kevin Lowe

*THAT the Committee approve the regular meeting agenda as received.*

**CARRIED UNANIMOUSLY**

**2. Minutes**

The Chief Librarian & CEO presented the draft minutes of the Regular Meeting March 13, 2023 for approval by the Committee.

Moved by Kevin Lowe

*THAT the draft minutes of Regular Meeting held March 13, 2023 be approved as received.*

**CARRIED UNANIMOUSLY**

**PLANNING**

**3. Vibrancy**

Carol Nelson, Director of Planning & Communication and Julia Morrison, Director of Corporate Services & CFO sought the Committee's input related to activation of library spaces for the purpose of contributing to Mayor Sim's goal of increasing vibrancy in the city, revitalizing Downtown Vancouver and bringing back Vancouver as a destination. Director Nelson shared examples such as partnering with tourism organizations or festival organizers, food trucks, movie nights, and outdoor furniture on the plazas.

Trustees asked questions about the distinction between these activities and existing library programs, and asked about connections to the goals in the strategic plan. They noted that the library would need to be thoughtful about the types of partnerships, ensuring they are linked to library values, and noted a risk of being perceived as a commercial space. They discussed the importance of the library as a space for equity and inclusion, and that staff ensure any activations also consider who might find it more difficult to use the library as a result of the activation. They also noted the staff and financial implications of introducing new activities, as well as the opportunities for increased awareness. They identified that partnering with different festivals towards enhancing Central Library as a tourist destination was appealing.

Trustees asked about potential drawbacks, and Chief Librarian & CEO de Castell responded that there could be noise complaints since there are residential towers near Central Library, potential controversies around partnerships, and staff time reallocated from other activities, particularly with Events and Marketing & Communication staff.

Board Chair Lowe asked if there is a role for the VPL Foundation in the vibrancy of the space and events. Staff noted that the VPL Foundation held the summer Rooftop Remix last year to encourage donations and attract non-library users, and that this is consistent with increasing the vibrancy of the city. Staff also noted that the VPL Foundation has not found events the most effective fundraising tool relative to their other activities.

Staff thanked the Committee for their guidance and suggestions and will take these away for consideration.

#### 4. Q1 2023 Strategic Plan Report

Carol Nelson, Director of Planning & Communications presented an overview of the progress on the Strategic Plan in the 1<sup>st</sup> quarter of 2023. She noted that staff have refined certain strategic initiatives to reflect specific activities:

- 1.2 to specify Technology Lending as laptop lending at Oakridge branch
- 1.3 to specify Lending Kits as focused on STEM/STEAM for children
- 2.1 to replace Marpole branch redevelopment with Musqueam, Squamish and Tsleil Waututh language and art in VPL spaces, given Nations priorities and the pace of the Marpole project
- 2.3.1 to identify digitization of VPL materials as a project, as discussed by the Board in 2023
- 2.3.2 to identify a project to launch a single interface for downloadable digital content from multiple vendors

Committee members sought clarification on some of the initiatives such as the Palace Project and Not Myself Today, and inquired about the foot traffic data relative to 2019. Carol noted that foot traffic is at about 2/3 of 2019, and the management team will be holding a workshop tomorrow to discuss 2022 data, public survey findings and trends. Further discussion with the Board about trends is planned for the fall.

Moved by Emily Lapper

*THAT the Committee receive the report for information.*

**CARRIED UNANIMOUSLY**

There being no further business, the Chair declared the meeting adjourned at 6:12 p.m.

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Karen Spears, Chair

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Christina de Castell, Secretary