

CEO Report

June 16th, 2021

From: Tammy Robinson, CEO

Facilities

On June 3rd, we experienced a severe plumbing problem, and Town Maintenance was immediately called. Due to the nature of the problem, staff were sent home until the issue could be resolved. (Note: staff were recalled back to the Library on June 5th).

Town Maintenance met with Public Works Dept. on the afternoon of June 3rd. Public Works cleaned out from the cleanout area out to the street. The line was totally full. The cleanout manhole cover was actually over a foot underground in the middle of the Library's north garden (near the large electrical box). Town Staff stated that this was obviously a construction grading issue right from day one.

The system in the Library building is working now, however, Town Maintenance still had Doyle's Plumbing come to the Library to re-flush the inner system as things were still a bit slow and there was still stuff in the lines.

Town Maintenance will be taking out the north garden, and Town Yards will be installing a riser on the manhole.

Library in the Media

Today's Northumberland, May 25th, 2021. *"Cobourg Councillor Helps Out With Period Promise"*.

https://todaysnorthumberland.ca/2021/05/23/cobourg-councillor-helps-out-with-period-promise/?fbclid=IwAR1AzebaKZtKKmn2G7s2W71HZxL_isugrjuRW5pXwvNKgfYAyV5LSgoZ3w

Vaccine Clinic

On May 19th the Library partnered with Northumberland County and our local Health Unit, and hosted a vaccine clinic for vulnerable clients of the County. The clinic was held in the Library's lobby and a total of 33 clients were vaccinated over a 3 hour period.

Young Canada Works Summer Student Grant

We were informed on June 7th that our grant application for a Community Program Assistant through YCW was approved. This is a 10-week position at 30 hours per week. The grant will cover 50% of the total cost.

Training Workshop

I attended an online workshop on "Design Thinking for Post-COVID Planning". Conversation points included: community engagement continuing to have a virtual component; the role that the library plays in bringing people together; and challenges that libraries may face, and some of the strategies that we might use to overcome these challenges.

Webcast Seminar

On June 8th, I attended a presentation on "Designing Libraries to Meet Evolving Community Needs". The webcast was led by a team of four architects, all who specialized in library buildings. Their presentation focused on four topics: flexible design; pandemic lessons; workforce development and retraining; and outdoor spaces.

Library Flag Poles

The flag poles arrived on May 26th and the Library's current flag pole was moved into place on May 28th. Town Maintenance still are putting a garden around the poles.

Human Resources Network of Ontario Libraries Meeting

On May 28th I attend the HRNOL Meeting via Zoom. This was a very informative meeting and we had some great discussions on vaccinations and staff, Ministry of Labour and PPE, competencies and performance reviews. We also had a fantastic guest speaker - Ronaye Coulson from Homewood Health, whose presentation was: "Leading Through Times of Stress, Uncertainty and Change". Ronaye was an amazing speaker, and there are a few slides that I have asked permission to send along to Library staff.

Administrators of Medium Public Libraries of Ontario Meeting

The AMPLO Meeting was held on June 4th via Zoom. In addition to our roundtable discussion, we had three very informative guest speakers: Steven Kraus, Director of Training and Consulting from Ontario Library Service; Rob Lavery from the Ministry of Sports, Culture and Heritage of Ontario; and Paul Ainslie, Chair of the Federation of Public Libraries.

Steven Kraus from OLS, asked CEO's to pass along the following information to our Board Members:

Board Briefs Podcast –

<https://boardbriefs-brief-infos.buzzsprout.com/>

The OLS continues to experiment and evolve the delivery of our content, which includes the Board Briefs Podcast. The podcast represents three distinct elements for board members. A) #BoardBriefs - Topical and Thematic episodes which reflect our core instructional content. B) #InBrief - Monthly updates on key points of focus, trends or helpful information for board members to digest in under 15 minutes. C) #InConversation – Longer form conversations with interesting library leaders, projects or collaborators who have something unique to say to public library board members across the province.

Subscribe on all the major streaming services or via buzzsprout!

Library Community Pop-up Boxes

We received permission from Teresa Behan, Deputy Director of Community Services, to move our pop-up Library box that was originally located on Albert Street behind the Market Building, to James J. Tracey Park, which is on the corner of Spencer and Walter Streets, beside the Columbus Community Centre.

Strategic Directions – Workplan

Strategic Direction #3 – Community Collaboration – Goal #1 – Municipalities – Action #1

- Understanding the value the Library represents (Vaccine Clinic for County clients)

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

- Continue pursuing reasonable grants (Young Canada Works, Student Grant)

From: Kate Davis, Manager of Public Services

Programming:

May program numbers continued to be generally comparable to last months. We did see a bit less programming, but that decline is to be expected as we have several staff away on IDEL or medical leave at the moment, and remaining staff have been working to provide curbside services. We've also noticed a slight decline in program attendance this past month, which might be due to people of all ages experiencing online fatigue, but it's too early to conclude this.

Overall in May, we hosted 24 programs with a total of 690 attendees. This included the second session of our live weekly Mother Goose session in partnership with EarlyON. This month, we saw a virtual visit from author Cathy Marie Buchanan as well as several new Book Bites videos for children & families.

The Children's Summer Reading Club launches on June 28th, and kids will have the opportunity to report online for the beginning, and hopefully in person for later weeks, once we're able to open up to the public.

Our Adult Summer Check-out Challenge will allow patrons to log any library materials – books, movies, games, etc. but will encourage Mystery lovers to take part in weekly challenges and will feature virtual visits from popular Mystery writers, starting with Linwood Barclay in July.

The Teen Summer Reading Club has the theme “10 to try” and encourages teens to read or watch items that fall into ten different categories in order to win prizes. The hope is to introduce them to something they would not have otherwise tried.

Statistics for online programs continue to be based on program interaction – so an individual who takes a moment to click on/view/download the program material. These statistics are gathered through Facebook’s analytics, which allows us to track unique users by Facebook profile, making sure we aren’t counting individual interactions more than once.

Adult Programs

In March, we held 4 adult programs, 4 virtual book clubs and our online genealogy/local history group. We saw a total 300 participants. Our most popular program this month was our virtual author visit, with the craft tutorial videos being a close second.

Our monthly Genealogy Resource group – the Genealogy Gurus – with 51 active members, will also continue for the foreseeable future. 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 56 participants this month.

Upcoming in June, we’re hosting a visit with author Krista Foss, but will otherwise be slowing down to prepare for Summer Reading Club.

Youth & Teen Programs

In April we held 12 online programs for children and an additional 1 for teens. These drew a total 390 participants/engagements.

This month we re-launched our partnered live virtual Mother Goose program with EarlyON. This program currently has 10 families registered and will continue into June

Unfortunately, due to the current COVID-19 restrictions, we will not be able to host outdoor storytimes in July, as we’d originally hoped. We will still be offering weekly Book Bites segments – which remain quite popular. These segments feature our Youth Specialist introducing books on different subjects for children & families, as well as some passive programming encouraging families to head outside.

Collections:

Overall, our Cobourg circulation numbers declined slightly in May, with the majority of his decline being in the use of traditionally browsing materials (such as Binge Bundles & DVDs). This is not unusual when we’re offering curbside service only. Like last month, however, we did see a mostly sustained interest in fiction novels – both regular and paperback, with the only really notable decline being in Large Print materials.

Surprisingly, Quick Read use is up quite a bit over last month, which is interesting as we’re still allowing those items to go out as regular holds while we’re locked down. This suggests that even though people can, they aren’t keeping these titles for significantly longer than they would have if they were circulating as regular Quick Reads.

Branch numbers are also down a bit over the past month, but it’s interesting to note that Bewdley seems to be bumping up a little (curbside service is used, but it’s very clear that Bewdley patrons prefer to come in and browse for their items.)

This past month we had a relatively large donation come in for the purchase of Talking Books, which was helpful as this is a fairly expensive media, and has been severely impacted by this year’s budget restrictions.

Partnerships:

The Northumberland Eats Program, now run through the Northumberland United Way, continues to be offered at our curbside window. At this time, we received a small batch of vouchers on May 20th and have since handed those out. More vouchers will be made available as they come to us.

Staffing:

Since our last Board meeting, one of our two staff who was on IDEL has made arrangements to return, one remains off at this time. We also have one staff member who remains off on long-term medical leave.

All staff who are present have completed the majority of their training for the Public Services Associate role. There are a few extra sessions remaining, but currently all active staff are able to do the basic functions of the role. Staff returning from Leave will be updated upon their return if necessary.

Strategic Direction #2 – Community Services - Programs

- Virtual programming continued into June, 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 plans are still underway with a planned launch on June 28th.
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From: Heather Viscount, Manager of Support Services

Cobourg Curbside and Visitor Stats (Library closed to the public for the entire month of May)

- **1,971** curbside visits in May – over 30 days, 179 hours
- This is our **highest monthly total** to date – with an increase of **170** visits from last month.
- Average pick-ups per day in Cobourg:
 - **66 per day** in May (down 4 from April – but now open Sundays)
 - **11 per hour** in May (down 1 from April – but now open more hours)

Technology

- Virtual planning meeting scheduled for Friday, June 11th for the installation of the new server
- The correct mounting bracket will be arriving soon, to allow for the installation of the credit terminal for our printer payment kiosk on the 2nd floor

Special Collections

- [Seed Library](#) – **295** packages of seeds were checked out in May
 - **Added 247** new seed packages to the collection
- [Ontario Parking Permit Kits](#) - **13** loans in May
- [Binge Bundles](#) – **27** Bundles borrowed in May, for a circulation count of **162**

Designing for a Flexible Future (Online Course)

- Completed this 3-week online course.
- I gained a deeper understanding of the planning process for making changes to the Library, be it a small movement of a collection, or a larger renovation. It was great to see what other libraries have done with their spaces – some great ideas to keep in mind for the future.
- I focused on the 2nd Floor of the Library.

Health & Safety

- Two staff attended CPR/First Aid training in May. We hope to send 4 more by the end of the year.
- **Ride For Heart** – our team the [Cobourg Library Dewey Decimators](#), was 8 members strong, and I am pleased to report we surpassed our goal – and raised **\$2,071**
- Thanks to all my team members, and to all of those who supported our team.
- At our JH&S Meeting on Friday, May 14th, we planned upcoming activities
- All the Emergency Procedures binders have been updated.

Technical Services

- Our Technical Services staff catalogued and processed **156** donated items in May
- **113** new items were added to the collection in May, and **486** items were deleted.

Marketing and Promotion

- Continuously updating our [Library webpage](#), especially our main page with new highlighted content
- Added our **June programs** to the [online calendar](#), the [Adults & Teens](#) page and the [Children & Families](#) page
- Posted lists of [new items](#) to the webpage
- The “June Programs and Events” [e-Newsletter](#) was delivered June 1st to **270** subscribers (up **47** from last month)
- This increase is due mostly to the addition of an option to our [Seed Library](#) and [Online Membership](#) forms for people to opt-in to subscribe to our monthly newsletter.
- 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 May 2021

- **35** new members applied for cards
- Online Database use **up 126%** over last May
- **4,000** Requests were placed and **4,267** requested items were picked up
- **53** new users for our new App.

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 **51 members** (up 4 from the previous month)

Rotary Room, Work Room and Retirement Homes Stats

- No usage to report due to Covid

OverDrive Update

- **3,824** items borrowed in May, **increase of 3%**, and YTD **increase of 25%**
- These items were borrowed by 601 patrons, including 18 new patrons

Workplan Progress

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

- Seed Library – 295 packages added

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

Platform	Early May	Early June
Facebook Followers	2,207	2,212
Instagram Followers	1,698	1,714
Twitter Followers	1,786	1,779
TikTok Followers	171	191
Tik Tok Likes	2,709	2,734
YouTube Subscribers	18	18

SOCIAL MEDIA AND CONTENT CREATION

- Scheduled posts created by staff across all platforms.
- Sign Wars fun with Cobourg Police and Fire helped boost our engagement and create community connections.
- Creation of #bookoftheweek and #authoroftheweek on Twitter where we tweet at authors who write books we have and let patrons know what they're about.
- Created "Name the Garden" engagement post to have community help us name the garden and have Leadership vote on the best name. Created Google Form for leadership to review and choose top 5 names. It's now named: THE GARDEN OF READING
- GARDEN OF READING sign donated by Nine 0 Five designs owned by R. Crossen and shared to social media with shout out
- Launched Fairy Garden in Garden of Reading across social media and have been sharing the things our community has been adding.
- Creation of Library Loonie fundraising campaign for social media.
- Creation of two-sided flyer for Library Loonie fundraising campaign.

COMMUNITY ENGAGEMENT

✓ Community Interviews and Promotions:

- **89.7FM** - Radio interview with Kevin at Northumberland 89.7
- **Just Brew It:** Posters on their screens

✓ Partnerships:

- **Just Brew It** – Continuing to support our spot on 89.7FM
- **Period Promise (Thrive and United Way Northumberland)** – Participated in Menstrual Hygiene Day
- **Let's Talk Books** – To date, we have received various copies of books on our wishlist
- **Farmer's Market:** We're confirmed to attend at the Farmer's Market on: July 10th; August 7th; September 4th; October 16th.

- **Cobourg DBIA:** Paddleboard walk-through was put on hold due to COVID-19 but we're hopeful to be in the news about it when they re-launch.
- **Art Gallery Northumberland:** Still awaiting the Town's approval to be a part of the mini art gallery boxes that the AGN is putting up around town.

COMMUNITY SUPPORT

- Attended at the Town of Cobourg's Accessibility Awareness Week and talked to attendees about what the Library had to offer in terms of accessible items.

PRESS

- <https://www.cobourgblog.com/news-2021/new-film-group-launches-in-cobourg>
- https://todaysnorthumberland.ca/2021/05/23/cobourg-councillor-helps-out-with-period-promise/?fbclid=IwAR1AzebaKZtKKmn2G7s2W71HZxL_isugriuRW5pXwvNKgfYAYV5LBSqoZ3w

ADMINISTRATIVE

- Reached out to various organizations and people b email to determine whether they'd like to be added to our email list. Many responded and their information was sent on to H. Viscount.
- Training G. Blaschuk on how to use Zoom and our procedures for virtual programming
- Created 4 Scavenger Hunts for children at the Farmer's Market the 4 times we're going.
- Created draft VINYL sign for Garden for Tammy's review (The Garden of Reading)
- Created laminated signs to put in garden reminding people not to take our plants
- Helped plant garden and attended at Walmart to purchase flowers for two standing boxes.
- Helped launder CPL transit bags
- Created laminated signs detailing what different fruits/vegs/herbs are in the garden
- Planted Garden
- Created draft Young Canada Works job description and social media content for T. Robinson's review
- Created various Advertisements for Glenn at Just Brew It including our logo and events

FUNDRAISING

We're launching the Loonie for the Library campaign on June 14th to raise awareness about what we provide to the community while aiming to reach our goal of \$5,000 raised to go towards building our collection. We're asking for people to donate loonies. We will be running this campaign until Ontario Public Library Week in October. We will be attending at the Farmer's Market, one Saturday per month from July to October and we will be utilizing volunteers and my time, to distribute flyers across Cobourg and Hamilton Township. We will also be doing a boost on Facebook and Instagram to raise awareness. I will be approaching local businesses about becoming involved too.

We will also be bringing "Library Loot Bags" to the Farmer's Market from July to October which will include various books in bags that people can purchase by donation.

VOLUNTEERS

- ✓ **Garden Volunteers** - Met with K. McGlashon to review areas of garden we need help weeding. Ongoing communications with J. Farquhson who is watering and keeping me updated on any changes. I will be meeting with R.Reid and her Mother in June as she will also be assisting with weeding.
- ✓ **Youth Knitting Project** – 2 students are working to finish high school and will be providing their projects sometime this summer.

- ✓ **Home Services to Retirement Homes** – On hold due to COVID-19
- ✓ **Loonie Library Volunteers:** We have 13 who I'm organizing to deliver 600 flyers locally.

STRATEGIC PLAN GOALS HIT

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

- **Volunteers:** We're utilizing volunteers to assist with our Loonie for the Library campaign to distribute 600 flyers. We're also using volunteer time to help ensure our garden is well taken care of.
- **Community Service:** We're still offering period products at our curbside window.
- **Social Media:** We're using this as the primary way we interact with our patrons.

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

- **Value Library Brings:** Radio interview to update people who may not have social media on what we're offering
- **Community Collaboration:** Ongoing collaboration with Thrive and United Way re: Period Promise

Direction #4 (Alternative Funding Sources)

- We will be selling "Library Loot" bags at the Farmer's Market (payment by donation)
- Loonie for the Library fundraising campaign will launch in June