

Date: April 3, 2024
To: Port Colborne Public Library Board
From: Hannah Madsen
Subject: Public Relations Report

Recommendation:

That the Port Colborne Public Library Board receives the Public Relations Report for information purposes.

Public Relations Report Items

1. Pop-Up Library and Outreach:

Pop-Up Library

- Northland Pointe – March 19, 2024 – 5 participants
- Class Visit – Steele St – March 20, 2024
- Class Visit – Dewitt Carter – March 20, 2024
- Class Visit – Steele St – March 27, 2024

2. Programming

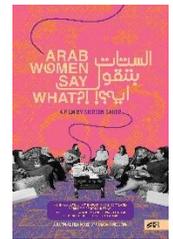
- Tot Time
Children enjoyed stories, activities, and colouring with a caregiver. Three Tot Time sessions were offered in March.
- Baby Time
The sessions included songs, stories, and discussions for families. Four Baby Time sessions were offered in March.



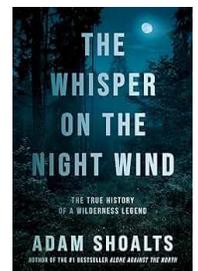
- Story Time with Shelly
On Saturdays in March, Story Time with Shelly ran in the Children’s Room from 10:30 – 11:30 a.m. Shelly read a variety of picture books to families.
- Adult Chess Club
Adult Chess Club started weekly sessions beginning Monday, January 15, 2024. The program included a series of chess workshops for beginner and experienced players, and was volunteer-run.

- Documentary Films
On Monday, March 25, 2024, there was a screening and discussion of the documentary film Arab Women Say What?! (2023, 82 min.). The documentary, which contemplates politics, identity, and home through the conversations of a group of Arab women, was part of our celebration of International Women’s Day.

In 2024, our Documentary Film Program is presented in partnership with the National Film Board of Canada.



- Painting with Kyla: The Tulip Fields
Kyla ran an adult painting workshop on March 21, 2024. Attendees explored blending and shading techniques and learned how to create perspective and depth. The program was full, with 10 participants.
- Port Colborne Public Library Book Club
In March, the library introduced the PCPL Book Club. Participants were invited to read the book The Whisper on the Night Wind by Adam Shoalts, and met on March 11 for a discussion of the book.



- Community Living: Button Making
On March 21, Community Living visited the library for a button making program. Two clients with three support workers attended the program.

3. Passive Programming

- Scavenger Hunts

Daily scavenger hunts were available daily in the Children's Room with a different theme each week. Children reported how many scavenger hunt items they found to receive a small prize. In March, there were 4 scavenger hunts with over 165 participants.



- Colouring Sheets

Every month, three colouring sheets are available for free in the Children's Room. In March, over 220 participated in the activity.

- Design Our Bookmark Contest

In February, the theme for the monthly bookmark contest was: "My Favourite Book." The winning bookmark submission for February was designed by Noah, who drew a picture of Pete the Cat from his favourite book, Pete the Cat and His Four Groovy Buttons. Noah received a small prize package and his bookmark was handed out to all patrons at checkout.

All bookmark submissions were on display in the Children's Room throughout the month. In March, the Bookmark Contest theme was "Earth Day."

4. March Break Programming

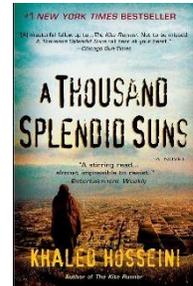
See March Break 2024 report.

5. CVITP Income Tax Clinics

On Saturdays in March, the library hosted volunteer-run income tax clinics to assist low-income individuals in filing their taxes. Upcoming income tax clinics are planned for the Saturdays in April.

6. Bill's Best Reads with William Thomas

Each month, we feature a different book hand-selected by local author William Thomas. Patrons are invited to participate by reading the month's selection. The March selection was A Thousand Splendid Suns by Khaled Hosseini.



7. Art in the Atrium Showcase: Port Colborne High School

During March 2024, the Art in the Atrium showcase featured artwork by students from Port Colborne High School.

8. International Women's Day

March 8 was International Women's Day. The 2024 theme was #InspireInclusion. The library celebrated International Women's Day with a physical and digital book display, social media posts, and a documentary film screening.

9. Top Hat Ceremony

On March 22, the library attended the City of Port Colborne's annual Top Hat Ceremony. The event celebrates the reopening of the canal after the winter shutdown. The mayor presented the captain of the first downbound ship with a ceremonial top hat. The library made commemorative buttons with informational pamphlets and handed out 96 at the ceremony.



10. Community Connect

On various dates in March, community partners booked a library table to promote their programs and services:

- Mar. 5, 2024 – PC Works – Resume Refresh
- Mar. 12, 2024 – PC Works – Resume Refresh
- Mar. 18, 2024 – Birchway Niagara – Programs and Services
- Mar. 19, 2024 – PC Works – Resume Refresh
- Mar. 20, 2024 – Service Canada – Programs and Services
- Mar. 20, 2024 – Canada Revenue Agency – Programs and Services
- Mar. 20, 2024 – Bridges – Ontario Seniors Dental Care Program
- Mar. 26, 2024 – PC Works – Resume Refresh
- Mar. 28, 2024 – Bridges – Programs and Services

