



City of
Peterborough

To: **Members of the General Committee**

From: **Allan Seabrooke, Commissioner of Community Services**

Meeting Date: **June 25, 2018**

Subject: **Report CSACH18-003**
Report from the Peterborough Public Library Board - Strategic Planning and Rebrand

Purpose

A report to receive a presentation from the Peterborough Public Library Board on the new Library strategic planning framework and rebrand.

Recommendation

That Council approve the recommendation outlined in Report CSACH18-003 dated June 25, 2018, of the Commissioner of Community Services as follows:

That the presentation by TCI Management Consultants on behalf of the Peterborough Public Library Board on the new Library strategic planning framework and rebrand be received for information.

Budget and Financial Implications

There are no budget or financial implications resulting from the approval of the recommendation of report CSACH18-003.

Initiatives from the strategic plan, however, have financial implications which will be reflected in future decision-making and associated capital and operating budgets, subject to Council approval.

Background

The Library's new Strategic Plan covers four years and concludes in 2021. The Library Board would like to share the new strategic framework focusing on three thematic action areas and three tactical action areas with Council. Included, as part of the strategic planning process was the opportunity to rebrand the library. The Library Board would also like to share its new logo and branding with Council through the presentation.

Submitted by,

Allan Seabrooke, Commissioner
Community Services Department

Contact Name:
Jennifer Jones
Library Manager & CEO
Peterborough Public Library
Phone: 705- 745-5382 Ext.2370
E-mail: jjones@peterborough.ca

Attachment:
Appendix A - Library Strategic Plan Framework