C.E.O. MONITORING REPORT
March, 2021

FINANCIAL CONDITION:

- All revenues and expenses are currently at normal ranges for this point in the year.

FOR YOUR INFORMATION:

- SPL BookChat has launched on the popular social reading platform, Good Reads. Public Service Librarians are engaging with the community about books without the need to join a formal book club.

- Library services moved to the Yellow pandemic response February 22. Customers have been welcomed back indoors to browse, pick up holds, use Wi-Fi and computer stations; curbside services and online programming continue. Staff are hearing directly from customers that current services are deeply valued, and according to Shauna Costache, Supervisor of Public Service:

  I'll never forget the way every single patron who walked in that first open week would stop as soon as they got on the floor, look around, and smile like they were home again for the first time in months. We hear versions of "access to library books is keeping me sane right now", and "thank you for being here," every day. Staff also report feeling more comfortable with the extra Plexiglas, additional staffing, as well as the VEA automatic customer counters.

- To celebrate 2021 Freedom to Read Week at February's end, SPL's Food for Fines initiative succeeded in passing along 76 kg of groceries to the House of Blessing.

- As reported last month, the Library partnered with Perth Community Futures to host a virtual speaker series highlighting female leaders in technology and innovation. The series hosted five outstanding speakers and hosted 120 attendees. Another forthcoming PCF partnership initiative involves the lending of Maker technologies: https://splibrary.ca/borrowthemakerspace .

- Employment news:

- Recruitment is underway for a part time relief custodian;
- Recruitment is underway for the Summer Program Coordinator;
- Kajal Patel, a late 2020 casual hire, has accepted the open permanent, part time Library Assistant position.

- New Teen Services Librarian Brooke Windsor hit the ground running, launching a targeted youth Instagram channel, spl.ignite, March 9th. To date, over 100 local teens have followed. Programs for this particular demographic are filling to and beyond capacity, as a result of marketing "where the kids are." More than 20 new cards have been issued, as result of this and other innovative activities such as, Chopped, Loot Packs, and Teacher Care Bundles.

- Volunteer Coordinator Kate Schillings oversaw 60 home during March; she's heard SPL is a "pandemic lifeline," particularly to the clients within the 5 retirement homes. She also recruited 6 new student volunteers to assist with Ms. Windsor's Teen events.

- Adult programming reports a 137% increase this month, on virtual platform Beanstack. Librarian Robyn Godfrey credits the March 4th Stratford Local article for the uptick: https://www.thestratfordlocal.com/life/get-to-know-your-stratford-public-library-and-win/ .

- Staff joined together to sign a card and create a small gift package for four-year-old Izzy Martchenko, to congratulate her on raising $6,220 in her Readathon for Muscular Dystrophy. The young girl read 751 books and is a regular SPL visitor.

STRATEGIC ACTIVITIES

- CEO's activities:
  - March 24th, attended Bibliotheca session, "Rethinking how we talk about Libraries."
  - March 30th, Zoom planning meeting with Stratford Festival's new Director of Archives Gianna Babando,

Prepared by W. Hicks, March 31, 2021

Stratford Public Library - Year to Date Financials			
		Year to Date	
	2021 Budget	March 28, 2021	25%
Administration			
Revenue Total	-222,613	-12,222	
Expenditure Total	2,738,056	540,481	
Net Total	**2,515,445**	**528,259**	21%
Board			
Revenue Total	-	-	
Expenditure Total	6,000	413	
Net Total	**6,000**	**413**	7%
Programs			
Revenue Total	-	-	
Expenditure Total	12,000	17,314	
Net Total	**12,000**	**17,314**	144%
Building			
Revenue Total	-	-	
Expenditure Total	23,500	11,376	
Net Total	**23,500**	**11,376**	48%
PCIN			
Revenue Total	-214,790	-	
Expenditure Total	214,790	15,687	
Net Total	**-**	**15,687**	
transfer to reserve	5,000		
transfer to reserve	4,747		
grand total revenue	-437,403	-12,222	
grand total expenditure	3,004,093	585,272	
grand net worth	**2,566,690**	**573,050**	22%
Capital - Collections			
Revenue Total			
Expenditure Total	230,500	51,941	
Net Total	**230,500**	**51,941**	23%
Capital - Projects			
Revenue Total			
Expenditure Total	50,000	-	
Net Total	**50,000**	**-**	0%

VOUCHERS
March 1 - March 31, 2021

Library Bound	Books, CDs	6,959.92
Library Services Centre	Books, CDs	2,645.12
Vista Radio	Advertising	608.96
Blowes	Office Supplies	382.22
Tercan	Materials	301.27
Swan Dust Control	Building	119.78
Kanopy	Electronic Media	828.00
Stfd Home Hardware	Materials	75.88
Stratford & District Chamber of Commerce	Advertising	84.75
Speakers' Spotlight	Program	6,300.00
City of Stratford	Internet	401.61
Trish MacGregor	Program	31.46
Bell Mobility	Internet	878.24
Stratford & District Chamber of Commerce	Membership	245.00
TMP International	Equipment Purchase	1,711.84
St. John Ambulance	Training	280.00
Samaira Mehta	Program	2,000.00
Mercedes	Vehicle Repair	343.57
Brooke Windsor	Program	417.01
Dell Canada	Capital	2,017.05
Blackcreek	PCIN Contractor	542.40
Toshiba	Photocopier	284.57
Culligan	Building	114.90
TOTAL	**$**	**24,197.62**
GRAND TOTAL	**$**	**24,197.62**