

Date: January 8, 2025
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 & Outreach



Pop-Up: Port Colborne High School

The librarian popped-up at PCHS on December 5, 2024 with a puzzle from the collection and information on community service hours and teen programs at the library. Three teens participated in the activity, and 1 teen signed up for a library card.



A monthly pop-up is scheduled for the remainder of the school year.

Annual Lighted Santa Claus Parade

The library entered a float into the City of Port Colborne's Annual Lighted Santa Claus parade, held on December 7, 2024.

The library's float was the Holly Jolly Roger, with the theme 'festive pirates.' Staff, board members, and volunteers dressed as pirates and handed out candy canes.



The library received many positive comments about the float from the public, and received an honourable mention in the 'Other' category.

Pop-Up: New Year's Eve at Vale

The library popped-up at the City of Port Colborne's New Year's Eve celebration at the Vale Centre to launch the Library of Things expansion. Families were invited to explore the new items, including sports equipment, household items, games, toys, electronics, and makerspace items. 220 people participated in the activities.

The new items were made possible thanks to a generous donation by the Erwin Taylor Charitable Foundation.

2. Programming

- Story Time with Shelly

On Saturdays in December, 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 December. Children ages 5+ were encouraged to complete challenges or to use their imaginations to build something new.



- Kid's Craft Cart

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

- 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.

- Documentary Films

On Monday, December 16, 2024, there was a screening and discussion of the documentary film **Borealis** (2020, 93 min.). The documentary travels deep into the heart of Canada's wilderness to explore the plants and animals that live there.



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

- Port Colborne Public Library Book Club

In December, the PCPL Book Club read **Circling the Sun** by Paula McLain and met on Monday, December 9 to discuss the book. The book club has 15 members.



- Portal Village Book Club

In December, the Portal Village Book Club read **Lessons in Chemistry** by Bonnie Garmus and met on Tuesday, December 17 to discuss the book. The book club has 10 members.



3. Passive Programming

- Letters to Santa

Children were invited to write their letters to Santa and drop them off at the library by December 6. Library staff prepared Santa's replies for families to pick up at the library before Christmas.

- Take and Makes

Free Take and Make craft kits were available each week during December. Thirty kits were handed out each week, for a total of 120 kits picked up.

- Scavenger Hunts
Scavenger hunts were available daily on the library's main floor, with a different theme each week. Children reported how many scavenger hunt items they found to receive a small prize. In December, there were four scavenger hunts with over 65 participants.

- Design Our Bookmark Contest
In November, the theme for the monthly bookmark contest was "Delicious Dessert". The winning bookmark submission for November was designed by Charlie, who drew her favourite desserts to show her sweet personality.

Charlie received a small prize package and her bookmark was handed out to all patrons at checkout.

In December, the Bookmark Contest theme was "Winter Wonderland."



4. 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.

In December, the library welcomed artists from Lakeshore Catholic High School.



In January, the library will be hosting an art installation from the Brain Injury Association of Niagara.

5. 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 December 11, the One Book, One Niagara committee met to discuss an author for the 2025 event.

6. Erwin Taylor Charitable Foundation Grant

The library received a \$10,000 donation from the Erwin Taylor Charitable Foundation for expanding the Library of Things collection. As of November, the grant has been spent.

The new items include sports equipment, basic tools kits, educational toys, games, and accessible audiobook players. The expansion was launched at the City of Port Colborne's New Year's Eve celebration and will be available for check out in January 2025.

7. PressReader

The library added PressReader, a new digital resource, to the collection in December 2024. PressReader provides access to more than 7,000 of the world's top newspapers and magazines as soon as they're available on shelves. Content can be read in a web browser or the app can be downloaded for offline reading.



Two iPads were purchased for the Newspaper Lounge. Patrons will be able to use the iPads in-house to browse PressReader. The iPads will be available in January 2025.

8. Community Connect

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

- December 3, 2024 – PC Works – Resume Refresh
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- December 5, 2024 – Bridges CHC – Registered Dietician
- December 7, 2024 – PFLAG Niagara
- December 10, 2024 – PC Works – Resume Refresh
- December 11, 2024 – Bridges CHC – Ontario Seniors Dental Care Program
- December 12, 2024 – Senior Citizens Advisory Committee
- December 17, 2024 – PC Works – Resume Refresh
- December 19, 2024 – Service Canada

