

# CEO Report

## October 20<sup>th</sup>, 2021

**From: Tammy Robinson, CEO**

### Facilities

On Tuesday September 7<sup>th</sup>, the elevator was out of service for the morning. The Town was contacted and Schindler Elevator arrived around 9:00 a.m. to assess the situation, and make the necessary repairs. Apparently, a fuse was blown when the elevator experienced a hydro “glitch”. Schindler was here for approximately 2 hours. On September 30<sup>th</sup> the quarterly preventative maintenance work was conducted on the roof top units.

### Library In The Media

Northumberland 89.7 FM, September 10, 2021. *Cobourg Public Library Will Print Off Your Vaccination Receipt.*  
[https://northumberland897.ca/news/2021/9/10/cobourg-public-library-will-print-off-your-vaccination-receipt?fbclid=IwAR30KWRkRyd1W\\_jT\\_oRi04IOjN4s4053FOkCYAgiXdTu\\_Nqp8z10VTGBDHI](https://northumberland897.ca/news/2021/9/10/cobourg-public-library-will-print-off-your-vaccination-receipt?fbclid=IwAR30KWRkRyd1W_jT_oRi04IOjN4s4053FOkCYAgiXdTu_Nqp8z10VTGBDHI)

CPL Facebook, September 7, 2021. *Need A Copy of Your Vaccine Receipt?*  
<https://www.facebook.com/165583515831/posts/10160189575470832/?d=n>

Today's Northumberland, September 10, 2021. *Cobourg Public Library Will Print Off Your Vaccination Receipt.*  
<https://todaysnorthumberland.ca/2021/09/10/cobourg-public-library-will-print-off-your-vaccination-receipt/>

GoNorthumberland.ca, October 4, 2021. *Library Closed Over Weekend Due to Bed Bugs in a Select Area.*  
<https://www.gonorthumberland.ca/2021/10/04/547346/#:~:text=The%20Cobourg%20Public%20Library's%20pest,likely%20someone%20using%20the%20library.>

The Peterborough Examiner, October 3, 2021. *'Rigorous' Treatment Plan Put in Place After a 'Few' Bed Bugs Found at Cobourg Library.* <https://www.thepeterboroughexaminer.com/local-northumberland/news/2021/10/03/rigorous-treatment-plan-put-in-place-after-a-few-bed-bugs-found-at-cobourg-library.html?rf>

Today's Northumberland, October 4, 2021. *Cobourg Public Library Receives Treatment for Bed Bugs.*  
<https://todaysnorthumberland.ca/2021/10/04/cobourg-public-library-receives-treatment-for-bed-bugs/amp/>

### 2022 Budget Discussion with Town Financial Dept.

We had our meeting with Town Finance Staff on Wednesday October 6<sup>th</sup>. The meeting went as expected. We just have to make one additional column on our budget sheet to show our 2021 actuals to the end of September.

### Virtual Conference – Ontario Library Service

This one-day conference was held on September 21<sup>st</sup>, and the theme was “Now What!? Re-thinking Your Library”. This was a four-part conference focusing on what libraries might look like in our post-pandemic world. In the morning we explored lessons learned and new ideas for the future of the libraries. Then we had a chat about podcasts, focusing on library leadership, and we did a live podcast recording. In the afternoon we discussed the virtual user experience and how libraries are pursuing hybrid or new models of service to enhance the user experience and anticipate community needs. And then we wrapped up by reviewing the Annual Survey of Public Libraries and how to use the data to tell our library story, and using the data to make informative decisions about the future of our specific library.

### Water Bottle Re-Fill Station

During the pandemic, we have been unable to have our water fountain available to the public. I had been looking at water bottle re-fill units for some time, and I felt that now was the perfect time to purchase and install a station. Town Staff was happy to order and install the unit and it was available for use on October 1<sup>st</sup>. The re-fill station is located in the lobby, in the same space as the old water fountain. Having this station will also allow us to remove the water cooler in our staff room as staff will be able to re-fill their bottles at the new station, which uses filtered water.

### Youth Services Specialist - Interviews

Interviews for this position have concluded, and an offer has been made. We are currently working on contract details and a start date.

### Indigenous '7 Feathers' Crosswalk Unveiling Ceremony

On September 30<sup>th</sup> I was invited to attend this ceremony. This was a Town of Cobourg initiative in partnership with Alderville First Nation, and I was pleased to have been invited to represent the Cobourg Public Library.

### Ryan Dowd Training

Many Library Staff are continuing to participate in the Librarian's Guide to Homelessness Training webinars. Most recently, staff have taken "Kicked Out!: How to safely ask someone to leave (without calling the police)" and, "Backup: How to backup a co-worker during a crisis".

### Cable TV Interview

On Thursday October 7<sup>th</sup> I was interviewed by Lynda Kay for All Around The Town. This is always a fun interview and Lynda is very impressed with all that we do at the Library. After the interview airs, we generally find that we get a few new memberships and several patrons will renew their memberships.

### Bed Bugs at the Library

Our Pest Control company came to the Library on Friday October 1<sup>st</sup> and Sunday October 3<sup>rd</sup> to spray for bed bugs. Our two Hamilton Township Library Branches will also be sprayed as a precaution. A full report was sent to the Library Board and Library Staff, and a release was sent to the media regarding the pest control treatment.

### Development Charges Meeting with Town of Cobourg

We had our follow-up meeting on September 23<sup>rd</sup>. This meeting was simply to review our completed spreadsheets for the Development Charges Background Study. Everything went smoothly and there were no "surprises".

### Strategic Directions – Workplan

#### **Strategic Direction #3 – Community Collaboration – Goal #2 – Community Engagement – Action #1**

- Reaching members of our community (All Around Town Interview)

#### **Strategic Direction # 3 – Community Collaboration – Goal #4 – Outreach – Action #1**

- Community Events (Indigenous 7 Feathers Crosswalk Unveiling Ceremony)

#### **Strategic Direction #4 – Alternative Funding Sources & Support – Goal #6 – Development Charges**

- Work with ToC Treasurer to communicate future library goals (DC follow-up meeting)

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**From: Kate Davis, Manager of Public Services**

### Programming:

Programming for all ages is a bit of a transition in September. On one hand, we were able to bring back online storytime, with staff offering a weekly pre-recorded program. On the other, due to reduced staffing, we weren't able to run quite as many programs as we were seeing over the summer.

Overall in September, we hosted 23 programs with a total of 1127 attendees. This month, we saw a number of our popular Take & Make kits go, as well as another virtual author visit and a performance by a local musician

Upcoming in October, we've been working to shift more of our online programming to active, or video format, as those seem to be the ones garnering the most interest. We also have several Halloween and autumn themed programs and will be hosting an autumn book walk in the later half of the month.

### **Adult Programs**

In August, we held 4 adult programs, 3 virtual book clubs and our online genealogy/local history group. We saw a total 497 participants. The family-friendly Talk like a Pirate Day program, with local performer Chris Devlin was quite successful, bringing in 296 participants. We also saw an additional 79 for our virtual author visit with Iona Wishaw.

September saw the first month that we offered Take & make kits for adults and we saw solid uptake, with all 25 kits going out to patrons.

Our monthly Genealogy Resource group – the Genealogy Gurus – has bumped up to 57 active participants. 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 33 participants this month.

Upcoming in October, we've got another Take & Make program coming up, along with Ontario Public Library Week.

### **Youth & Teen Programs**

In September we held 13 online programs for children and an additional 1 for teens. These drew a total 366 participants/engagements.

Our Virtual Story times have drawn a good audience, with between 55-140 viewers each week. Virtual Story times currently go live online on Tuesday mornings at 10:00 a.m. – the same time when we would have normally hosted an in-person Story time.

For teen programming, we've started offering Take & Make kits (since pre-COVID we often saw good uptake on teen craft programs) and so far they seem to be going well.

### **Collections:**

Cobourg's circulation numbers are down a bit this month, although higher than September of last year, so this is likely a typical decline as the Summer wraps up and school starts once again.

Over last year, we've seen an increase in fiction usage. We've also seen a bump in the use of Non-fiction graphic novels, although this might be due to the fact that a number of acclaimed Indigenous titles have been published in graphic novel format, and we've seen quite a lot of interest in them leading up to September 30<sup>th</sup>.

In the Branches, Gores Landing (like Cobourg) has seen a bit of a decline in book usage, but an increase in DVD and video game usage. Bewdley has seen a slight bump in its fiction collection use, although most other genres remained the same. The junior collection in Bewdley has seen a bump in fiction and graphic novel use, along with a decline in picture book use – likely a result of children returning to school

This year I've also been working with Heather on moving more of our periodical collection online, since getting print copies is getting more and more difficult. We'd originally planned to do this through Flipster, but have recently learned

that we may be able to get a consortia purchasing option for magazines through Overdrive. We're now looking into this a cost-effective option

This past month we featured a series of books by Indigenous authors as well as some of our resources on residential schools and indigenous culture in recognition of Truth & Reconciliation Day on September 30<sup>th</sup>.

### Partnerships:

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

We're also continuing our partnerships with local bookseller, Let's Talk Books. This past month they've generously donated the books for our October and November Book Walks. They also continue to host a purchasing wishlist for us and to offer buying discounts to individuals who purchase items for the library.

### Staffing:

Since our last Board meeting, we've had another of our Public Service staff resign to pursue other opportunities.

The staff member who was on leave has returned to modified duties.

We've hired a new Page, who has now completed their training and has taken up their full schedule.

Our Canada Summer Jobs student started in September. Normally this contract would have fallen over the summer, but in deference to COVID restrictions, we were permitted to carry this grant into the fall. This student will largely assist Rachel with projects like Ontario Public Library Week and our Silent Auction fundraiser.

We're currently wrapping up the hiring process of a new Youth Services Specialist as well as two Public Service associates. We were successful in finding one Public Service Associates will be joining us on October 13<sup>th</sup>. We're hopeful to have the new Youth Services Specialist in place for early November.

### Workplan Progress

#### **Strategic Direction #1 – Outdoor Space - Programs**

- With the success of the Story Walk this summer, we'll be hosting another in October with the support of Let's Talk Books
- We're also planning on doing another again as part of our Winterfest program in November

#### **Strategic Direction #2 – Community Services - Collections**

- Heather and I are working on shifting more of our magazine collection virtual, going forward. This has become a fairly popular option for our patrons, that could prove much more cost effective than continuing to house print magazines over the long term.

#### **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 21<sup>st</sup>

## Strategic Direction #3 – Partnerships

- Northumberland Eats continues to be offered at Library locations, in partnership with the Northumberland United Way.
  - Our partnership with Let's Talk Books continues with the donation of books for our Book Walks as well as the hosting of our online wish list
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## From: Heather Viscount, Manager of Support Services

### Membership Renewal Update

- We have updated our membership renewal process to allow patrons to renew over the phone or with an online form (<https://forms.cobourg.ca/Library/Renew-Your-CPL-Membership>)
- New memberships and membership renewals for permanent resident members of the Town of Cobourg, Hamilton Township or the Municipality of Port Hope will now be valid for 3 years.
- There is no change to Non-Resident, Visitor, Computer-User or E-Card memberships.
- I updated the parameters in Horizon to allow for these changes, and created a poster
- In the first week, we have had 7 patrons apply online to renew their membership, and each agreed to receive our monthly e-newsletter

### Summer Survey Results

- I have begun compiling the results of the survey completed by over 2,000 people in July and August, and graphing the basic questions.
- Some highlights:
  - 51% use the Library at least once a week
  - 87% have a Cobourg Public Library card

### Cobourg Curbside and Visitor Stats

- **987** curbside visits in September (down 53) – open 28 days, 160 hours
- Average pick-ups per day in September at the Cobourg location:
  - **35 per day** (down 7 from previous month)
  - **6 per hour** (same as previous month)
- September Door count (in-person visitors) – **5594 (up 612)**

### Technology

- Installed 2 additional public-use computers to the Computer Lab on the 2<sup>nd</sup> Floor
- Moved the public printer and Kiosk to allow for improved accessibility
- Moved the Accessible Workstation to align with other Public Computers
- Creating a Technological Equipment Inventory, including tech that is needed as well as a Wish List for the future.
- Currently reviewing databases for 2022 to be ordered by the end of the month.

### Info Office

- New deeper shelved storage units have been installed in the Info Office on the 2<sup>nd</sup> floor
- I am currently sorting and organizing computer equipment and other storage items to allow for easier access and inventory

### Special Collections – September

- LEGO Borrow and Build sets – 4 loans
- [Ontario Parking Permit Kits](#) - 7 loans
- [Binge Bundles](#) – 90 Bundles borrowed
  - Catalogued and processed 10 new bundles
- Telescopes – 1 loan
- Seed Library – 13 loans

### Technical Services

- Our Tech Services team met in-person on September 29<sup>th</sup> for our first team meeting of 2021.
- Topics included: New Lists, Tech Storage items and Christmas movies.
- Our Technical Services staff catalogued and processed **183** donated items in September
- **65** new items were added to the collection, and **180** items were deleted.
- TS Staff will begin adding “recently donated” titles to the new lists, so we can showcase the amazing donations we received.
- They are also creating more colourful new & themed lists using LibraryAware.

### Marketing and Promotion

- Created a poster for our new Membership Renewal process
- Continuously updating our Library webpage ([www.cobourg.library.on.ca](http://www.cobourg.library.on.ca)) - especially our main page with new highlighted content
- Added our **September program information** to:
  - Online calendar ([calendar.cobourg.ca/library](http://calendar.cobourg.ca/library))
  - Adult and Teen Page ([www.cobourg.ca/en/my-cobourg/Adults-and-Teens.aspx](http://www.cobourg.ca/en/my-cobourg/Adults-and-Teens.aspx))
  - Child and Family Page ([www.cobourg.ca/en/my-cobourg/Children-and-Families.aspx](http://www.cobourg.ca/en/my-cobourg/Children-and-Families.aspx))
- Added to our New Items Page ([www.cobourg.ca/en/my-cobourg/New-Items.aspx](http://www.cobourg.ca/en/my-cobourg/New-Items.aspx))
- The October e-Newsletter was delivered October 1<sup>st</sup> to **878** subscribers (up **32**).
- To view the newsletter, or to subscribe to receive it each month, please visit our Events page (<https://www.cobourg.ca/en/my-cobourg/Program-Registration-and-Guide.aspx>)

### Stat Highlights for September 2021

- New memberships – **77** (up **48**)
- Online Database Use – **15,566**
- App Usage – **50** new users ; **184** Unique users ; **11,662** 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 - <https://www.facebook.com/CobourgPL/groups>
- Our Group currently has **57 members** (up 4)

### Rotary Room, Work Room and Retirement Homes

- No room booking usage to report due to Covid
- Our volunteer is now delivering materials to 4 local retirement homes every month (Legion Village, Palisade Gardens, Extencicare and Golden Plough)

### OverDrive Update

- **3,393** items borrowed in September, by 602 patrons, including 28 new patrons

## Workplan Progress

### **Strategic Direction #1: Community Space – Goal #2: Indoor Space**

- Added 2 public-use computers to the Computer Lab
- Moved the public printer and Kiosk
- Moved the Accessible Workstation to align with other Public Computers
- Creating Inventory of Technological Equipment
- Organizing new shelving in the Info Office

### **Strategic Direction #2: Community Services – Goal #1: Collections**

- Added 10 new bundles to the Binge Bundle Collection
- Reviewing databases for 2022

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

- Continuing with updated Facebook program – Genealogy Gurus

### **Strategic Direction # 2: Community Services, Goal #3: Continue Annual Surveying**

- Graphing results of the 2021 Summer Survey

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

- Created poster to advertise the Membership Renewal changes
- 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

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## **From: Rachel Spence, Community Engagement Assistant**

### Outreach & Fundraising

- September Farmer's Market - Sat. Sept. 4th: 264 people reached and \$261.30 raised
- Created more mug gift baskets for sale in merchandising area
- Following up with our community supporters for the Loonie for the Library campaign on any donations they may need picked up; G. Keeling of Just Brew It dropped his off
- Met with T. and C. Farren for photo and to accept donations made at their Farren Associates location. Added this to social media to showcase their community involvement and support.

### Silent Auction

- Picked up all donations from each generous community donor
- Created signage, advertising, bid sheets and display of materials
- Silent Auction raised just over \$1000 with little expense to the Library

## Social Media & Content Creation

Platform	August	September
Facebook Followers	2,319	2,350
Instagram Followers	1,777	1,777
Twitter Followers	1,787	1,791
TikTok Followers	462	540
Tik Tok Likes	4,142	4475
YouTube Subscribers	18	19

- Continuing to respond to all inquiries across all platforms
- Review of all TikTok draft content by grant student
- Scheduling all content across each platform and caption-writing
- Sharing to our Instagram stories daily
- Engaging across each platform daily
- Updating Facebook and Twitter covers
- Updating Facebook Events section
- Teaching and empowering staff to create and edit video (L. MacCourt recently did with the “Talk Like a Pirate Day” video and excelled at it – *Over 2 weeks there were 296 views, 10 comments and 26 likes*)
- I was a part of our first Instagram Live with Dortwood Observatory showcasing what they offer and our Loan-A-Scope program
- Used Social Media to get the word out about our Silent Auction and Free Vaccine Printing service.
- Pirate Giveaway on Facebook: 23 comments, 12 likes. Winner chosen.

I began working with Ashley Purdy at the Town to help us create a blog on our website that would help us access people who do not use social media with ease. The blog is up, but kinks are still being worked out. <https://www.cobourg.ca/en/cobourg-library-blog.aspx>

## Community Engagement

### ✓ **Community Interviews and Promotions:**

- **89.7FM** - Radio interview with Kevin at Northumberland 89.7
- **Just Brew It** - Posters on their screens promoting the Library and its programs and services

### ✓ **Partnerships:**

- **Greenwood Coalition** – I reached out to them to see whether they could use the socks we raise from Socktober to give out to people in our community who have a direct need. They are on board.
- **89.7FM** - Radio Show for September to showcase what’s happening here
- **Dortwood Observatory** – When our ‘Solar Saturday’ event was cancelled due to weather, we did an Instagram Live instead.
- **Just Brew It:** Created September posters for screens in their store and at Rainbow Cinemas; Drop off location for used books; Drop off location for Loonie for the Library campaign
- **Rainbow Cinemas:** Now showcasing our programs and their support for us on their screens.

- **Period Promise Northumberland** – We now have period products in every washroom at the Library. 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 drop off location in September for the Loonie Campaign
- **Let's Talk Books:** They donated 3 books for our October "Outdoor Book Walk" saving us over \$50 and are continuing partnership with our wish list on their website
- **Cobourg Buy & Sell Plus** – Continues to be a drop-off locations for our "Loonie for the Library" campaign.

### Administrative

- Managing task lists and overview of tasks by our grant student
- Creation of foyer displays and in-house displays
- Assisted patron with zoom related issue allowing her to connect with her relatives overseas for a funeral.

### Volunteers

- Our shelf-reading and general volunteer program re-opened in late September.
- Cleaned up the entire Garden of Reading with Volunteer S. O'Gorman
- Connected new Home Services client to volunteer
- Re-designing volunteer program to include Cricut machine work

### Workplan progress

#### **Direction #2 – Community Services**

- **Volunteers** - Utilizing volunteers to assist with projects that would otherwise require staff to be paid for them such as the cleanup of the garden and shelf-reading.
- **Promotions and Marketing** – We have increased our social media presence on every platform or maintained it. We're also going to be adding a blog to our lineup of "ways we reach patrons" starting this October.

#### **Direction #3 – Community Collaborator**

- **Moving from Cost Centre to Value Creator** – Free vaccine printing, free period products, bi-monthly giveaways, socktober event coming up.
- **Communication & Community Engagement** – We're providing ongoing communication through all social media platforms and our website and actively engage the community through our outreach events, partnerships and fundraising.
- **Pursuing Partnerships to Achieve Goals** - Working with more partners than we have in nearly 3 years to get the word out about what we offer and to help us fundraise.
- **Outreach** – Attend at monthly Farmer's Market to do a pop up book sale and to get the word out about our monthly programming.