

Date: June 4, 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

May is Community Helpers Month. During the May class visits, firefighters from Port Fire attended to talk about fire safety and demonstrate putting on their gear.

- May 14, 2025 – Steele St – 28 students
- May 14, 2025 – Steele St – 22 students
- May 14, 2025 – Dewitt Carter – 30 students
- May 28, 2025 – Steele St – 20 students
- May 28, 2025 – McKay – 18 students
- May 29, 2025 – McKay – 28 students

2. Pop-Up Library & Outreach

Pop-Up Library

- May 13, 2025 – Northland Pointe

Pop-Up: Port Colborne High School

Library staff popped-up at PCHS on May 1, 2025 with a Perler bead keychain craft and information on community service hours and teen programs at the library. Four teens participated in the activity.



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

Pop-Up: Summer Student Orientation

Library staff popped-up for the City of Port Colborne's summer student orientation on May 6, 2025. Thirty-seven students learned about the collection, programs, and services available at the library.

Pop-Up: Community Safety Day

Library staff popped-up at Port Colborne Fire & Emergency Services' annual Community Safety Day on May 10, 2025. Families were invited to make a safety-themed button at the library table.

Outreach: Plant Sale

The library promoted the Seed Library at Port Thrift's annual Plant Sale on May 10, 2025. Seventy-five seeds packets and Seed Library brochures were handed out to attendees.

Pop-Up: Welcome to Kindergarten

Library staff popped-up at Dewitt Carter's Welcome to Kindergarten event on May 15, 2025. Fifty-six people learned about library programs and services, and 12 incoming students registered for library cards.



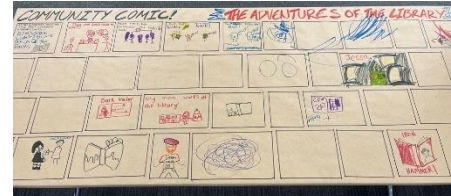
Outreach: Welcome to Kindergarten

The library promoted library programs and services at McKay's Welcome to Kindergarten event on May 15, 2025. Fifty Family Flyers and library card bookmarks were distributed to incoming students and their families.

3. Programming

- Free Comic Book Day

On Saturday, May 3, families were invited to grab a free comic book, strike a pose with the green screen, get creative with the community comic strip, and take home a fun craft to enjoy. Ninety-six people attended the event. Free comics were generously sponsored by Sketchbook Comics.



- Start Me Up Niagara's Mobile Closet

On Wednesday, May 21, Start Me Up Niagara's Mobile Closet offered a free shopping event at the library. The Mobile Closet provided seasonally appropriate clothing and personal hygiene products to thirty attendees.



- Lego Club

Three Lego Club sessions were offered after school on Mondays in May. 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. Three sessions were offered in May.



- Kid's Craft Cart

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

- Story Time with Shelly

On Saturdays in May, 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.

- Documentary Films

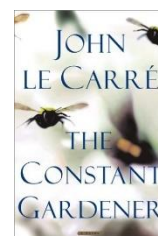
On Monday, May 26, 2025, there was a screening and discussion of the documentary film **Work Different** (2023, 51 min.). The documentary explores how working remotely has reshaped the workplace.

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



- Port Colborne Public Library Book Club

In May, the PCPL Book Club read **The Constant Gardener** by John le Carré and met on Monday, May 12 to discuss the book. The book club has 15 members.



- Portal Village Book Club

In May, the Portal Village Book Club read **Family Tree** by Susan Wiggs and met on Tuesday, May 20 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. Two people enjoyed the Music Makerspace in May.

4. Passive Programming

- Chosen Names

The library is running a promotion in May and June inviting patrons to update their library account with their chosen name, ensuring that patrons are called by their preferred name when they visit the library.

- Screen Free Week

From May 5 through 10, families were encouraged to swap digital entertainment for the joys of life beyond the screen by exploring the screen free fun available at the library.

- My Dream Borrow

During the month of May, patrons were asked what they wish they could borrow from their library. The winning idea will be chosen in June, and the person with the winning idea will get the honorary first borrow.



- Big Library Read

Big Library Read is a digital book club connecting readers and libraries around the globe. This May's selection, **Uncommon Measure** by Natalie Hodges, was available on Libby during May 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 May. 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 May, there were five scavenger hunts with over 75 participants.

- Design Our Bookmark Contest

In April, the theme for the monthly bookmark contest was “April Showers”. The winning bookmark submission for April was designed by Milena, who drew a girl in the rain.

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

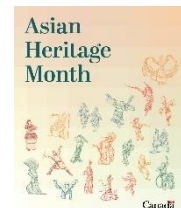


In May, the Bookmark Contest theme was “May Flowers.”

5. Asian Heritage Month

Asian Heritage Month takes place every May, providing an opportunity for us to learn more about the diverse culture and history of Asian communities in Canada.

The library celebrated Asian Heritage Month with a book display.



6. Museum Month

The library celebrated Museum Month with a book display of our Local History Collection.

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 May, the library welcomed an exhibit by Métis artist Brian Kon.



In June, the library will be hosting an exhibit by students from Lakeshore Catholic High School.

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 May 15, the communications subcommittee met to begin planning the event's promotion. On May 21, the One Book, One Niagara committee met to discuss details 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.

Eight daycare visits have been booked for the summer.

11. Library Collections

- Teen Non-Fiction

The Teen Non-Fiction collection continues to be developed. New books on topics including relationships, technology, feminism, and gender identity were added in May, for a total of 26 items in the collection.

- Parenting Collection
The Parenting Collection is being updated this year, with new books on order addressing topics such as consent, mental health, parenting teens, and parenting in the age of technology.
- Biographies
A small weeding project is ongoing in the Biographies collection, to make shelf space available for new books.

12. Community Connect

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

May 1, 2025 – PC Works – Resume Refresh
May 5, 2025 – Birchway Niagara
May 7, 2025 – Bridges CHC – Ontario Seniors Dental Care Plan
May 8, 2025 – PC Works – Resume Refresh
May 15, 2025 – Senior Citizens Advisory Committee
May 15, 2025 – PC Works – Resume Refresh
May 17, 2025 – PFLAG Niagara
May 20, 2025 – Brain Injury Association of Niagara
May 22, 2025 – PC Works – Resume Refresh
May 29, 2025 – PC Works – Resume Refresh

