



**Peterborough
Public Library**

To: Library Board of Trustees

From: Jennifer Jones, Library CEO

Meeting Date: September 26, 2017

Subject: Report PPL17-057
Library CEO Report September 2017

Purpose

A report to inform the Library Board of Trustees on general matters concerning Library operations and services.

Recommendation

That the Library Board approve the recommendation in Report PPL17-057 dated September 26, 2017, of the Library CEO as follows:

That the report be received for information.

Budget and Financial Implications

There is no budget or financial implications resulting from the approval of the recommendation of this report.

Background

Partnerships

Staff met with the owners of the Boardwalk Cafe who joined us for a few “Board'm

Buster Mondays” this summer. They brought games, new ideas, and lots of enthusiasm.

Staff are continuing to work with St. Joseph's at Fleming on a pilot project to provide digital library services for the residents.

Staff are also involved in the Age Friendly Peterborough initiative, participating in a number of working groups/committees and events in the Community.

Celebrating Canada's 150th birthday was a great opportunity for staff to partner with both the Community Services Department and the Peterborough DBIA. We helped to co-host a colouring contest and a number of staff walked in the parade with their family, friends and some Friends.

Notable Summer Events

The children's staff took an out of the box approach to programming this summer, trying out new ideas and new places. Staff enjoyed being able to be out in the community meeting new people spending time at a number of different city parks, the zoo, as well as the downtown market.

The Library participated in PULSE on July 16th. It was a great day with many people stopping by to play giant Jenga, talk about the library renovation and library programs, pick up a catapult, and to find out what their library card is worth (see Appendix A).

By far, the largest event offered this summer was the Harry Potter Day celebration on July 31. We teased with a smaller day of activities on June 26th to celebrate the 20th anniversary of “Harry Potter and the Philosopher’s Stone”, but we definitely did not expect the amazing response we received on the 31st. There were approximately 850 people in attendance for that specific event, many who came to compete and show their Hogwarts house pride. Staff took full advantage of the event to decorate the library, dress up, step out of their daily routines, have a delicious themed pot luck lunch, and host some themed activities for our patrons. The staff put in 110% and were thoroughly exhausted at the end of the day. It was a phenomenal day that wouldn't have been possible without everyone's efforts.

Programs & Statistics (totals for the summer)

Board'm Buster Mondays = 8 programs, 75 participants
Art Cart = 4 programs, 240 participants
Storytime in the Park = 7 parks, 462 participants
Reader's Theatre = 3 programs, 78 participants
LEGO = 4 programs, 207 participants
PJ Storytime = 3 programs, 63 participants
Teen Book End Painting = 15 participants
Canada Day Parade = 25 participants + 1 dog

Craig Douglas: Comedy Juggling Show = 82 participants
 Bill Slavin: Illustration as Storytelling = 53 participants
 Jimmy Chapman: NRG Break dancers = 33 participants
 Harry Potter 20th anniversary activities + movie showing = 107 participants
 Harry Potter Day = 850 participants

Interlibrary Loans transactions = 886
 Book-a-Librarian appointments = 17
 Reference questions = 6186
 New memberships = 796
 Number of people through the door in = 56 121
 Title records loaded by technical services staff = 2988
 Electronic title records loaded by technical services staff = 2748

Social Media Statistics:

	Website	Facebook	Twitter	Instagram
July Visits	22,267	157	1,028	N/A
August Visits	20,230	80	1,188	N/A
June	20,764	62	296	N/A
July New Followers	9,431	65	35	500 Followers
August New Followers	7,802	21	26	555 Followers
June	7,027	11	17	451 Followers
July Engagement	N/A	1,408	30,800	N/A
August Engagement	N/A	1,167	40,200	N/A
June	N/A	1,133	14,300	N/A

Submitted by,

Jennifer Jones
 Library CEO

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Attachments: Appendix A - What is your library card worth?

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What is Your Library Card Worth?

1x Book borrowed	\$17.00
1x eBook downloaded	\$15.00
1x Audiobook downloaded	\$20.00
1x Magazine read	\$7.00
1x Movie downloaded	\$4.00
1x Song downloaded	\$1.00
1x Program attended	\$25.00
1x hour of Computer Use	\$12.00
1x Book a Librarian session	\$20.00
TOTAL VALUE:	\$121.00

In Peterborough, \$57/year of the median household tax levy is allocated to the Library

Values based on: www.ilovelibraries.org/what-libraries-do/calculator