

Date: June 5, 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 – May 14, 2024
- Class Visit – Dewitt Carter – May 1, 2024
- Class Visit – Dewitt Carter – May 8, 2024
- Class Visit – Steele St – May 15, 2024
- Class Visit – McKay – May 15, 2024
- Class Visit – Dewitt Carter – May 21, 2024
- Class Visit – Steele St – May 22, 2024
- Class Visit – McKay – May 22, 2024
- Class Visit – Steele St – May 29, 2024
- Class Visit – McKay – May 29, 2024

Community Helpers Month

May is Community Helpers Month in the elementary schools. Children learn all about the different people (firefighters, police officers, paramedics, etc.) that help their community. Port Fire joined us for each of the May in-library class visits to talk about fire safety, demonstrate putting on their gear, and even visiting the fire truck.



Welcome to Kindergarten Pop-Up

The library popped up at Dewitt Carter's Welcome to Kindergarten event on May 2 to speak with families about library services and sign children up for library cards. Nine cards were made and 40 people stopped by to learn about the library.

2. Programming

- Tot Time
Children enjoyed stories, activities, and colouring with a caregiver. Five Tot Time sessions were offered in May.
- Baby Time
The sessions included songs, stories, and discussions for families. Two Baby Time sessions were offered in May.
- Story Time with Shelly
On Saturdays in May, 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.
- Lego Club
The library introduced a new Lego Club program in May. Three sessions were offered on Mondays. Children were encouraged to complete challenges or to use their imaginations to build something new.
- Dungeons & Dragons
Four teens attended the Tuesday, May 14 session of the ongoing Dungeons & Dragons campaign.
- Teen Board Game Night
Teens were invited to the library on Thursday, May 23 for a drop-in board game night.



- Documentary Films

On Monday, May 27, 2024, there was a screening and discussion of the documentary film Secretariat's Jockey, Ron Turcotte (2013, 74 min.). The film explores the thrilling and dangerous world of horseracing.



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

- Port Colborne Public Library Book Club

In May, the PCPL Book Club read The Evening Chorus by Helen Humphreys and met on Monday, May 13 to discuss the book. The Book Club has 9 members.



- Scrabble for Seniors

New and experienced Scrabblers were welcomed to the library on Thursday, May 9 for a new program, Scrabble for Seniors.



- Senior's Craft Circle

The library introduced a new Senior's Craft Circle program on Tuesday, May 28. Seniors were invited to bring their own project and craft together in the library.

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 May, there were 4 scavenger hunts with over 215 participants.
- Colouring Sheets
Every month, three colouring sheets are available for free in the Children's Room. In May, over 95 participated in the activity.
- Design Our Bookmark Contest
In April, the theme for the monthly bookmark contest was: "Rainy Day". The winning bookmark submission for April was designed by Adelaide, who drew a girl in the rain. Adelaide received a small prize package and her bookmark was handed out to all patrons at checkout.

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



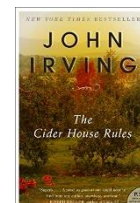
4. Free Comic Book Day

On Saturday, May 4, the library hosted a Free Comic Book Day event. Families were invited to choose free comic books, get their photo taken at our Green Screen photoshoot, and take home a Star Wars-themed craft. Free comics were sponsored by Sketchbook Comics.



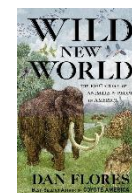
5. Bill's Best Reads with William Thomas

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 May selection was *The Cider House Rules* by John Irving.



6. Big Library Read

From May 9 – 23, patrons were invited to borrow a copy of *Wild New World* by Dan Flores, no waitlists or holds, through Libby. The book explores the history of the co-existence of animals and humans.



7. Emergency Preparedness Week

May 5 – 11 was EP Week. The library participated through an emergency kit scavenger hunt and by displaying a sample emergency kit.

8. Self-Care for Students Wellness Fair

The Mayor's Youth Advisory Council hosted a wellness fair on May 29 with support of the library and Bridges Community Health Centre. The fair was hosted at the library and included presentations on better sleep, healthy eating, study strategies, and transitioning to high school. Community organizations, including the library, had tables promoting their resources.

9. Community Connect

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

May 2, 2024 – Bridges – Registered Dietician
May 7, 2024 – PC Works – Resume Refresh
May 8, 2024 – Bridges – Ontario Senior's Dental Care Program
May 11, 2024 – Pflag Niagara
May 13, 2024 – Birchway Niagara – Prevention and Education
May 14, 2024 – PC Works – Resume Refresh
May 15, 2024 – Service Canada
May 21, 2024 – PC Works – Resume Refresh
May 21, 2024 – Niagara Region – Waste Management
May 28, 2024 – Bridges – Programs & Services
May 28, 2024 – PC Works – Resume Refresh

