



Pahkisimon Nuyeháh Library System

The mission of the Pahkisimon Nuyeháh Library System is to provide library services and educational and cultural resources to the people in northern Saskatchewan in cooperation with the existing library and educational structures and to communicate the uniqueness of the north to other regions of the world.

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Advocacy Committee Meeting

Minutes

29 February 2020

3:00 PM

PNLS Headquarters, Air Ronge

Attending:

Board: Darlene Morin, Chair; Delilah Aubichon; Laura Custer; Richard Thommes; Lorna Black, Vice-Chair (By Phone)

Staff: James Hope Howard, Director; Linda Collins, FMOA & Recorder

Regrets: Dawn Ewart; Harriet Roy, Assistant Director

1. Call to Order

D. Morin called the meeting to order at 3:38 PM.

2. Approval of Agenda

MOTION: ADV2020-02-29-01

R. Thommes/D. Aubichon

To approve the agenda as presented /Carried

3. Approval of Minutes of 1 November 2019

The question of the delivery of books to the Long-Term care facility came up. Is it still approved with the threat of coronavirus?

The happy hour went well.

Also, there were a few typos that were changed as we went through.

MOTION: ADV2020-02-29-02

L. Custer/ D. Aubichon

To approve the minutes of November 1, 2019 as amended

/Carried

4. Business Arising From the Minutes

4.1 SCILS / OTC Strategic Alliance

James had difficulty contacting the OTC office for the Northern Libraries Conference in October 2019, but we now have a



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speaker for the NLC in October of 2020. We will contact them again when we have a theme.

The SCILS committee is on hiatus, and the OTC has had some personnel changes.

We have been able to get treaty kits and access to materials, so it has been good.

4.2 PNLS Website Infrastructure Upgrade (Switchover February 3)

It has switched over, but with some issues. The migration did not go as smoothly as expected, and James is still having issues editing, and the edits don't seem to stay.

5. Ongoing Business

5.1 PNLS Branded Items / Stationary / Merchandise / Etc.

There were a number of items that were passed out at the Libraries Conference and will continue.

James will keep an eye at the SARM convention for new ideas.

Jackets and mugs will be on the list for this year.

The budget has been set for \$5,000.00 for this year.

5.2 Community Outreach Opportunities

There is nothing currently that we are involved in, but the Ice Wolves are in the playoffs. We may be able to get a table there. We also will look at the long term care.

5.3 PNLS Website and Social Media Updates and Engagement

5.3.1 PNLS Website Careers Section

James had been holding off carrying it over to the new website infrastructure until things were in place. Once everything is in place with the new website he will add the Careers section, which will cover off advocacy and personnel sections.

5.4 Athabasca Denesuline Education Authority

James has been in contact with Ryan Chapman, the IT guy for the ADEA. They are still getting an ILS framework in place.



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5.5 Ministry of Education Saskatchewan Libraries Sector Planning

This planning is still ongoing. James attended meetings on December 5, and February 5, with the next meeting scheduled for March 25. They are refining terms and categories, and because it covers so many sectors, it has to be broad. It is a very slow process.

6. Fundraising Activities and Targets

6.1 Northern Saskatchewan Archives + University of Saskatchewan Digitization Contract Update

Graham had issues accessing the items on the University website that had been digitized. He needs to look at these items before they are made available to the public, to ensure they are cleared for use or distribution.

6.2 Northern Reading Program Sponsorship Expiry

This is the last year of a three year sponsorship by SaskPower. We had received \$20,000 in each of the three years for the Northern Reading Program. We don't have anything in place going forward. Harriet will continue to solicit sponsorship as she can.

Normally, SaskPower would renew the sponsorship, but with an impending election, we have blackout periods wherein any government agency is not allowed to make any financial announcements. Since we are not yet sure if there will be a spring election, everything is on hold for now.

We have \$2,000 in the 2020 budget for fundraising. We have a smaller number of books for sale this year, since we were able to sell so much of them in 2019. There is also the option for Hot Dog BBQ's and other fundraisers through the year.

7. New Business

7.1 2020 Northern Saskatchewan Archives Open House, Feb. 4

The Archives open house went very well, with about 95 people attending. There was a lot of information available about the flying Studer sisters, two pilots from La Ronge.



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Also, there was a model of the La Ronge Anglican Church, showing the inside, and the history of the stained glass in the church.

There was a large collection of photos that people went through and made sure the names were correct!

Darlene Morin attended on behalf of the PNLS Board.

7.2 SUMA + SARM 2020 Convention Trade Shows

James attended the SUMA convention in February and will be attending the SARM convention March 9-11. The attendance at these conventions is a direct result of the funding crisis of 2017. The government was proposing to download the funding to the municipalities at that time.

The libraries are available to provide correct information on funding, and are given an opportunity to pick up ideas on advocacy, promotion and outreach.

7.3 La Ronge Barber Field Airport Advertising Signage Discussion

We haven't done advertising lately because the options have been dwindling. We have no newspaper and Opportunity North has stopped publishing as of the end of 2019.

There is an opportunity to have a 36" x 36" billboard ad placed at the airport, at a cost of \$540.00 per year. It would give the people from the north information about their public library. Is it possible to advertise the library on MBC radio and Access Communications? The Archives open house has been advertised on the MBC community scroll in the past. James will get in touch with the radio station. He will also check with the NLSD schools about interesting things that are going on in the libraries, perhaps to have information on their TV screens at the schools.

The Board authorized James to get a sign at the La Ronge Airport.



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7.4 Outreach Meeting with Hanlie Erasmus, February 19

James met with Hanlie Erasmus, Associate director of South Australia, in Saskatoon. It is quite a large area and she wanted to see our approach to reaching out to rural and indigenous populations.

The International Indigenous Library Forum is typically held in Australia or New Zealand however it is a possibility that the next one will be held in Saskatoon.

7.5 PNLS Makerspace Kits 2020

We had \$5,000 for Makerspace Kits for 2019, and spent about \$900.00. This year we have \$7,000.00 allocated to purchase more button makers, robot sets and other items as James can find. The kits have been very popular and we currently have a wait list for the button makers. The larger button maker is a pick-up only, since it is just over the library post rate.

8. Policy Review and Approval

We have no policies to review at this time.

9. Other Business

We have no other business at this time.

10. Next Meeting

The next meeting will be in conjunction with the Executive meeting before the AGM. The date will be set March 1, at the next Executive meeting.

11. Adjournment

The meeting was adjourned by D. Morin at 4:25PM.