

Date: February 5, 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 Library

- January 14, 2025 – Northland Pointe



Pop-Up: Port Colborne High School

The librarian popped-up at PCHS on January 9, 2025 with the Nintendo Switches and a selection of Switch games, along with information on community service hours and teen programs at the library. Ten teens participated in the activity, and one registered for a library card.



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

Pop-Up: PCHS Grade 8 Open House

The librarian popped-up at PCHS' Grade 8 Open House on January 16, 2025 with the mini buttonmaker. The librarian promoted the monthly pop-up in the school library and shared information on community service hours and teen programs at the library. Twenty-five teens participated in the activity.

2. Programming

- Red Cross Babysitting Course

Twelve children attended the Canadian Red Cross babysitting course on January 2, 2025. Participants learned basic first aid, CPR, and responsible care for children of all ages.



- PD Day Activity: Mini Button Makerspace

Families were invited to make a mini button with the library's new mini buttonmaker. Thirty-two participated in the activity.

- Baby Time

Families met new friends, sang songs, and enjoyed stories during Baby Time. Four sessions were offered in January.

- Kid's Chess Club

Kid's Chess Club started weekly sessions beginning Tuesday, January 14, 2025. Children learned tips to improve their chess strategy and competed against other children. Kid's Chess Club has 10 members and is volunteer-run.

- Lego Club

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



- Kid's Craft Cart

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

- Story Time with Shelly

On Saturdays in January, 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.

- Warhammer 101

Teens unboxed their Warhammer 101 kit, built their minifigures, and practiced painting in an intro to the game. Three participated in the activity.

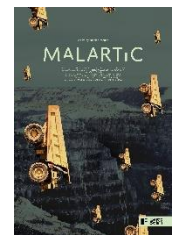


- Adult Chess Club

Adult Chess Club started weekly sessions beginning Monday, January 6, 2025. The program included a series of chess workshops for beginner and experienced players and is volunteer-run. Adult Chess Club has five members.

- Documentary Films

On Monday, January 27, 2025, there was a screening and discussion of the documentary film **Malartic** (2024, 88 min.). The documentary addresses the issue of land management while chronicling the broken promises of a gold-mining project.



In 2025, our Documentary Films Program is presented in partnership with the National Film Board of Canada.

- Port Colborne Public Library Book Club

In January, the PCPL Book Club read **Demon Copperhead** by Barbara Kingsolver and met on Monday, January 13 to discuss the book. The book club has 15 members.



- Portal Village Book Club

In January, the Portal Village Book Club read **The Quintland Sisters** by Shelley Wood. The book club has 10 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.

3. Passive Programming

- Take and Makes
Free Take and Make craft kits were available each week during January. Thirty kits were handed out each week, for a total of 150 kits distributed.
- 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 January, there were four scavenger hunts with over 55 participants.
- Design Our Bookmark Contest
In December, the theme for the monthly bookmark contest was "Winter Wonderland". The winning bookmark submission for December was designed by Aria, who drew herself outside in the snow.

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

In January, the Bookmark Contest theme was "Create a Cartoon Character."



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.

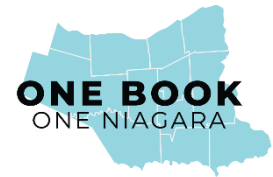
In January, the library welcomed an exhibit from the Brain Injury Association of Niagara. The exhibit promoted awareness of the prevalence of brain injury and included decorated masks made by Brain Injury Survivors to visually describe their experiences with ABI.



In February, the library will be hosting an exhibit by Niagara-based multidisciplinary artist and photographer Cleah Fast.

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 January 15, the One Book, One Niagara committee met to discuss a venue 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 January, the new items are available for check out.

7. **Teen Non-Fiction**

The library added a small teen non-fiction collection in January. The collection contains books on issues relevant to teens, including mental health and digital well-being. The librarian plans to expand the collection in 2025.

Community Connect

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

- January 7, 2025 – PC Works – Resume Refresh
- January 8, 2025 – Bridges CHC – Ontario Seniors Dental Care Program
- January 9, 2025 – Bridges CHC – Programs & Services
- January 11, 2025 – PFLAG Niagara
- January 13, 2025 – Birchway Niagara – Programs & Services
- January 16, 2025 – Senior Citizens Advisory Committee
- January 21, 2025 – PC Works – Resume Refresh
- January 28, 2025 – PC Works – Resume Refresh

