

**Date of Meeting:** April 25, 2024

**Report Number:** A20-24

**Report Subject:** April 2024 Chief Executive Officer Report

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**Recommendation:**

1. THAT the Clarington Public Library Board receive Administrative Report No. A20-24: April 2024 Chief Executive Officer Report.

**Report Overview:**

To provide the Board with information about operational highlights and key activities in April 2024.

**Highlights**



The Orono Library Open House was held on Saturday, April 6<sup>th</sup>, at 11:00 a.m. The grand re-opening event showcased the newly renovated Orono Library with accessibility improvements and the unveiling of the newly placed Orono Millstone (at right). In addition to the CEO and Senior Management, Board members in attendance included: Board Chair S. Cooke, Board Vice Chair T. Shomar and Board Members Councillor L. Rang, N. Brandon, R. Hooper, D. McKenzie and K. Warren.



Municipal Council members in attendance included Mayor Foster, Councillors Anderson and Zwartz. Mayor Foster and Board Member D. McKenzie delivered opening remarks (above left) before cutting the ribbon to the new accessibility ramp installed at the library entrance.



The event was well attended to the delight of community members old and young. Cake and refreshments were offered in addition to a scavenger hunt with prizes.

At left:

Director of Strategy & Innovation A. Dee, Manager of Public Service J. Quirke, and younger attendees enjoy the event.



On March 25<sup>th</sup>, CEO M. Machacek, Board Vice-Chair T. Shomar met with MP Jamil Jivani at the Courtice Library to discuss the challenges and opportunities in libraries and museums across Canada in addition to the importance of federal government grants. CLMA Managers D. Smith and M. Elliott also attended the meeting that was followed by a branch tour and introduction to the Maker's Space. In addition, MP Jamil Jivani

provided a signed a copy of his book entitled "Why Young Men: Rage, Race and the Crisis of Identity" for the CLMA library collection. (above photo: Board Vice-Chair T. Shomar, MP J. Jivani, CEO M. Machacek and Manager of Programs and Events D. Smith)

## Facilities



Due to an increase in incidents at all locations during the first quarter, new signage was created and posted in all locations of CLMA to help address public violations of our User Expectations Policy. A temporary security guard service has

stated at the Bowmanville location to assist with staff and the public safety and will be evaluated by both CLMA and MOC over the next three months.

## Programs and Community Partnerships

In March, a total of 2,617 participants attended 124 programs including many Easter programs. These well attended programs included: the Easter Egg Hunt Extravaganza, Easter Storytime and Egg-citing Easter Community Celebration.



On March 23<sup>rd</sup>, CEO M. Machacek, Minister McCarthy and Councillor Anderson provided opening remarks at the Egg-citing Easter Community Celebration in the Bowmanville Library. Over 60 participants enjoyed a variety of fun activities offered in partnership with the Bowmanville Cub Scouts and the Municipality. Easter loot bags were prepared by CLMA teen volunteers in the Teen Advisory Group (TAG) program.

At left: CEO M. Machacek, Easter Bunny, and two friends.

From March 22 to April 2, CLMA partnered with the Bowmanville BIA to host an Easter Scavenger Hunt throughout Downtown

Bowmanville. Over 35 local businesses and organizations posted CLMA characters in their storefronts for families to locate as they visited the downtown shops. Scavenger hunt sheets were offered with prizes awarded for completed sheets.

On March 30, CLMA participated in the Orono BIA's annual Easter Egg Hunt on the Orono Library lawn. Over 150 participants collected chocolate eggs and took part in activities hosted by CLMA, including Giant Jenga, building blocks, horseshoes, bookmark decorating and storytimes. CLMA recruited six teen volunteers to assist with setting up the event, hosting activities and wearing the Easter Bunny costume.

Other well attended programs offered include: Ramadan Storytime presented in partnership with the Muslim Women of Durham Region; Our Firefighter Storytime with the Municipality of Clarington's Fire & Emergency Services; and 45 people attended a special Mad Hatter's Tea Party program in Orono.

In partnership with the Al-Ikram Foundation, four free tax clinics are offered on site at the Newcastle and Bowmanville libraries in March and April. Volunteers from the Al-Ikram Foundation provide personal tax preparation assistance for low-income individuals and their dependants. A total of 34 community members received assistance at the two clinics in March and provided positive feedback.

CLMA has partnered with Durham College Employment Services, to offer onsite weekly meetings (by appointment only) at the Newcastle and Orono libraries. Services offered include assistance with job search strategies, resume building and developing interview skills.

### **Information Technology**

On March 27<sup>th</sup>, Maker's Space staff hosted the first group visit with the Courtice Rotary Club. Attendees participated in a variety of maker-based activities such as button making, vinyl cutting, custom mug creation and 3D printing.

CLMA purchased 10 new laptops to facilitate modern digital literacy and media creation. On April 13<sup>th</sup>, the laptops were configured and put in to use as part of a 3D modeling program hosted in the Maker Space.

### **Advocacy Opportunity for Board Members at Maplefest**

Board members are reminded of the opportunity to assist with the CLMA book sale on Saturday, May 4<sup>th</sup> during Maplefest in downtown Bowmanville. Like the successful Harvest Festival Book Sale, this event provides Board members with an opportunity to connect with staff in the CLMA booth and interact with members of the public.

Maplefest will be held from 9:00 am to 4:00 pm and shifts are available as follows:

Shift 1: 10:00-1:00 pm (2 Board members)

Shift 2: 1:00 -4:00 pm (2 Board members)

Interested Board members are invited to respond to the April 4<sup>th</sup> email from CEO M. Machacek.

## Our Customers and Staff Comment

In March, a customer posted a five-star review of the Sarah Jane Williams Heritage Centre, writing: “What a fun little place to visit with your kids. Had a blast exploring mini Clarington and checking out the medium. Definitely will be back again and again.”

Also in March, a CLMA customer posted to the Facebook group, “Bowmanville Community Group. Ontario Canada” writing: “For those who didn’t know, Clarington Library has passes for The Auto Museum, swimming, parking at trails etc. to borrow for free, they just added Reptilia.”

The post received 77 likes and loves, with many people tagging other users in the comments and answering each other’s questions regarding CLMA’s collections. Some of the comments are included below:

- “I put myself on the waitlist after every borrow and roughly every 5 months we come up for the pass again :)”
- “And they have sports activity kits, stem kits, board games, knitting kits, go pro camera kits, light therapy lamps... so many awesome things you can borrow that people don’t realize”
- “That so cool I had no idea!”
- “Wow this is great! Thanks ever so much for sharing”
- “I just returned my provincial park pass I had for a week! Only waited 5 days for it”
- “I had no idea!” (mind blown emoji)

## Chief Executive Officer Notable Events and Meetings

Date	Event
April 6	Orono Library Grand Re-Opening and Mill Stone Placement
April 11	CFLA Consultation Meeting
April 16	CLMA Strategic Plan Presentation to Municipal SLT
April 18	CBOT Annual General Meeting

Report Submitted by:  
Monika Machacek, Chief Executive Officer  
April 25, 2024