

Date:

Newmarket Public Library Board Agenda

Wednesday, March 19, 2025

ııme:		5:30 PM			
Location:		Newmarket Public Library Boardroom			
		Newmarket Public Library 438 Park Avenue			
		Newmarket ON L3Y 1W1			
		Newmarket ON LOT TWT	Pages		
1.	Call to	o Order	-		
2.	Adoption of Agenda Items				
	2.1	Adoption of the Regular Agenda			
	2.2	Adoption of the Closed Session Agenda			
	2.3	Adoption of the Consent Agenda Items			
3.	Deputation (Closed Session item)				
	3.1	That the Library Board move into a Closed Session for matters perating to labour relations or employee negotiations. R.S.O. 1990, Chapter 44, 14.4 (d)			
4.	Declarations				
5.	Prese	Presentation: Enhancing Library Spaces			
6.	Consent Agenda Items				
	6.1	Adoption of the Regular Board meeting minutes for Wednesay, February 19, 2025	1		
	6.2	Strategic Operation Report for February, 2025	5		
7.	Reports				
	7.1	2024 Community Report	7		
			17		

7.2 Building Revitalization Projects for 2025

8. Business Arising

8.1 Library Board Action List

20

9. New Business

9.1 Northern Six Libraries Intellectual Freedom Workshop

10. Closed Session

10.1 That the Library Board move into a Closed Session for matters relating to labour relations or employee negotiations. R.S.O.1990, Chapter 44, 16.4 (d)

11. Dates of Future Meetings

- 11.1 Library Board workshop. Wednesday, April 16, 2025 at 5:30 pm, Library Board room
- 11.2 The next regular Board meeting is scheduled for Wednesday, May 21, 2025 at 5:30 pm, Library Board room

12. Adjournment



Newmarket Public Library Board Minutes

Date: Wednesday, February 19, 2025

Time: 5:30 PM

Members Present: Darryl Gray

Kelly Broome

Victor Woodhouse Trevor Morrison Neila Poscente Beth Stevenson

Members Absent: Rex Taylor

Staff Present: Tracy Munusami, CEO

Lianne Bond, Administrative Coordinator

David di Giovanni, Manager, Programs and Community

Engagement

Jennifer Leveridge, Manager, Collections and Customer

Experience

Biagio Rachiele, Manager, Library Operations

1. Location of Meeting

Newmarket Magna Centre, 800 Mulock Drive, Newmarket L3Y 931, Boardroom #1.

2. Call to Order

The Chair called the meeting to order at 6 pm.

3. Adoption of Agenda Items

- 3.1 Adoption of the Regular Agenda
- 3.2 Adoption of the Closed Session Agenda

3.3 Adoption of the Consent Agenda Items

Motion 25-02-141

Moved by Trevor Morrison Seconded by Beth Stevenson

That agenda items 3.1 to 3.3 be adopted as presented

Carried

4. Declarations

None were declared.

5. Presentation - Newmarket Library Outreach Strategy 2025-2026

The Manager, Community Engagement and Programs presented the Library's Outreach strategy plan. The Outreach Team has identified the strategic priorities and goals that will centre the library as a community resource and act as a bridge between residents and the library system.

Motion 25-02-142

Moved by Neila Poscente Seconded by Beth Stevenson

That the Library Board receive the presentation on Newmarket Library Outreach Strategy 2025-2026 as presented.

Carried

6. Consent Agenda Items

- 6.1 Adoption of the Regular Board meeting minutes for Wednesday, January 15, 2025
- 6.2 Strategic Operations Report for January, 2025

Motion 25-02-143

Moved by Kelly Broome Seconded by Beth Stevenson

That Consent Agenda items 6.1 to 6.2 be approved and adopted as presented.

Carried

7. Policies

7.1 Information Services

Revisions to the Information Services Policy improves accessibility and equitable access to information.

7.2 Sponsorship and Advertising

The Sponsorship policy was reviewed with minimal changes. A Sponsorship Agreement Schedule A has been added to the policy.

Motion 25-02-144

Moved by Beth Stevenson Seconded by Victor Woodhouse

That the Library Board approve the Information Services Policy and Sponsorship and Advertising Policy as presented.

Carried

8. Reports

There were no reports.

9. Business Arising

9.1 Library Board Action List

Fundraising Committee members updated the Library Board on Item 9 and the plans for the upcoming author event on March 7th at Old Town Hall.

Motion 25-02-145

Moved by Trevor Morrison Seconded by Kelly Broome

That the Library Board receive the Action List as presented.

Carried

10. New Business

There was no new business.

11. Closed Session (if required)

12. Dates of Future Meetings

- 12.1 Library Board Workshop Wednesday, March 19, 2025 at 5:30 pm, Library Board meeting
- 12.2 The next regular Library Board meeting is scheduled for Wednesday, April 16, 2025 at 5:30 pm., Library Board room

13. Adjournment

Motion 25-02-146

Moved by Victor Woodhouse **Seconded by** Kelly Broome

That there being no further business the meeting adjourned at 7:00 pm.

Carried

_	
	Darryl Gray, Chair
Tracy N	//unusami, Secretary/Treasurer



February 2025 Strategic Operations Report

Empowering Our Community (and Staff)

Library staff are collaborating with local community groups like NACCA, 108 Health
Promotion Association (108 HPA), and the Senior Iranian Multicultural Association. In
these collaborations, groups offer valuable programs that educate, connect, and
strengthen the community. In support of their efforts, the Library provides space for
them to host their programs, as well as promotional and administrative support in
program planning, fostering a welcoming and inclusive environment for all.

Ensuring Welcoming and Accessible Places and Spaces

- On February 26th and March 1st, Library staff organized a public launch of the Library
 on the Go kiosks at Magna Centre and Ray Twinney Recreation Complex, respectively.
 There was great interest and engagement with patrons excited to learn how to use the
 machines. At the March 1st launch, staff signed up over 40 individuals for Library cards.
 We have since launched a "Golden Ticket" initiative, offering small prizes to individuals
 who come across a Golden Ticket in the books they take from the machines.
- Since the launch of the Library on the Go kiosks, 225 items were borrowed from the Magna location, and 141 items were borrowed from the Ray Twinney location during February. Each Kiosk started with a collection of approximately 150 items. Of the 366 borrowed from both kiosks, 228 children's items circulated, accounting for 62% of checkouts.
- With gratitude to the Newmarket Library Board, two event sponsors were secured for the International Women's Day author event. In a relatively short window of time, the Board and management were able to approve a new sponsorship agreement, secure funding, and spearhead a new initiative for the organization, bringing higher-profile author events to Newmarket.

Providing Engaging and Relevant Services

- The Library partnered with NACCA (Newmarket African Caribbean Canadian Association) to celebrate **Black History Month** with four activations: a display, two vision board stations, an energy healing workshop, and a Paint and Sip event. The activations were well attended, and feedback from the partner and participants was positive.
- The Library partnered with 108 Health Promotion Association (108 HPA) to offer a Lunar New Year celebration on Sunday, February 9th, in the Library's multipurpose room. 108 HPA presented an afternoon of dance, fashion, tai chi, cultural performance, and even dumpling making. We were at capacity with over 90 participants, and many more were turned away due to room capacity.
- **Dream Count** by Chimamanda Ngozi Adichie is the second book club kit added this year to support our Dismantling Anti-Black Racism goals and allows us to affirm inclusivity.

- Adichie is well known for Americanah and Half of a Yellow Sun. The library commits to adding five book club kits featuring books featuring Black authors.
- February's cold and snowy weather saw fewer people attending our regular weekly drop-in events. The programming attendance stats for year over year declined (-61%); however, class visits and tours increased by 75%, reaching 133 participants (+155.8%).
- Maker Hub drop-in visitors rose 48% in February compared to 2024 as more people
 explored the new space on the main floor. Over 390 questions were answered, with the
 most frequently asked questions being about the Cricut, digitization, and sublimation.

Customer Feedback from the Library to Go Kiosks

- "Whosever idea this was, this is great!"
- "I have trouble getting to the library because of parking, but I am here (Ray Twinney) weekly. This makes my life so much easier"
- "I love this idea. But I also wish the Library would set up satellite locations inside the Ray Twinney Complex and Magna Centre. With the parking downtown, I am more reluctant to go to the library. We need a new building in addition to our current library."
- "Seeing the presence of the library at the Magna Centre is what propelled me to GO BACK to the actual library again, and I'm so glad I did! Great stuff Newmarket Public Library!!"

Library staff demonstrating how to use the kiosk at the Magna Centre launch on February 26, 2025





Report to the Community 2024

Anything and Everywhere

newmorket

Promoting literacy in our community

Storywalks[®] provide an outdoor reading adventure for families

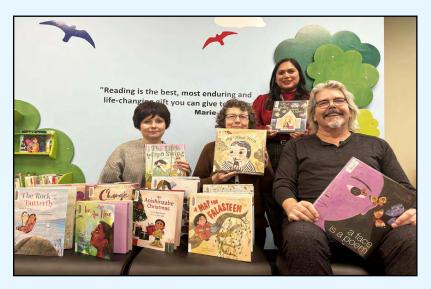
Last summer Newmarket Library had three Storywalks® at Town parks. These outdoor reading activities were a great way for residents to get out and enjoy a stroll in the fresh air, while reading popular children's books with their family.

Organized by Newmarket resident Christian Wehrli in memory of his sister, The Fairy Trail Walk for Esther fundraising event was held at Fairy Lake Park, and funds raised were used to purchase 150 picture books for children.

Afro, No! by Amaya James, written when she was nine years old, explores the sometimes complicated relationship young Black girls can have with their hair.

Etty Darwin and the Four Pebble Problem by Lauren Solo imagines what Charles Darwin and daughter Etty would discuss on their daily walks. As Soloy says, "walking is a wonderful way to contemplate big questions."

The Storywalks proved to be a great success, combining a walk in nature with literacy. Look for more coming in 2025.



Left to right: the Library's Jennifer Leveridge, manager of collections and customer service, Susan Hoffman, supervisor collections, Tracy Munusami, CEO, and Christian Wehril with a few of the 150 children's books bought with funds from the Fairytrail Walk for Esther event.



Cover of the Afro, No! book and one of the signs for the Storywalk that were along a scenic trail at Paul Semple Park from May to September.

Sparking imagination and innovation

Maker Hub launch a showcase of creativity and hands-on fun

Last year the Library held a launch party for the revamped Maker Hub, a dedicated area providing equipment such as 3D printers, a Cricut Maker and more.

The decision to move the Maker Hub to its new location on the main floor of the Library was made to accommodate all the new equipment and increase its visibility.

In it's new, larger space the Maker Hub has seen an increase in people coming in to discover all it has to offer. There are three 3D printers, Cricut Machine, button maker, an embroidery machine, knitting machine, melty beads and more accessible workstations where people can work on their creative projects.

At the launch party guest Makers were on hand to share their tips and advice and show the creative work they accomplish using the equipment available in the Maker Hub.

Clockwise from upper left. Onlookers watch a demonstration of the Cricut machine; visitors check out the 3D creations made in the Maker Hub; Sam, one of the makers in attendance, shows people how to use the crochet machine; and visitors dig into the melty beads to create their designs.





New soundproof study pod

Next time you're in the Library, take a look at our new soundproof study pod located on the main floor near the magazines. It seats up to four people comfortably, and provides a quiet place for private discussions, meetings and focused work.

Fun and engaging community events



Huge turnout for Summer Reading Club celebration

Over 550 children and teens joined the Clubs, which are designed to keep participants reading during the months when school is out. It was the largest number of young readers participating in the Library's clubs since before the Covid outbreak.

To celebrate, the Library held the Space Spectacular event, featuring space-themed activities, contests, crafts and two free shows put on by Mad Science, a company that puts on interactive science shows for children and families.

From top: the Library's main floor was packed with people attending the event; participants create space-themed crafts; the Mad Science show involved audience participation as a fun way to demonstrate aspects of science.





Backpack part of early literacy promotion

Last year free custom-made Newmarket Library backpacks with a book were given to parents when they registered their child for the reading challenge 1,000 Books Before Kindergarten. The challenge is a fun way to build early literacy skills. Find the challenge at https://bit.ly/sumclub24



Expanding the Library's presence

Double the outreach, triple the member sign-ups

The Outreach Services team embodies the spirit of the Library's slogan, Anything and Everywhere, ensuring we expand our presence beyond our four walls and meet our community where they are.

In 2024, the Outreach Services team doubled the number of outreach events we attended compared to the prior year. With this increased presence across our community, it resulted in triple the number of outreach sign-ups for Library cards.

Through this work, we're able to see the impact of having consistent community presence in locations like Magna Centre and the Farmer's Market, while also showing up at special community events (like Midnight Movies and the HomeShow) as well as in schools across Newmarket.



Left to right: staff member Kathryn at the Home & Lifestyle Show; our partner station at Upper Canada Mall; a happy new Library member.



Storytime at a back to school event at Upper Canada Mall, an outreach event last year.

In Fall of 2024, the Outreach Services team offered outreach tables at every local high school, signing up over 300 youth up for Library cards while strengthening our relationships with local teachers and principals. The feedback received from community partners has been overwhelmingly positive.

In 2025, we are launching a two-year Outreach Services Strategy with the goal of enhancing our presence, our partnerships, and our impact throughout the community.





Choose from over 16,000 courses

Looking to upgrade your skills or learn something new? Your Library card is a passport to over 16,000 online courses available in Linkedin Learning. Instructor-led professional courses in Business, Creative and Technology categories. Create your account today at https://bit.ly/linkedinnpl

Empowering our community

Pixel Project preserves precious memories

Last year saw the launch of the Library's Pixel Project programs for seniors 55 and over to help them digitize their cherished memories. Several different programs taught seniors how to use the technology for converting, digitizing and scanning photos, slides, Super 8 films and more.

The new devices, now part of the Library's Maker Hub, were funded by the Ontario Government's Seniors Community Grant Program. Seniors attended the programs at the Library and the Newmarket Seniors Meeting Place, and learned how to create a digital record of their family history.

A total of 75 seniors participated in the programs. Maker Hub staff also held close to 100 one-on-one sessions with seniors to show them the new digital equipment.



Vineeta Jacob, the Library's Technology Services Coordinator, with the devices used to help seniors digitize vintage photos, films and more. Some of the comments we heard from Library members and residents.

"Libraries are magical places, and the Newmarket Library continues that tradition. I'll admit that as I get older (I'm 72) I tend to prefer digital books, as I can easily expand the text size to make for easier reading."

Feedback on literacy backpack with book, part of 1,000 books before Kindergarten challenge: "My baby is 10 months old and he loves the book! I've been reading it four to five times every day. A wonderful initiative!"

Feedback from Pickering College teacher:
"Students left with a wealth of new
information. When we headed back to
school, we felt bad pulling our students away
from the archival articles. Several groups
are eager to return to the Library to continue
their research."

Customer visiting Maker Hub: "This place is so cool. Thank you for letting me use the space and taking the time to show me 3D printing and Cura. You're all awesome!"

"I just had to tell you that I took the Seniors Discovery Program to learn about eBooks and I just loved it. It is so convenient."

Return books when out and about

The Library now has book return bins in three locations around town: Magna Centre, the Ray Twinney Recreation Complex, and near the food court in the Upper Canada Mall. They provide Library members with a convenient way to return items while enjoying their time out.



Creating engaging community events

Library events for all ages and interests

As a community hub, the Library holds many events throughout the year that bring people together to enjoy a wide variety of experiences.

Our NPL Unplugged concert series was a musical highlight. It featured local musical talent up close and personal, performing 30-minute sets in a varity of genres, including country, pop, ambience, and alternative.

Plenty of programs for children and familes were held during the year. Along with our regular storytimes there were a number of special events featuring drag queen storytime, musician Russ, a magic show and more.

Plant lovers came to our annual Plant Swap to look for plants for their garden or houseplants for indoors.

Those were just a few of the dozens of programs and events enjoyed by the community in 2024.

From top: NPL unplugged concert series; author and firefighter Amanda reads her book Pickles on Pizza at a storytime; Bubble Show was a popular children's event; and Plant Swap was enjoyed by gardeners.











Lendery offers wide variety of items

The Library's library of things, The Lendery, grew in popularity last year with hundreds more items being borrowed, including puzzles, board games, a Pickleball set, a telescopic weed remover, and so much more. Located on the main floor, see all the items it has at https://bit.ly/3Fi6xjy

Building dynamic customer relations

Staff interactions with visitors to the Library a vital part of customer service

Front-line staff are invaluable in building relationships with Library patrons and the community. They are the face of the Library and are there to assist people and provide them with the support they need to find information, apply for a job, find community services, and much more.

Moments of meaningful connection with a patron can have a lasting impact, shaping lives in unexpected ways.

One patron came to the library seeking help to format her resume, which had to be submitted by 5:00 p.m. that day. With the guidance of Library staff, she was able to submit the resume just in time: at 4:58 p.m. A few weeks later, she returned teary-eyed to inform staff that she had landed the job. That moment of joy was a reminder that our Library is more than a space for books; it's a place where aspirations take shape.

For months, another patron sat quietly in one of the Library's study rooms doing coursework for an engineering degree. He would ask staff for help with printing. One day, he came into the Library smiling, with his diploma in hand. "This is what I've been working on here," he said. His perseverance paid off and he acknowledged the role the Library played in his achievement.



Library staff are always ready to help visitors by answering questions, helping them locate items to borrow, and find the information they need.

Patrons frequently share how grateful they are for a quiet, welcoming space where they can read, work, or reflect. Whether they are studying, searching for a job, or simply enjoying a peaceful moment away from the noise of daily life, the library provides an inclusive sanctuary open to all.

These stories remind us that the Library and its front-line staff play a vital role in our community by providing assistance, answering questions, pointing people in the right direction to gain more information, and sharing in their triumphs – one friendly interaction at a time.

Susan Hoffman receives OPLA award

Newmarket Library's Susan Hoffman was recognized by the Ontario Public Library Association with the 2024 Children's or Youth Services Librarian of the Year award. The award honours a children's librarian who has made a positive impact on children and youth, colleagues and the community. Susan promoted early literacy with successful initiatives at the Library.





\$4,297,983

amount saved by all residents borrowing items from the Library

453,786

Items borrowed from the Library (a 1.41% decrease from 2023)

9,476

Number of new Library members (a 43.47% increase over 2023) 180,933

In-person visits to the Library (a 13.28% increase over 2023)

169,791

number of eBooks borrowed (a 29.26% increase over 2023)

7,054

Reference questions answered (a -26.34% decrease over 2023) 175,587

Visits to the Library website (a 8.36% increase over 2023)

9,947

People attending programs (a 5.94% increase over 2023)

2,604

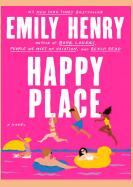
Items borrowed from The Lendery (a 15.32% increase over 2023)

Top Checkouts In 2024

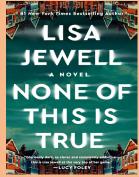
The most popular books and movies/TV series borrowed from the Library during the year.

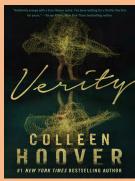
TOP ADULT BOOKS



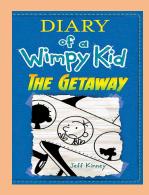






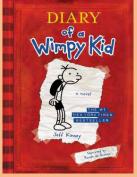


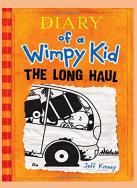
TOP CHILDREN'S BOOKS





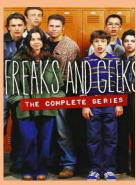




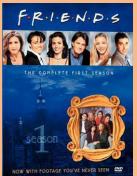


TOP TV SERIES & DVDS











Newmarket Library
438 Park Avenue, Newmarket ON L3Y 1W1
Phone 905-953-5110
www.newmarketpl.ca









438 Park Avenue Newmarket, Ontario L3Y 1W1 Email: npl@newmarketpl.ca
Website: newmarketpl.ca
Phone: 905-953-5110

Library Board Report

To: Newmarket Public Library Board

From: Tracy Munusami, CEO

Date: March 19, 2025

RE: Building Revitalization Projects for 2025

Key Issue

The Newmarket Public Library aims to continue its revitalization efforts by implementing updates and enhancements. These improvements will build upon the work initiated in 2022, ensuring a modern, welcoming, and functional space for the community.

Recommendation

That the Library Board receive the report for information;

And That the Board directs staff to enhance the Library space to better serve the community; **And That** the Board approve the allocation of funds from the Strategic Implementation Fund to support updates to the Library building.

Strategic Implications

This initiative aligns with the Library's strategic plan under the *Ensuring Welcoming and Accessible Places and Spaces* action area. The goal is to create an environment that is inviting, inclusive, and accessible to all. Through these updates, the Library is evolving as a true *third space*—a place beyond home and work where the community can connect, learn, and feel a sense of belonging.

Background

Since updating the Strategic Plan in 2022, Library staff have been dedicated to revitalizing the building to ensure its longevity and enhance its appeal to the community. These improvements not only support the Library as a vital public space but also create a more welcoming and functional environment for visitors.

The first major project focused on upgrading the lighting system. This change significantly reduced electricity costs while brightening the space, creating a more inviting atmosphere.

Community feedback was overwhelmingly positive, with many patrons noticing and appreciating the improvement.

In 2023, the Library undertook critical infrastructure projects, including updating the accessibility ramp and exterior stairs to improve safety and ease of access. Additionally, with support from federal funding, essential work was completed on the HVAC system. Basement renovations were also carried out to prevent future leaks, ensuring the building's long-term integrity.

Building on these efforts, 2024 saw further remedial and safety enhancements. Projects included asbestos removal, storm drainage replacement, and key safety upgrades such as new roof railings, fire panel improvements, and security cameras. To enhance the customer experience, the Library also introduced several cosmetic and functional improvements, including a refreshed service desk, accessible study pod, a renovated boardroom, and a fresh coat of paint on the main floor.

The response from the community has been enthusiastic. Visitors have praised the brighter, more open atmosphere and the modernized service desk. Students, in particular, have expressed appreciation for the new study pod, which provides a quiet, focused space to work and manage stress effectively.

Looking ahead, Library staff have identified additional improvements for 2025 to continue enhancing this essential community space. These ongoing efforts reflect the Library's commitment to providing a safe, accessible, and welcoming environment for all.

Discussion

In collaboration with Library staff, the Manager of Library Operations compiled a list of proposed projects for 2025 to enhance the Library's spaces.

Enhancing the Library's Front Entrance: Creating a Welcoming First Impression

• The vestibule and entrance area serve as the Library's first impression, setting the tone for each visitor's experience. By updating this space, we can create a more inviting entryway that reflects the warmth and inclusivity of the Library. Enhancements such as refreshed finishes and updated design elements will contribute to a welcoming atmosphere, ensuring that all community members feel comfortable and engaged from the moment they step inside. Investing in this high-traffic area aligns with our commitment to making the Library a vibrant and inviting space for all.

Modernizing Service Desks for a More Accessible and Welcoming Library

Replacing the existing service desks will enhance accessibility and create a more modern, inclusive space for our community. The current desks present physical and visual barriers, limiting interaction between staff and patrons. By updating these workspaces, we can improve customer service, foster more engagement, and ensure that all patrons feel welcome and supported. The success of the newly installed main floor desk—well received by customers—demonstrates the positive impact of this change.

Replace Library Outdoor Book Unit

- Replacing the broken return unity with a new one will improve visual appeal and patron experience.
- Conducting necessary masonry repairs will help maintain the integrity and safety of the building.

Wall Division Between Public and Customer Space

• Construct a permanent wall between the Circulation area and public space to reduce visual distractions and enhance storage and space efficiency.

Second Level Painting

- Painting the second floor will enhance the space by creating a brighter, more welcoming environment for visitors. A fresh coat of paint will not only refresh the area but also contribute to a more inviting and comfortable atmosphere
- Work to be completed on a hybrid schedule (business hours & after hours).

Study Pods (Lower Level - 3 Units)

 Since installing the first study pod in December, we have seen a significant demand for these quiet, dedicated spaces. They have become a valuable resource for students and community members seeking a space to focus, study, and reduce stress. Given the growing need for spaces outside of home and work, installing three additional study pods will allow us to meet this demand better.

Financial Implications

- Estimated Project Cost: \$159,000 + HST.
- Contingency Fund: \$20,000.



Library Board Action Tracking List

Item No.	Action Item	Updates	Target/Completion date
1.	Policy reviews	2025 Policy reviews completed: Information Services Sponsorship and Advertising	Ongoing
2.	CEO Annual Performance Review Assigned to: Executive Committee	Next review due August, 2025	August 2025
5.	Strategic Plan Implementation	Conduct a welcoming places and spaces design services	RFQ posted July 25, 2023 Contract awarded December 2023 Design charrettes held April 9 th and 25 th Update reported to Board September 18, 2024
6.	Library Board Strategic Priorities	Establish priority areas for Board to focus on	Board Workshop held November 8, 2023 Discussion held at Board meeting April 17, 2024, and priorities identified. Revisit Strategic priorities in 6 months.

Item No.	Action Item	Updates	Target/Completion date
			Board Workshop scheduled for April 16, 2025
7.	Ontario Library Service Board Assembly	Board member Appointment to OLS Board Assembly	
8.	Library Board Advocacy Committee	Develop Advocacy Strategies to support Library	 Committee met September 18, 2024 Board Workshop planned for March 19, 2025
9.	Library Board Fundraising Committee	Committee to fundraise for high level events such as author series	 Fundraising Committee established at January 15, 2025 Board Author series event held March 7, 2025