

CEO Report

September 15th, 2021

From: Tammy Robinson, CEO

Facilities

On Tuesday September 7th, the elevator was out of service for the morning. The Town was contacted and Schlinder Elevator arrived around 9am to assess the situation, and make the necessary repairs. Apparently, a fuse was blown when the elevator experienced a hydro “glitch”. Schlinder was here for approximately 2 hours.

Public Library Operating Grant

On Monday August 23rd, I successfully submitted the PLOG to the Ontario Ministry of Heritage, Sport, Tourism and Culture Industries. I’m hopeful that we will receive our grant funding by the end of September.

2022 Budget

The Library budget was due to be submitted to the Town’s Financial Office on September 10th, the Library submitted our budget on August 30th. The Town appreciated the Library Board sending in the budget early.

Canada Summer Job Student Grant

A student has been hired, and the contract begins on September 13th. The student will be working 16 hours per week for a total of 14 weeks. The last day of the contract is on December 18th.

Cobourg Library Garden of Reading

New mulch was spread around the garden on September 1st, and then on September 3rd the new garden bench was secured in place under the new pergola. Thank you to the Lowe Family for donating funds to beautify our garden.

Library Community Needs Survey

This survey was available for a total of two months – both online and hardcopy. The last day to submit the survey was August 31st. There were approximately 2,000 surveys completed. The winner of the \$150 VISA Gift Card was drawn on September 7th – the winner is Michelle Basinger.

Development Charges Meeting with Town of Cobourg

We completed all of the required spreadsheets for the Development Charges Background Study for the Town. All spreadsheets relating to the Cobourg Library were submitted to the Financial Department on September 3rd – five days ahead of schedule.

Strategic Directions – Workplan

Strategic Direction #1 – Community Space – Goal #1 – Outdoor Space – Action #1

- Having an accessible thriving outdoor gardening space for the community (New Garden Bench)

Strategic Direction #2 – Community Services – Goal #3 – Annual Survey – Action #3

- Continue annual surveying (Survey finished Aug.31, and currently being reviewed)

Strategic Direction #4 – Alternate Funding Sources – Goal #6 – Development Charges – Action #2

- Development Charges By-Law in Cobourg (Background Study Spreadsheets Submitted)

Strategic Direction #4 – Alternative Funding Sources & Support – Goal #3 – Grants

- Continue pursuing reasonable grants (CSJ Grant / PLOG)
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From: Kate Davis, Manager of Public Services

Programming:

Summer Reading Club wrapped up this year on August 21st with some positive numbers for children. For our first hybrid Summer Reading Club, during which we weren't actually open for the start, we had 102 participants who read 956 books over the summer. We also saw 465 participants in our weekly summer reading challenges.

Overall in August, we hosted 23 programs with a total of 662 attendees. This month saw the wrap-up of our Annual Summer Reading Club, a virtual author visit with mystery writer Peter Robinson, and our StoryWalk moved to Bewdley Branch for a week.

While our statistics do show that overall programming for August appears lower than the same time last year, it's important to realize that this time in 2020 we were just re-opening to the public, which left staff time to put together far more programming than what they're able to do while working on a front-line service point. Prior to 2020, we were also able to run regular Storytime programs, which made up a large number of our summer programs, but which we were not able to do this Summer due to the Youth Services Position being vacant.

Adult Programs

In August, we held 3 adult programs, 3 virtual book clubs and our online genealogy/local history group. We saw a total 129 participants. Our Adult Summer Check-out Challenge saw 23 participants this summer, and I'm hoping to be able to shift it back to being an in-person program next year, as the online format does not seem to work well for it.

Our monthly Genealogy Resource group – the Genealogy Gurus – remains at 53 active. We also continue to partner virtually with Community Living Northumberland to provide a weekly online book club for adults who use their services and saw 40.

Upcoming in September, we've added a family-oriented Talk like a Pirate Day program, a Virtual Author Visit from Iona Wishaw, and have introduced Take & Make kits for adults.

Youth & Teen Programs

In August we held 14 online programs for children and an additional 2 for teens. These drew a total 528 participants/engagements. Of these, 465 were specifically taking part in the Summer Reading Club, either through reporting or participating in our challenges.

The TD Summer Reading Club wrapped up on August 21st and we saw a total of 102 registrants participating or reporting 956 times. This is up quite a bit from last year's Summer Reading Club, which saw 70 participants over the entire summer and 574 reports of program interactions.

Participants were able to report either online or in-person, depending on their level of comfort.

We also continued to host the TD summer StoryWalk. In August, the StoryWalk moved out to Bewdley Branch, to give patrons at that location a chance to participate. We were unable to take the StoryWalk to Gores Landing as, unfortunately there isn't enough safe lawn space around the Library to set it up.

Moving forward into September, we'll be re-adding Virtual Storytime on Tuesday mornings. With no ideas of when the current restrictions will change, we've purchased an add-on to our AccessCopyright license that will allow us to offer pre-recorded Storytimes for the remainder of 2021.

Collections:

Circulation numbers are once again up across all three branches for August. This increase is over last month's statistics as well as over the same time last year. In Cobourg, all collections seem to be seeing this bump; not just one or two specifically.

In the Branches, Gores Landing has seen a jump in its children's materials usage over the last month, while Bewdley, conversely, has seen a bump in its adult materials usage. This could indicate a slight demographic shift between the two communities, but at this time it's too early to tell.

Partnerships:

The Northumberland Eats program, now run through the Northumberland United Way, continues to be offered at our curbside window.

Dortwood Observatory was booked to do an outdoor skywatching program in August, however this had to be cancelled and moved to September due to weather.

Staffing:

Since our last Board meeting, we've had one of our long-time staff members resign, so we brought one of our contract staff members on-board permanently to replace her. We'll also be posting the contract out again, as we're currently running short-staffed, resulting in the Library being unable to fill some scheduled shifts. In the interim, those shifts have been picked up by Management.

We've hired a Canada Summer Jobs grant student, who will be starting on September 13th.

We've also hired a new Student Page, as our most senior page recently resigned to go away to school. Our new Page started on August 31st and will complete their training by September 20th.

We currently have one staff member who remains off on medical leave, although we've been working with them to put together a Return to Work plan for the near future.

Strategic Direction #2 – Community Services - Programs

- Virtual programming continued into the summer, featuring new author visits, book talk videos, tutorials and passive activities. Virtual Programming is likely to remain a large part of our line-up for the foreseeable future.
- Summer Reading Clubs wrapped up at all locations on August 21st

From: Heather Viscount, Manager of Support Services

Cobourg Curbside and Visitor Stats

- **1,040** curbside visits in August – open 25 days, 164 hours
- Average pick-ups per day in August at the Cobourg location:
 - **42 per day** (down 12 from previous month)
 - **6 per hour** (down 2 from previous month)
- August Door count (in-person visitors) - **4982**

Technology

- **Cobourg Library Blog – coming soon!** Began training on a new module for our webpage, which will allow both our Outreach Coordinator and I to post the latest news items. Patrons will be able to subscribe to the page, and share items of interest through Facebook and Twitter. It will be similar to the Town's [News Centre](#) page

- Replaced networked printer/scanner in Info Office
- Installed computer in the new Outreach office
- Updated staff stations with new Kyocera (colour printer) software

Special Collections – August

- LEGO Borrow and Build sets – **NEW** collection – 2 loans
- [Ontario Parking Permit Kits](#) - **13** loans
- [Binge Bundles](#) – **38** Bundles borrowed
- Telescopes – **2** loans
- Seed Library – **63** loans

Technical Services

- Our Technical Services staff catalogued and processed **225** donated items in August
- **59** new items were added to the collection, and **240** items were deleted.
- TS Staff are now creating more [new & themed lists](#) in LibraryAware – more colourful

Marketing and Promotion

- Created posters for our Labour Day and Thanksgiving closures
- Created poster for our New Hours, which started September 7th
- Continuously updating our [Library webpage](#), especially our main page with new highlighted content
- Added our **September program information** to the [online calendar](#), the [Adults & Teens](#) page and the [Children & Families](#) page
- Posted lists of [new items](#) to the webpage
- The [September e-Newsletter](#) was delivered September 1st to **846** subscribers (up **30**)
- If you would like to receive these updates each month, [subscribe](#) to “Programs at the Cobourg Library” – and any of our other monthly e-newsletters!

Stat Highlights for August 2021

- New memberships – **77** (up **48**)
- Online Database Use – **15,566**
- App Usage – **29** new users ; **183** Unique users ; **10,110** page views ;

Genealogy Gurus

- Each week, our Gurus will post a new genealogical tidbit, historical resource, photo or database – and hope our members will respond with their thoughts or some interesting resources to share of their own. [Join the conversation!](#)
- Our Group currently has **53 members** (up 1)

Rotary Room, Work Room and Retirement Homes Stats

- No usage to report due to Covid

OverDrive Update

- **3,488** items borrowed in August, by 577 patrons, including 25 new patrons

Workplan Progress

Strategic Direction #2 – Community Services – Goal #2: Programs

- Continuing with updated Facebook program – Genealogy Gurus

Strategic Direction #2 – Community Services – Goal #5: Marketing and Promotion

- Created and delivered the Monthly Program Update Newsletter
- Added virtual program information to both our Adult & Teen and Children & Families webpages
- Added programming information to our online calendar

From: Rachel Spence, Community Engagement Assistant

OUTREACH & FUNDRAISING

✓ **FARMERS MARKET (2 events)**

-AUGUST 7th: 190 people reached; \$173.85

-July 10th: 250 people reached. \$226.10

= \$399.95

✓ **MINI BOOK & BAKE SALE (8 events)**

-AUGUST 6th BOOK + BAKE SALE: 21 people \$72.35

-AUGUST 13th BOOK + BAKE SALE: 53 people \$171.75

-AUGUST 20th BOOK + BAKE SALE: 32 people \$114.40

-AUGUST 27th BOOK + BAKE SALE: 35 people \$151.50

-JULY 9th: 69 attendees and \$347.30

-July 16th: 56 Attendees and \$226.50

-July 23rd: 33 people, \$141.70

-July 30th: 31 people \$112

=\$1,337.50

- ✓ Creating and mailing out Silent Auction request letters. Beginning in August to pick up items donated for our October 1st event.

PRESS

- ✓ https://todaysnorthumberland.ca/2021/08/03/farren-associates-are-loonie-for-the-cobourg-public-library/?fbclid=IwAR0rEnohscDK5Tb8pclJ67Cn0wmKBgNVOMdRb_Q587MhKg_mi6elGgHgWSw
- ✓ <https://www.thepeterboroughexaminer.com/local-northumberland/life/contributed/2021/07/31/farren-associates-support-loonie-for-the-library-campaign-in-cobourg.html>

SOCIAL MEDIA AND CONTENT CREATION

Platform	Early July	Early August
Facebook Followers	2,284	2,319
Instagram Followers	1,763	1,777
Twitter Followers	1,787	1,787
TikTok Followers	297	462
Tik Tok Likes	3,151	4,142
YouTube Subscribers	18	18

- ✓ Constantly reviewing community content to share
- ✓ Responding to all inquiries across all platforms
- ✓ Review of all TikTok draft content by YCW grant student (posting daily to increase followers)
- ✓ Scheduling all July/August content across each platform and caption-writing
- ✓ Sharing to our Instagram stories every-day.
- ✓ Engaging across each platform every-day.
- ✓ Creating content outside of the content created by staff that helps relay updates.

- ✓ Updating Facebook and Twitter covers
- ✓ **GIVEAWAY** posted August 1st to 9th on Facebook and Instagram; got the most engagement because we took a photo of what they could win and posted that. (Instagram: 43 likes and 9 comments; Facebook: 17 likes and 41 comments)

COMMUNITY ENGAGEMENT

- ✓ **Community Interviews and Promotions:**
 - **89.7FM** - Radio interview with Kevin at Northumberland 89.7
 - **Just Brew It:** Posters on their screens
- ✓ **Partnerships:**
 - **89.7FM** - Radio Show for July & August
 - **Dortwood Observatory** – Arranged to hold Saturday, August 21st event outside on our property; Cancelled due to weather restrictions and rescheduled to September.
 - **Film Access Northumberland** – Supported their Murdoch Mysteries giveaway on our social media and were thanked for being a community partner.
 - **Just Brew It:** Created July & August posters for screens.
 - **Fishers Foodland Cobourg** – Social Media thank you for supporting us with free cookies for our Mini Book and Bake Sales.
 - **Period Promise Northumberland** – We continue to be a distribution and drop off point. Products are moving steadily now that our doors are open.
 - **Farren Associates:** Continued to be a donation drop-off location and to match donations (will continue to collect until Sept. 15th)
 - **Let's Talk Books:** Continuing partnership with our WishList on their website.
 - **Farren Associates, Cobourg Buy & Sell Plus and Just Brew It** – All donation drop-off locations for our “Loonie for the Library” campaign.

COMMUNITY SUPPORT

- ✓ Attended the Northumberland Film Access Film Festival

ADMINISTRATIVE

- ✓ Managing task lists and overview of tasks by our YCW grant summer student, A. Al-Ali
- ✓ Leadership Zoom Meetings.
- ✓ Finalizing Silent Auction Request Letters

VOLUNTEERS

- ✓ **Garden Volunteers** – This program basically manages itself at this point since I have 3 dedicated volunteers.
- ✓ **Youth Knitting Project** – We now have 3 active teen volunteers.
- ✓ **Home Services to Retirement Homes** – K. Beaver-MacLeod, is a volunteer who is spearheading this with his monthly deliveries to Legion Village, Golden Plough, Palisade Gardens and Extendicare in Cobourg
- ✓ **Home Services to Homebound Patrons** – Started this program again with the help of our volunteers. Contacted all patrons and volunteers who were once involved to confirm whether they're still interested. We have 3 active matches who are delivering and at least 5 volunteers waiting to be paired with someone in need. All active volunteers signed a Letter of Understanding and were provided with PPE.
- ✓ **Thank you to Volunteers:** Prepared Thank-You cards to volunteers who have helped over the past year and a half and delivered. Already received thank you email from one.

TRAINING / EDUCATION

- ✓ DIGIPALOOZA (August 3-4-5 Half-days)
- ✓ Jennifer Bennett webinar on Engaging Volunteers on Social Media by Volunteer Match (August 12th)
- ✓ Ryan Dowd: How to backup your co-workers during a crisis (August 18th)

STRATEGIC PLAN GOALS HIT

Direction #2 (Community Service; Social Media, Volunteers)

- Volunteers: We're still utilizing our volunteers to completely take care of the garden on an ongoing basis (watering; weeding)
- Community Service: Period products being offered, sharing our garden harvest, cooling centre during the summer now that we're open and our home service program is finally able to run again.
- Social Media: Using every platform available to us to relay events, community updates and more. Our platforms have steadily increased.

Direction #3 (Community Collaboration; Value Library Brings; Cost Centre to Value Creator)

- Value Library Brings: Farmer's Market and Mini Book Sales provide us with a way to connect in real life with our community and chat about the large variety of things we're offering.
- Community Collaboration (*see Partnerships above*)

Direction #4 (Alternative Funding Sources)

- Loonie for the Library Campaign
- Donations via Farren Associates, Cobourg Buy and Sell Plus and Just Brew It
- Holding Mini Book and Bake Sale each Friday in the months of July and August
- Attending at Farmer's Market to hold a pop up Book Sale once a month