



# READ

## Rosemount (Library) Expansion And Development Group

### Meeting # 10

### Final Notes

Monday, November 9th, 2015

7:00 to 9:00 pm

Parkdale Food Centre, 30 Rosemount Ave Unit # 2 Lower Level

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Present: Richard Van Loon, (Chair), Emily Addison (Vice Chair), Jane Beaumont (for Bonnie Campbell, WBCA), Andy Billingsley (CHNA), Christine Burke (Mechanicsville CA), Barb Clubb (note taker), Paulette Dozois (Treasurer), Deirdre Foucauld, Linda Hoad (HCA, READ Vice/Chair), Blaine Marchand, Joshua Nutt, Jeanette Rule (Champlain Park CA), Lindsay Setzer, Valerie Stam

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#### 1. **Welcome and introductions Richard Van Loon.**

The chair welcomed everyone and thanked Lindsay Setzer for arranging the meeting space this evening. He also thanked all participants who brought TP, tooth paste and tooth brushes for the Centre, in lieu of READ having to pay a room rental fee.

#### 2. **Approval/revisions to agenda:**

The agenda was amended to include an item by Valerie Stam: a discussion of “yarn bombing” as an advocacy activity.

#### 3. **Approval of notes of September 14, 2015**

The notes of the October 26, 2015 meeting were approved as circulated. It was agreed that future meeting notes would be supplemented with an action list (as we had done previously) to be drawn from the draft notes.

#### 4. **Action Update**

The Chair filled in the group on recent activities. He first noted that the draft 2016 OPL budget, released on November 4<sup>th</sup> and circulated to all READ members via email and the website, held no cause for optimism. He drew the group’s attention to the fact that only \$1M was allocated for Rosemount and not until 2017 (and nothing in subsequent years) commenting that this amount would not provide sufficient funds for expansion. He said that it didn’t mean there would be no additional funds but that it would be difficult and that READ now had to develop an effective way to put the Rosemount case forward. He further advised that the following activities had taken place since Nov 4<sup>th</sup>/15

- The Chair confirmed with OPL CEO McDonald that the \$1M plus \$100k for RFID in 2016 was all that had been allocated for Rosemount at this time.
- The Chair and Barb Clubb had met with local Councillor Jeff Leiper to update him on the current situation and budget. The Councillor indicated that he would be making an presentation at the Dec 1 board meeting where the budget was being discussed. He also indicated that it was important to make the Rosemount issue more visible to the

community and that he does not get calls on this topic as he does on bicycle lanes and speed bumps, as two examples. He also raised the issue of a possible special levy under Section 37, saying that he could introduce it but not really support it. The chair indicated that READ would not likely support the concept of a levy.

- READ presentations on the OPL 2016 budget: The Chair said that he would not be speaking at the Nov 10 OPL board meeting where the budget will be tabled but that he would be present. He will however, make a presentation at the Dec 1 board meeting where the budget will be discussed and urged as many READ members and supporters to be present so he could point them out. The draft of his presentation is currently being reviewed by members of the coordinating committee and he highlighted the main points for the group present. The 5 minute presentation will include (but not be limited to) a request for clear targets and dates; a request for community consultation and engagement; use of OPL statistics to illustrate why more space is needed; highlighting the fact that READ not only represents individuals but also 7 of the 13 community associations that are active in the Rosemount Library catchment. It was also recommended that the issue of the lack of use of the \$100k planning money (for Rosemount) that has been in the budget for the last four years be strongly raised. Other items suggested included that Rosemount serves a very vulnerable population and that it is the only branch between the Main Library at Laurier and Metcalfe and the Carlingwood branch in Bay Ward and that it serves part of Centretown and River wards as well as Kitchissippi Ward. (Neither Centretown nor River wards have branch libraries, only bookmobile stops; Centretown has the main library). A question about the number of school visits was raised and it was determined that OPL branch level stats do not appear to track this data; someone would have to make a request to the OPL for that data.

No final decision was made on the use of visuals. It is difficult for board members to pay attention to the presentation and look at visuals behind them but it might be useful to have one or two slides with some statistics and photos highlighting the overcrowding at Rosemount. Blaine Marchand suggested the presentation make reference to the size and growth of the Rosemount catchment area relative to other branches but it is not known if the OPL works with catchment area data from the U of O and Statistics Canada.

It was agreed that the presentation not be circulated ahead of time but that the OPL board be given a high level list of what would be covered.

**Action:** Chair and committee to prepare final presentation, meeting on Nov 18<sup>th</sup>.

## 5. Follow-up on Action Items from Oct 26, 2015 meeting

- **Budget consultations** by Councillor Leiper: Linda Hoad confirmed that the Councillor was not planning any additional budget consultations in his ward.
- **READ Budget Team:** met Friday, October 6<sup>th</sup> at home of the chair.
- **READ Postering:** Blaine Marchand confirmed that bookmarks can be left at Bridgehead; a draft poster was reviewed and it was agreed that for maximum effectiveness less text was required with more white space; agreed that READ needed a small volunteering posting committee to “do” the neighbourhood especially the area close to the library; agreed postering should take place the last two weeks in November

and that some posters should have a “tear-off” slip for more information; agreed that some versions of poster could be half of an 8 1/2 x 11 so as not to take u too much space in vendor windows.

**Action:** Emily Addison and Blaine Marchand to follow-up.

- **Yarn Bombing:** Valerie Stam would like to develop a yarn bombing project around the library to draw attention to Rosemount Library. Yarn bombing uses wool to created words and images. It is a type of guerilla theatre. The result of the event usually stays up for quite a while and it’s important to take a lot of photos to leverage the activity into the future. She is proposing doing it in January.

**Action:** Valerie Stam to present detailed proposal at December READ meeting.

- **Hintonburg Craft Fair Nov 21:** Linda Hoad is coordinating READ’s table at the Fair 10-4 with heaviest hours between 11-1 pm. We will ask folks to join the e-mail list and sign the petition if it’s ready.

**Action:** Linda to let Rick know of the Fair/READ numbers so he can consider using for the Dec 1 presentation to the OPL Board.

- **Building the READ supporters list:** Emily A stressed that it’s really important to build the supporters list in the next few weeks. Jeanette Rule added that it’s also important to get more letters and email and try to put the Rosemount development and expansion at the top of folks’ minds. She recommended doing the petition after strengthening READ’s base. She also stressed that one of our key presentation points is that as a community group READ needs to see any plans that are developed for Rosemount.

**Action:** Deirdre Foucauld to draft the petition for consideration at the READ Comms meeting Nov 17. It should solicit folk’s full name, email address and street address (to identify that they live in the catchment area).

- **Festival of Lights:** Blaine Marchand contacted the Festival of Lights organizers and is confident READ will be able to participate.

**Action:** Blaine to get more information on Festival of Lights and confirm date and READ participation.

- **Lost Ottawa:** Blaine reported that he had searched Lost Ottawa for older photos of Rosemount (formerly called West Branch) but found nothing.

**Action:** Blaine to keep searching and expand to Ottawa Municipal Archives.

- **Dave Allston:** the chair reported that he had talked to Dave Allston who committed to writing an article for READ in the near future.

**Action:** Chair to follow-up and reconfirm with Allston.

- **Testimonials:** Lindsay Setzer agreed to contact the principal of Connaught School regarding Rosemount Library testimonials for the website etc. Deirdre volunteered to do others.

**Action:** Lindsay to approach Connaught School first.

- **Heritage Ottawa:** Linda Hoad confirmed that she will work on engaging Heritage Ottawa in the READ initiative.

- **Background information:** reference was made to the postcard campaign of 2004 when Rosemount was threatened with closure.

- **Scheduling:** it was suggested the READ needs a calendar looking out about 4-6 months so strategies and actions can be planned sufficiently in advance for maximum impact.

**Action:** Jeanette to create a Google calendar of READ events and activities

- **Film:** it was suggested that Jake Hannah might be prepared to make a Rosemount video that could be used.  
**Action:** Paulette Dozois is going to investigate
- **Bookmarks:** Emily volunteered to ask Jennifer if READ could put the bookmarks in the library.

## 6. Communications:

- **Twitter and FB:** Jeanette reported on activity noting that Dr Mary Cavanagh does a lot of posting re READ and that former library trustee Jim Bennett both posts good material on FB and also reports out on Rosemount on a regular basis. It was also suggested that READ could start posting on OPL's FB, Twitter and Website forums where possible in order to get the READ name mentioned more often.  
**Action:** Jeanette to investigate.
- **Website:** Barb reported that the website had changed its design template and that now all the blogposts run down the side of the home page. She also reported that while the website looked better, the traffic was still light and it was important to attract more folks to the site and to cross pollinate between the website, FB and Twitter.
- **OPL/Rosemount Statistics:** Barb Clubb circulated a draft document containing the latest OPL for 2014 and included a list of branches and their 1<sup>st</sup> time circulation/square feet. It reveals that Rosemount is the second highest in that category which actually means that Rosemount is crowded and needs more space. (A big number is not necessarily good). These numbers could be very useful for budget presentation background.  
**Action:** B. Clubb to finalize document, taking into account members' request for more explicit clarification of terms etc.

7. **Finances:** Treasurer Dozois reported that she had met with Jeremy and his supervisor at Somerset West Community Health Centre. They will prepare an MOU to govern their service to READ and set out both parties' expectations. SWHC would hold our funds, receive and pay approved invoices. They anticipate a short term agreement of about 5 years! The final MOU would be signed by READ "officers".

## 8. Other:

- **Ontario Culture Strategy:** Linda Hoad and Barb Clubb attended the meeting held Nov 4<sup>th</sup> at the NAC/Panorama Room. The sessions was quite good, libraries were mentioned a lot (4 OPL staffers were there) and B. Clubb will be making a brief submission focussing on capital infrastructure funding.

The meeting was adjourned at 9:00 pm.

Next READ Meeting

Date: Monday, December 14, 2015

Time: 7:00 to 9:00 pm

Location: Parkdale Food Centre, 30 Rosemount #2 Lower Level

Approved:

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Richard Van Loon  
Chair READ Rosemount

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Date

**Attachment: Action List from Nov 9<sup>th</sup> Minutes**

<b>Topic</b>	<b>Action</b>
Budget	<b>Action:</b> Chair and committee to prepare final presentation to OPL Board, meeting on Nov 18 <sup>th</sup> .
Postering	<b>Action:</b> Emily Addison and Blaine Marchand to follow-up.
Yarn Bombing	<b>Action:</b> Valerie Stam to present detailed proposal at December READ meeting.
Hintonb Fair	<b>Action:</b> Linda to let Rick know of the Fair/READ numbers so he can consider using for the Dec 1 presentation to the OPL Board.
Petition	<b>Action:</b> Deirdre Foucauld to draft the petition for consideration at the READ Comms meeting Nov 17. It should solicit folk's full name, email address and street address (to identify that they live in the catchment area).
Festival of Lights	<b>Action:</b> Blaine to get more information on Festival of Lights and confirm date and READ participation.
Lost Ottawa	<b>Action:</b> Blaine to keep searching and expand to Ottawa Municipal Archives.
Dave Allston	<b>Action:</b> Chair to follow-up and reconfirm with Allston.
Testimonials	<b>Action:</b> Lindsay to approach Connaught School first.
Scheduling	<b>Action:</b> Jeanette to create a Google calendar of READ events and activities
Rosemount Video	<b>Action:</b> Paulette Dozois is going to investigate possibilities.
Twitter and FB	<b>Action:</b> Jeanette to investigate cross posting on OPL sites/pages
OPL comparative stats	<b>Action:</b> B. Clubb to finalize document, taking into account members' request for more explicit clarification of terms etc.
Next Meeting	<b>Action:</b> Lindsay to confirm Parkdale Food Centre for Monday, Dec 14