

Date: April 2, 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. Class Visits

- March 19, 2025 – Steele St – 24 students
- March 19, 2025 – Dewitt Carter – 24 students
- March 26, 2025 – McKay – 22 students

2. Pop-Up Library & Outreach

Pop-Up Library

- March 18, 2025 – Northland Pointe – 4 attendees
- March 24, 2025 – Top Hat Ceremony – 72 attendees

Pop-Up: Port Colborne High School

Library staff popped-up at PCHS on March 6, 2025 with Lego, 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.



3. Programming

- Lego Club

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



- Baby Time

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

- Kid's Craft Cart

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

- 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. A volunteer read a variety of picture books to families.

- PFLAG Presents: Allyship Discussion

On March 27, volunteers from PFLAG Niagara led an interactive discussion about allyship. Participants learned how to support, educate, and advocate for a more inclusive community.



- CVITP Income Tax Clinics

On Saturdays in March, the library hosted three free income tax clinics with a volunteer. Tax returns were completed for 23 people with modest incomes and simple tax situations.

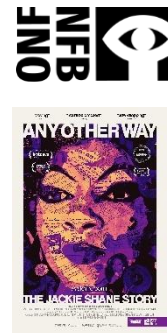
- Adult Chess Club

Adult Chess Club continued with weekly sessions in March. The program included a series of chess workshops for beginner and experienced players and is volunteer-run. Adult Chess Club has twelve members.

- Documentary Films

On Monday, March 31, 2025, there was a screening and discussion of the documentary film **Any Other Way: The Jackie Shane Story** (2024, 99 min.). The documentary explored the life of trans soul singer Jackie Shane, and was part of the library's celebration of International Women's Day.

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



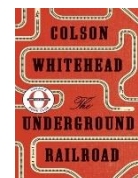
- Port Colborne Public Library Book Club

In March, the PCPL Book Club read **Recipe for a Perfect Wife** by Karma Brown and met on Monday, March 10 to discuss the book. The book club has 15 members.



- Portal Village Book Club

In March, the Portal Village Book Club read **The Underground Railroad** by Colson Whitehead and met on Tuesday, March 18 to discuss the book. 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. In March, 11 people enjoyed sessions in the Music Makerspace.

4. Passive Programming

- Take and Makes

Free Take and Make craft kits were available each week during March. Thirty kits were handed out each week, for a total of 90 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 March, there were four scavenger hunts with over 180 participants.

- Design Our Bookmark Contest

In February, the theme for the monthly bookmark contest was "Favourite Foods". The winning bookmark submission for February was designed by Myles, who drew hot dogs, French fries, cherries, blueberries, pizza, and ice cream.

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

In March, the Bookmark Contest theme was "Wild About Animals."



5. International Women's Day

On March 8, patrons were encouraged to #AccelerateAction for gender equality by challenging gender stereotypes, calling out discrimination, and seeking out positive action.

The library celebrated International Women's Day with a book display, a social media reel, and a screening and discussion of the documentary film **Any Other Way: The Jackie Shane Story**.



6. 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 March, the library welcomed an exhibit by local artist Judy Wade.

In April, the library will be hosting an exhibit by students from Port Colborne High School.

7. Visiting Library Service

The Visiting Library Service coordinates volunteers to deliver library materials to patrons unable to visit the library due to illness, physical disability, or age. The program has two volunteers and two patrons.

8. 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 March 19, the One Book, One Niagara committee met to discuss dates and a venue for the 2025 event.

9. Promotions Update

- PressReader

The Off the Shelf newsletter has been uploaded to PressReader, and City Hall News will be uploaded beginning in April. Patrons opening the app or using the website will see the library and city content. PressReader will be updated regularly with the newsletter and City Hall News.

- DSBN eFlyer
The March Break Flyer has been uploaded to the DSBN's eFlyer service. The Family Flyer will be uploaded monthly.

10. Library Collections

- New Digital Resource: FrontierLife
The library has added a new digital resource, FrontierLife, to the collection. Frontier Life is a collection of primary source documents exploring existence of the edges of the anglophone world from 1650-1920. The collection covers various European and colonial frontier regions of North America, Africa, and Australasia and includes photos, videos, and essays. This resource can be accessed from the Digital Resources page on the library website.
- Scavenger Hunts
In an upcoming project, library staff will catalogue the scavenger hunt collection. Classrooms, LiNC partner libraries, and patrons will be able to borrow the scavenger hunts for their own use.
- CELA
The CELA deposit collection has been catalogued and will be put to circulation shortly. Library staff are currently working on setting up and cataloguing a DAISY player and two Envoy Connect players.
- Teen Non-Fiction
The teen non-fiction collection continues to be developed. This new collection includes books on budgeting, mental health, LGBTQIA+ resources, and more.
- Magazines
This year the library added several new magazine titles to the collection, including children's and teen magazines. The library now subscribes to 33 magazines.

11. Community Connect

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

March 1, 2025 – PFLAG Niagara
March 4, 2025 – Niagara Ontario Health Team – ConnectMyHealth
March 5, 2025 – Bridges CHC – Ontario Seniors Dental Care Program
March 6, 2025 – PC Works – Resume Refresh
March 7, 2025 – Niagara Ontario Health Team – ConnectMyHealth
March 10, 2025 – Birchway Niagara
March 12, 2025 – Niagara College – Newcomer Programs
March 12, 2025 – Niagara Ontario Health Team – ConnectMyHealth
March 13, 2025 – Brain Injury Association of Niagara
March 20, 2025 – Senior Citizens Advisory Committee
March 20, 2025 – PC Works – Resume Refresh
March 26, 2025 – Bridges CHC – Programs & Services
March 27, 2025 – PC Works – Resume Refresh

