

Date: November 6, 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. Class Visits

During the roof replacement project, library staff are offering a pop-up visit with a librarian instead of a visit to the library.

- October 9, 2024 – Steele St – 21 students
- October 9, 2024 – Dewitt-Carter – 23 students
- October 16, 2024 – Steele St – 20 students
- October 23, 2024 – Steele St – 23 students
- October 30, 2024 – McKay – 18 students

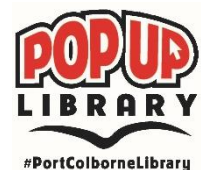
2. Pop-Up Library & Outreach

Pop-Up Library

- October 8, 2024 – Northland Pointe

Pop-Up: Touch-a-Truck

The library popped up at the Touch-a-Truck & Fire Prevention Kick-Off event. Families were invited to draw a picture of their favourite truck. The pictures will be compiled into a book, which will be available to borrow from the library. 225 children participated in the activity.



Pop-Up: Port Colborne High School

The library is scheduled to pop-up at PCHS on November 7, 2024. The librarian will bring the mini button maker for teens to design their own button and will bring information on library resources such as community service hours. Teens will be able to sign up for a library card.



3. Programming

- Baby Time

Baby Time sessions included songs, stories, and discussions for families. One Baby Time session was offered in October. A student from Brock University observed the session for their Early Childhood Education degree.



- Story Time with Shelly

On Saturdays in October, 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

Three Lego Club sessions were offered after school on Mondays in October. Children ages 5+ were encouraged to complete challenges or to use their imaginations to build something new.



- Kid's Craft Cart

Five Kid's Craft Cart sessions were offered after school on Wednesdays in September. Children were encouraged to choose craft supplies and make a craft of their own choosing.

- PD Day Activity: Friendship Bracelets

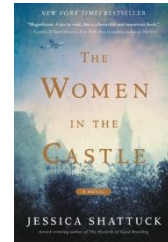
On Friday, October 11, children were invited to drop-in to the library and make friendship bracelets. Nine children attended the program.

- Dungeons & Dragons

One Dungeons & Dragons session was held this October as part of the ongoing campaign.

- Port Colborne Public Library Book Club

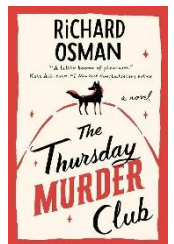
In October, the PCPL Book Club read **The Women in the Castle** by Jessica Shattuck and met on Monday, October 21 to discuss the book. The book club has 11 members.



- Portal Village Book Club

This month the library launched a book club at the Portal Village Retirement Community. The group met for the first time on October 15 to register for library cards and pick up the first novel.

In October, the book club is reading **The Thursday Murder Club** by Richard Osman. The book club has 8 members.



- Music Makerspace

The Music Makerspace includes a keyboard, digital drum set, ukeleles, a guitar, and bells and shakers. The Music Makerspace is available for patrons to book a free 30-minute session.

4. 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 October, there were five scavenger hunts with over 90 participants.

- Colouring Sheets

Every month, three colouring sheets are available for free in the Children's Room. In September, over 160 participated in the activity.

- Design Our Bookmark Contest

In September, the theme for the monthly bookmark contest was "I'm Thankful"

for...”. The winning bookmark submission for September was designed by Calla, who drew the things she’s thankful for: her little sister, hew new puppy, and food. Calla received a small prize package and her bookmark was handed out to all patrons at checkout.



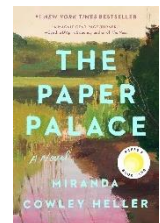
In October, the Bookmark Contest theme was “How I’m Kind.”

- Take and Makes
Free Take and Make craft kits were available each week during October. Thirty kits were handed out each week, for a total of 150 kits picked up.

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 October selection was **The Paper Palace** by Miranda Cowley Heller.



6. **Environmental Awareness Speaker Series**

This fall, the City of Port Colborne’s Environmental Advisory Committee is presenting a three-part series on environmental awareness.

The second session took place on October 28 and was a presentation on taking steps for a sustainable future through residential electrification.

The upcoming session in November will be on building empathy for local watersheds.

The series is generously sponsored by Jungbunzlauer Canada Inc.

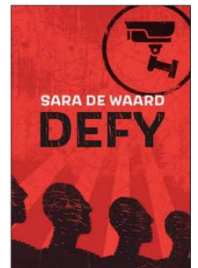
7. Art in the Atrium

Each month, the library hosts a local artist in our Atrium gallery. The art show is open to the public for free.

The October artists were Judy Wade and Jane Wright. Judy's artwork includes sketches, watercolour, and acrylic painting of still lifes and landscapes. Jane's artwork includes watercolour and acrylic painting of still lifes, abstracts, and landscapes. In November, the library will be welcoming artists from Port Colborne High School.

8. Book Launch: Defy by Sara De Waard

On Saturday, October 19 the library hosted the book launch of local author Sara de Waard's second young adult book, **Defy**. The event was open to the public and included an author reading, refreshments, and book signings. 45 people attended the event.



9. One Book, One Niagara

One Book, One Niagara is an annual initiative that encourages the community to come together by reading the same book. It culminates in an in-person author event that is free to attend. On October 24, the One Book, One Niagara committee met to begin planning the 2025 event.

10. CELA Deposit Collection

The Centre for Equitable Library Access provides libraries with access to accessible audiobooks, ebooks, and print Braille books for patrons with print disabilities. The library has received a deposit collection of 100 accessible audiobooks for the children, teen, and adult collections. Staff are in the process of cataloguing and processing the materials.



11. Community Connect

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

- October 1, 2024 – PC Works – Resume Refresh
- October 1, 2024 – Bridges CHC – Programs & Services
- October 5, 2024 – PFLAG Niagara
- October 7, 2024 – Birchway Niagara – Programs & Services
- October 8, 2024 – PC Works – Resume Refresh
- October 9, 2024 – Bridges CHC – Ontario Seniors’ Dental Care Program
- October 15, 2024 – PC Works – Resume Refresh
- October 16, 2024 – Service Canada

