

Date: May 7, 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

- April 2, 2025 – Steele St – 19 students
- April 2, 2025 – McKay – 28 students
- April 9, 2025 – Steele St – 21 students
- April 9, 2025 – Dewitt Carter – 29 students
- April 16, 2025 – Steele St – 25 students
- April 23, 2025 – Steele St – 20 students
- April 30, 2025 – McKay – 18 students
- April 30, 2025 – St Patrick – 20 students

2. Pop-Up Library & Outreach

Pop-Up Library

- April 8, 2025 – Northland Pointe

Pop-Up: Port Colborne High School

Library staff popped-up at PCHS on April 3, 2025 with seeds from the Seed Library and information on community service hours and teen programs at the library. Fourteen teens participated in the activity.

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



Pop-Up: Easter @ Vale

Library staff popped-up for the City of Port Colborne's Easter activities at the Vale Health & Wellness Centre on April 19, 2025. Families made a handprint Easter bunny craft, with 115 participating in the activity.

3. Programming

- Girl Guides at the Library

On Monday, April 7, a group of 28 Sparks and Embers visited the library. Library staff led the Girl Guides on a tour of the library, read stories, and made a craft.

- PD Day Activity: Write Your Own Poetry

On Friday, April 4, children were invited to become a poet by gluing down words to create their own unique poetry. Seven participated in the activity.

- Lego Club

Three Lego Club sessions were offered after school on Mondays in April. 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. One session was offered in April.

- Kid's Craft Cart

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

- Story Time with Shelly

On Saturdays in April, 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.

- CVITP Income Tax Clinics

On Saturdays in April, the library hosted three free income tax clinics with a volunteer. Tax returns were completed for 19 people with modest incomes and simple tax situations.

- Documentary Films

On Monday, April 28, 2025, there was a screening and discussion of the documentary film **Losing Blue** (2023, 72 min.).

The documentary explores what it means to lose the otherworldly blues of ancient mountain lakes, now fading due to climate change, and was part of the library's celebration of Earth Day.

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

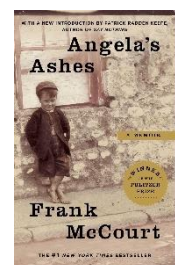
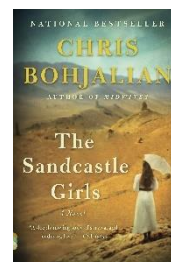


- Port Colborne Public Library Book Club

In April, the PCPL Book Club read **The Sandcastle Girls** by Chris Bohjalian and met on Monday, April 14 to discuss the book. The book club has 15 members.

- Portal Village Book Club

In April, the Portal Village Book Club read **Angela's Ashes** by Frank McCourt and met on Tuesday, April 15 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 April, four people enjoyed sessions in the Music Makerspace.

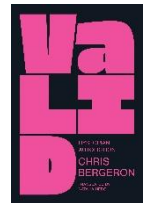
4. Passive Programming

- Poem in Your Pocket Day

Poem in Your Pocket Day is an annual event encouraging people to center poetry in their daily lives by carrying a poem in their pocket. Library staff handed out 100 poems to patrons at checkout.

- One eRead Canada

One eRead/Un Livrel Canada is a digital book club connecting readers and libraries across Canada. This year's selection, **Valid** by Christ Bergeron, was available on Libby during April without waitlists or holds. Patrons were invited to download a copy and join the discussion online.



- Take and Makes

Free Take and Make craft kits were available each week during April. 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 April, there were five scavenger hunts with over 200 participants.

- Design Our Bookmark Contest

In March, the theme for the monthly bookmark contest was "Wild About Animals". The winning bookmark submission for March was designed by Ivy, who drew a giraffe.

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



In April, the Bookmark Contest theme was "April Showers."

5. National Poetry Month

National Poetry Month takes place every April and brings together libraries, communities, and poets from across the country to celebrate poetry and its vital place in Canada's culture.

The library celebrated National Poetry Month with the Write Your Own Poetry PD Day activity and with Poem in Your Pocket Day.



6. Earth Day

The library celebrated Earth Day with a book display, social media post, and a screening of the documentary film **Losing Blue**.

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.

In April, the library welcomed an exhibit by students from Port Colborne High School.

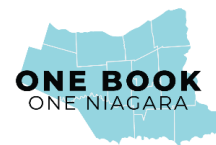
In May, the library will be hosting an exhibit by Métis artist Brian Kon.

8. 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 one volunteer and two patrons.

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 April 16, the One Book, One Niagara committee met to discuss dates and a venue for the 2025 event.

10. Summer Daycare Partnership

This summer, the library is introducing a partnership with local daycares. Local daycares are invited to register their groups for the TDSRC to read books and earn prizes all summer long. Daycares are also invited to register for a library visit and story time with a librarian.

11. Library Collections

- 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.

12. Community Connect

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

April 2, 2025 – Bridges CHC – Ontario Seniors Dental Care Program

April 3, 2025 – PC Works – Resume Refresh

April 5, 2025 – PFLAG Niagara

April 7, 2025 – Birchway Niagara

April 10, 2025 – Senior Citizens Advisory Committee

April 10, 2025 – PC Works – Resume Refresh

April 17, 2025 – PC Works – Resume Refresh

April 24, 2025 – PC Works – Resume Refresh

April 30, 2025 – Bridges CHC – Programs & Services

