



TOWN OF  
**HALTON HILLS**  
*Working Together Working for You!*

## REPORT

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**TO:** Mayor Bonnette and Members of Council

**FROM:** Melanie Southern, Chief Librarian

**DATE:** June 22, 2021

**REPORT NO.:** LIB-2021-0001

**SUBJECT:** Library Strategic Planning and Branding project

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### RECOMMENDATION:

THAT report No. LIB-2021-0001 dated June 22, 2021 regarding “Library Strategic Planning and Branding” be received;

AND FURTHER THAT the Halton Hills Public Library requests the acceleration of the Strategic Planning and Branding project to 2021, which is currently identified for 2022 in the capital forecast.

AND FURTHER THAT Council approve the funding of the project in the amount of \$65,000 (\$41,000 Library Development Charge Fund; \$21,000 Library Capital Reserve and \$3,000 New Capital Reserve);

AND FURTHER THAT Council approve an additional interfund loan of \$41,000 from the Town's New Capital Reserve to interim finance the shortfall in the Library Development Charge Fund.

### KEY POINTS:

The following are key points for consideration with respect to this report:

- The Halton Hills Public Library's 2017-2022 Strategic Plan is coming to its end
- The next Strategic Planning and Branding project was postponed as part of the 2021 budget process
- The project needs to be established by the spring of 2022 to be part of the 2023 budget process

- The strategic planning process takes approximately seven to nine months to complete and initiating the process in January 2022 will result in the Library missing the 2023 budget process
- The Library Board directed staff to prepare this report requesting Town Council to accelerate its Strategic Planning and Branding project to 2021, which is currently identified for 2022 in the Capital forecast.

## **BACKGROUND AND DISCUSSION:**

Halton Hills Public Library with its two locations is a recognized community asset. Having a strategic plan provides overall, long-term direction for the library. The 2017 – 2022 plan is coming to its end and future planning with community consultation is required.

In a proactive move, the Library Board coordinated the new strategic plan and branding process to be launched concurrently. It is recognized that both projects have inherent synergies and initiating them at the same time could result in cost savings.

The 2021 Budget process had a “budget light” approach with the direction to view 2021 as a “catch-up” year and focus on completing the prior year’s projects. Where possible, Capital projects needed to be deferred to 2022. As a result, the Board deferred its Strategic Planning and Branding project until 2022, along with the Website Renewal project budgeted for \$75,000, and \$53,000 budgeted for Furnishings (Georgetown \$30,000 and \$23,000 for Acton)

While the 2021 budget process was compacted and completed in the fall of 2020, moving forward, the budget process will follow a similar timeline as the 2022 budget process with the Preliminary Capital Budget & Forecast and all Needs Identification and Assessment (NIA) forms required by June.

It is recognized that the Library’s strategic plan needs to connect with its financial planning in order to meet its goals and anticipated targets. Generally, the strategic planning process is a seven-to-nine-month process. Launching it in January 2022 will result in the Library missing the ability to include associated financial planning in the 2023 budget process.

## **STRATEGIC PLAN ALIGNMENT:**

This report is administrative in nature and does not have an impact on the Town’s Strategic Plan.

## **RELATIONSHIP TO CLIMATE CHANGE:**

This report is administrative in nature and does not directly impact or address climate change and the Town's Net Zero target.

**PUBLIC ENGAGEMENT:**

Public Engagement was not needed as this report is administrative in nature.

**INTERNAL CONSULTATION:**

Library staff consulted with the Library's Extended Leadership Team, the Town Treasurer.

**FINANCIAL IMPLICATIONS:**

This report has an immediate financial impact and requires a funding source.

The Strategic Plan project in the amount of \$65,000 is currently identified for 2022 in the 2021 Capital forecast. The project is partially related to growth and once accelerated to 2021, will be funded by a combination of development charges (\$41,000), Library capital reserve (\$21,000) and the Town's New Capital reserve (\$3,000). Given that there are insufficient funds currently available through development charges (DC), the DC share of funding will be financed in the interim through the Town's interfund loan. This additional interfund loan amount will then be incorporated into the DC by-law update that is currently underway. Town staff has also confirmed that the estimated impact on the Library capital reserve can be supported. Staff will continue to monitor the state of the reserve as part of the long-range financial plan updates.

Reviewed and approved by,

A handwritten signature in black ink, appearing to read "C. Mills", with a long horizontal stroke extending to the right.

Chris Mills, Acting Chief Administrative Officer