



# READ

## Rosemount (Library) Expansion And Development Group

### Meeting # 12

### FINAL Notes

Monday, January 11, 2016

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), Andy Billingsley (CHNA), Christine Burke (Mechanicsville CA), Bonnie Campbell (Westboro Beach CA), Maureen Cech, Barb Clubb, Paulette Dozois (Treasurer), Deirdre Foucauld, Linda Hoad (HCA, READ Vice/Chair), Blaine Marchand, Bob Morrison, Jean Nelson, Joshua Nutt, Jeanette Rule (Champlain Park CA), Lindsay Setzer

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#### 1. **Welcome and introductions - Richard Van Loon, Chair**

The Chair welcomed everyone especially new participants, thanked Lindsay Setzer for arranging the meeting space this evening and asked everyone to introduce themselves. 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 as circulated was approved.

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

The notes of the December 14, 2015 meeting were approved as circulated with the exception of the correction of the spelling of Josh Nutt's last name.

#### 4. **Action Update** [items not elsewhere on agenda]

The Chair filled in the group on recent activities.

- Councillor Leiper: Chair had productive meeting with the councillor who wants to be more involved in supporting the project. The Councillor is setting up a meeting with the OPL board and key staff. He will also be meeting with Councillor McKenney (councillor for adjacent ward) regarding priorities. In particular he would like to support the consultative process as he has recent experience with the Reid Park issue; does not believe that an online survey would be a good use of resources; he has also advised that READ take its time and that June would be a good time to present any type of report to OPL.
- READ coordinating committee: met Dec 30. Items reviewed included getting a READ song developed by local singer song writer Tony Turner (follow-up Dozois and Campbell); identifying the key community newspapers and related contacts and ensuring consistent and continual content (contacts for each newspaper assigned); selfies in the library project (follow-up Clubb and Dozois); yarnbombing project (titled READ Book-Knit project with details up on the website); third party testimonials (more planning needed for this); school-related testimonials (D. Foucauld follow-up); reaching out to the four area BIA's (business improvement associations; Van Loon and Dozois follow-up); confirmed READ's participation in Councillor Leiper's community forum Jan 12 at GCTC; need to ensure that Rosemount remains a strong #2 renovation and expansion priority for the OPL board; building options; creation of a roadmap for the community consultation (Dozois follow-up); identification of READ's Q1-2 timelines; bilingual READ business/calling cards committee members' use.

**Action:** Clubb and Dozois to finalize production of business cards.

- **Technical Team:** Linda Hoad highlighted the options for development identified to date. These include limited expansion of existing facility (possibly with mezzanine options) which could be very costly; relocation to and renovation of suitable nearby existing site; rebuild on land across Wellington just north of the library with a mix of Rosemount library, Ottawa West Community Support and multi-level affordable housing.

## 5. Advocacy

- **Review of advocacy goals:** agreed that the goals of all the various READ advocacy strategies were to keep the READ Rosemount project in front of the users, residents and decision makers; to determine and maintain the appropriate amount of pressure; to ensure that the key councillors are involved; to increase engagement on part of users and residents. (See also minutes of December meeting for more details)
- **Consultations:** agreed that two live consultations would be held, one evening and one daytime; child care should be provided; process will be clarified in next meeting with councillor. Paulette presented her draft and excellent READ Public Consultation Plan and it was discussed. Many good suggestions were made including: the need for an experienced facilitator and a second person to do the wrap up; the need to post the results on the READ website. It was agreed to invited representatives from Bookmark the Core to participate in the process as well as the board and staff of the library if they wish.  
**Action:** Paulette Dozois to chair the consultation and engagement strategy development
- **Survey:** more work is required before any survey is finalized to ensure that the objectives are clear and that the results will be statistically valid for future decision making. There is a survey team (members are Richard Van Loon, Valerie Stam, Barb Clubb, Josh Nutt, Sheila Gariepy, Emily Addison and Maureen Cech (at the meeting) volunteered her expertise to assist. Deirdre Foucauld also volunteered to help with any survey that would be done.  
**Action:** add Cech and Foucauld to survey team list.
- **Postering:** Emily Addison advised that she would be sending out an e-copy of the poster to the group list within the next two weeks and urged all to print off at least 10 copies and post them in their neighbourhoods. This will be the second postering activity.  
**Action:** All to get those posters up!
- **READ Book Knit Project:** the project goal is to use art to draw attention to Rosemount's needs by having a one day "decorating" blitz of the area around the Rosemount library location using knitted books and hearts. Project lead is Valerie Stam and Emilie Hayes has volunteered to receive the "books" and "hearts" at the Somerset West Community Health Centre. This technique was used for the Halifax Central Library project. See READ's [Book Knit Project](#) on the website.
- **Film/Video on Rosemount:** Paulette Dozois is following-up with film maker Jake Hannah. He has expressed interest in doing a short video for/with us.  
**Action:** Dozois to continue investigating video prospect and report back.
- **Media:** Key community media outlets include: Metroland (Ottawa News West); Kitchissippi News with Newswest which operates within; Centretown News (Carleton U students); Centretown "The Buzz". Blaine provided a calendar with a list of deadlines for Newswest articles in 2016.

**Action:** Marchard and Dozois to follow-up with Newswest

**Action:** Campbell and Clubb to follow-up with Centretown News

**Action:** Chair Van Loon to follow-up with Citizen's outgoing editor Andrew Potter.

- **Schools:** Deirdre Foucauld is coordinating the approach to the schools. These include Connaught, Elmdale, Hilson St François, Cambridge, Centennial, St. George's, Fisher Park, Devonshire, St. Anthony's, Notre Dame HS, Glebe HS. Campaign will include: making contact with each school; requesting official letter of support; creating a flyer for each child's backpack; connecting READ with each school's website, FB page and Twitter feed where they exist.

**Action:** D. Foucauld to initiate schools strategy

- **Petitions:** E. Addison is lead on online and in-person petitions.

**Action:** Addison to present final proposal for petitions to coordinating committee before finalizing

- **Timelines:** Following dialogue with Councillor Leiper it has been decided to extent timelines.

**Action:** Addison to prepare and present revised Spring timelines to next meeting.

## 6. Communications:

- **Tour of READ website [www.readrosemount.ca](http://www.readrosemount.ca):** was not possible due to lack of WIFI capacity. All attendees were urged to check-out the website individually. Key areas were pointed out: blog postings on Home/Splash page; READ's mandate, one-pager, list of the coordinating committee under the About menu; links to media coverage; photos of Rosemount and other recently renovated OPL branches as well as other inspiring libraries; minutes of all READ group meetings and notices of upcoming meetings with related agenda or agenda items.

**Action:** all participants to do a self-guided tour of the READ website

**Action:** website tour to be scheduled at a future meeting

- **READTwitter/FB and website platforms are up and running.** There is a good deal of cross-over information posted. The challenge is to drive folks to these vehicles. Information and ideas for articles, items and for strengthening our use of social media should be forwarded to coordinating committee member Jeanette Rule ([Jeanette@begtodiffer.com](mailto:Jeanette@begtodiffer.com)).

## 7. Finances:

- **Bank Account:** after discussing options with SWCHC for some time it has finally been determined that READ should set up its own bank account. This will make financial activity easier and transparent.

**Action:** Treasurer Dozois to set up account.

**Action:** R Van Loon to send letters to all community associations in the catchment area requesting project and funding support.

### **Date of next meeting:**

Monday, February 8, 2016 , Parkdale Food Centre, 30 Rosemount #2 Lower Level

Approved

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**Richard Van Loon, Chair**

**Attachment: READ Rolling Action List**

<b>From Jan 11, 2016 ↓</b>			
<b>Agenda #</b>	<b>Topic</b>	<b>Action</b>	<b>Status</b>
4	Communications	Clubb and Dozois to finalize production of business cards.	
5	Consultation	Paulette Dozois to chair the consultation and engagement strategy development	
5	Survey	add Cech and Foucauld to survey team list	
5	Postering	Addison to send out posters and all group members to post in neighbourhood venues	
5	Video	Dozois to continue investigating video prospect and report back.	
5	Media	Marchard and Dozois to follow-up with Newswest	
5	Media	Campbell and Clubb to follow-up with Centretown News	
5	Media	Chair Van Loon to follow-up with Citizen's outgoing editor Andrew Potter.	
5	Schools	Foucauld to initiate schools strategy	
5	Petitions	Addison to present final proposal for petitions to coordinating committee before finalizing	
5	Timelines	Addison to prepare and present revised Spring timelines to next meeting.	
6	Communications	all participants to do a self-guided tour of the READ website	
6	Communications	website tour to be scheduled at a future meeting	
7.	Finances	Treasurer Dozois to set up account.	
7.	Finances	R Van Loon to send letters to all community associations in the catchment area requesting project and funding support.	
<b>From Dec 14, 2015 ↓</b>			
<b>#</b>	<b>Topic</b>	<b>Action</b>	
5	Rosemount Users	Rosemount branch i.e. who uses the branch and how do they use it. This to be addressed by <u>Survey Team</u> .	
	Technical team	Establish <u>technical team</u> : Linda Hoad, Paulette Dozois with assistance from Tom Trottier. Team will begin by organizing an architectural tour of the site.	
	Website	Put up the 90 <sup>th</sup> anniversary survey results on the website under resources	Done
	Survey team	Establish <u>survey team</u> : Richard Van Loon, Valerie Stam, Barb Clubb, Josh Nutt, Sheila Gariepy, Emily Addison	
	Survey	Design and implement community surveys: both paper and web-based <ul style="list-style-type: none"> <li>✓ Identify the options</li> <li>✓ Implement surveys</li> <li>✓ Host a public meeting to review the results and seek further community clarification</li> </ul>	
	Survey Team	Richard to call first meeting of survey team.	
	Comms team	Establish the <u>communications team</u> : Paulette Dozois, Jeanette Rule, Deirdre Foucauld, Emily Addison	
	Comms	Design and implement communications plan to support the action plan	

	Comms	<p>Select and implement best communication vehicles to support and communicate the results of the action plan above:</p> <ul style="list-style-type: none"> <li>• Video (Jake Hannah, Dozois to contact)</li> <li>• Song (e.g. Tony Turner who lives in neighbourhood)</li> <li>• Yarn Bombing (Lead Valerie Stam with tentative date of late January); plans are progressing</li> <li>• Postering stores and establishments in the catchment area</li> <li>• Community newspapers; READ articles in every issue</li> <li>• News and social media, community publications</li> <li>• Have READ members take selfies in the library and then post on READ website</li> </ul> <p><b>Action:</b> Emily Addison agreed to coordinate this and will advise members when the approach has been finalized</p>	
6	Trottier presentation	Chair will forward the information to the OPL-CEO	
7.	partnerships	Deirdre Foucauld to get list of schools in the Rosemount catchment area and prepare draft contact plan.	
	Heritage Ottawa	Linda Hoad will speak to them about doing a version of the Allston article in an upcoming issue	
	READ Video	Paulette Dozois will follow-up with film maker Jake Hannah. He has expressed interest in doing a short video.	
	Finances	Chair to write letter to all CAs re update, letters of support and funding	
	CAs	B. Clubb to provide Chair will contact list of Community Associations.	
	Finances	B. Clubb to investigate Awesome Ottawa funding possibilities.	