



## **C.E.O. MONITORING REPORT Mar-April 2020**

### **FINANCIAL CONDITION:**

- Changes to the 2020 budget, resulting from the COVID-19 pandemic and the City of Stratford's budgetary challenges, are being implemented and tracked. A comprehensive update will be compiled as soon as staff are able.
- No further information has been received from Perth South regarding its 2020 budget at this time.

### **FOR YOUR INFORMATION:**

Below is a brief summary of SPL's service responses to the physical closure of the Library:

- Digital Strategy Phase 1, March 16-April 24
  - 3D printing medical PPE
  - Askspl email and telephone reference, account management
  - Boosting digital collections, with promotions and marketing budget
  - Catalogue: loading new digital records, improving searchability
  - Curated online content: social media, Bibliocommons lists of links, activities, important medical and community communications
  - Links on website checked and added to with new content
  - Online card registration implemented
  - Orange Boy email marketing initiated
  - Pints & Pages, on Zoom; additional adult programs to follow
  - United Way "Huron-Perth Covid-19 Resource Group" FB page: information services and moderation
  - Virtual children's storytimes, maker videos for youth
- Digital Strategy Phase 2, April 24 - ?
  - Blog for Adult/Children's/Teen content
  - Borrow the Internet/ConnectedCommunity
  - Curated online calendar
  - Storytime #2, per week



- Summer Reading for all ages with Beanstack app
- United Way - Social Research and Planning Council survey

SPL management staff are gathering information related to the re-opening process and are beginning the process of crafting scenarios to prepare for operational tasks once the Provincial state of emergency has been lifted.

## **STRATEGIC ACTIVITIES**

- Strategic Plan:
  - SPL:
    - Due to the work associated with transitioning Library services to online formats, the following projects have been paused:
      - Space Needs Analysis Study
      - Future MakerSpace expansion
      - Internal assessment of resource allocation
  - PCIN:
    - PCIN has been coordinating its response to the closure as possible, mainly relating to maintaining consistency of due dates and other shared technical functions. There is currently limited capacity to complete work or make decisions due to executive staff availability.
    - Part of the emergency closure of libraries prevents library staff from working in the building except for essential purposes. Therefore, all work related to collectionHQ has been paused.
- CEO's activities:
  - Mar 6, Administrators of Medium Public Libraries of Ontario meeting.
  - Mar 27, Federation of Ontario Public Libraries Board meeting.
  - April 27, Perth Community Futures Development Corporation Board meeting.

Prepared by J. Merritt, April 30, 2020



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March 31, 2020

Zac Gribble, Chair  
Stratford Public Library Board  
19 St Andrew Street  
Stratford ON N5A 1A2

**RE: SPL Financial Status**

As Treasurer of the Stratford Public Library Board, I have reviewed the Library's revenue and expenses for the period January 1 to March 31, 2020.

Please be advised that all accounts are within acceptable ranges.

Yours truly,

Michael Humble, CPA, CGA  
Director of Corporate Services  
& Treasurer

Stratford Public Library - Year to Date Financials			
		Year to Date	
	2020 Budget	April 29, 2020	33%
<b>Administration</b>			
Revenue Total	-234,260	-8,636	
Expenditure Total	2,687,070	719,817	
<b>Net Total</b>	<b>2,452,810</b>	<b>711,181</b>	29%
<b>Board</b>			
Revenue Total	-	-	
Expenditure Total	6,000	1,613	
<b>Net Total</b>	<b>6,000</b>	<b>1,613</b>	27%
<b>Programs</b>			
Revenue Total	-	-	
Expenditure Total	12,000	778	
<b>Net Total</b>	<b>12,000</b>	<b>778</b>	6%
<b>Building</b>			
Revenue Total	-	-	
Expenditure Total	25,200	6,791	
<b>Net Total</b>	<b>25,200</b>	<b>6,791</b>	27%
<b>PCIN</b>			
Revenue Total	-212,120	-	
Expenditure Total	212,120	66,139	
<b>Net Total</b>	<b>-</b>	<b>66,139</b>	
transfer to reserve	5,000		
transfer to reserve	4,690		
<b>grand total revenue</b>	<b>-446,380</b>	<b>-8,636</b>	
<b>grand total expenditure</b>	<b>2,952,080</b>	<b>795,137</b>	
<b>grand net worth</b>	<b>2,505,700</b>	<b>786,501</b>	31%
<b>Capital - Collections</b>			
Revenue Total			
Expenditure Total	246,000	40,736	
<b>Net Total</b>	<b>246,000</b>	<b>40,736</b>	17%
<b>Capital - Projects</b>			
Revenue Total			
Expenditure Total	50,000	-	
<b>Net Total</b>	<b>50,000</b>	<b>-</b>	0%



## VOUCHERS MARCH 4 - APRIL 30, 2020

### Administration

Library Services Centre	Books, CDs, DVDs	2,546.00
Library Bound	Books, CDs	5,575.59
Morneau Shepell	Payroll - EAP	189.84
Toshiba	Photocopier	1,579.47
Bell Canada	Telephone	113.00
Steph Park	Program	27.03
Kanopy	Electronic Media	1,168.00
Rhizome	Internet	1,130.00
Brodart	Office Supplies	559.94
Blowes	Office Supplies	342.36
Postmedia	Advertising	312.16
Celia McConville	Office Supplies	15.00
Fundamentals	Books	91.61
Trish MacGregor	Materials	122.39
Leisure Activity Council	Advertising	100.00
Eric Ball	Program	164.37
Julia Merritt	Mileage	219.78
City of Stratford	Internet	803.22
Homewood Health	Payroll - EAP	1,101.07
Kate Schillings	Office Supplies	67.77
Shauna Costache	Office Supplies	73.45
Vista Radio	Advertising	474.60
Blackcreek	Contractor	542.40
Tanis VanderMolen	Training	339.00

**TOTAL** \$ **17,658.05**

### Building

Swan Dust Control Mat Rental	Building	59.89
Culligan	Building	56.64
Tercan	Building	111.25
Easyway	Building	206.23
Bell Canada	Building	123.15
Swish	Building	667.69
Chubb	Building	358.97
Stratford Home Hardware	Building	71.59

**TOTAL** \$ **1,655.41**

### Capital

Envisionware	Computer	1,606.83
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**TOTAL** \$ **1,606.83**

**GRAND TOTAL** \$ **20,920.29**

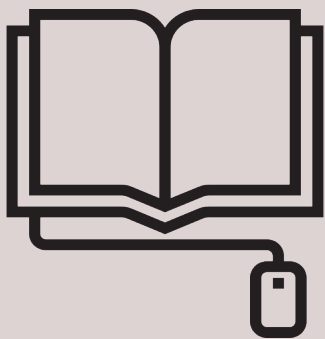
## Borrowers

64 new card holders

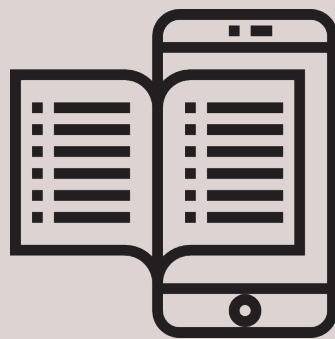
8,336 active card holders 2,038 digital content users



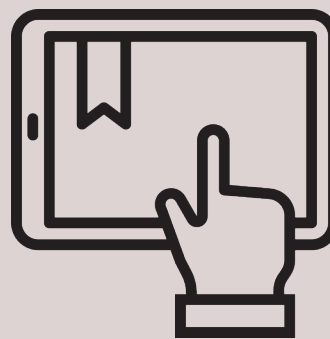
## Digital Collection Usage



5,543  
ebooks  
55% ↑



2,161  
audiobooks  
10% ↑



545  
magazines  
195% ↑



1002  
videos  
90% ↑

Increases noted are  
over April 2019 data

TumbleBooks  
281 views  
17% ↑

Ancestry  
417 sessions  
32% ↑

Gale Courses  
64,482 minutes  
266% ↑



## Social Connections

### Facebook

Likes: 3,154  
Reach: 81,152

### Instagram

Followers: 1,504  
Likes: 1,108

### Twitter

Likes: 3,912  
Reach: 73,000

### YouTube

Views: 97  
Watch Time: 1.5 hours

## Virtual Programs

### Storytimes

# of Programs: 4  
Views: 6,506

### make:it meetups

# of Programs: 3  
View: 2,301

### Book Club

# of Programs: 1  
Participants: 9