



# Quarterly Report

Q2 2025

# Plan Overview

## 2022-2026 Strategic Plan

Strategic Pillar	Strategic Goals	Strategic Priorities
<b>COMMUNITY HUBS</b>	Provide spaces to connect, explore, and create.	<ul style="list-style-type: none"> <li>• Social Connectedness &amp; belonging</li> <li>• Multi-use spaces &amp; outreach services</li> <li>• Technologically connected spaces</li> </ul>
<b>EMPOWERING SERVICES</b>	[Deliver] a service model that reaches those who live, work, and play in the TBM.	<ul style="list-style-type: none"> <li>• Provide GLAM programs, services, &amp; collections</li> <li>• Support 21<sup>st</sup> Century Literacy</li> <li>• Expand the Virtual branch</li> </ul>
<b>ORGANIZATIONAL EXCELLENCE</b>	Grow BMPL as a key partner and community resource	<ul style="list-style-type: none"> <li>• Be an employer of choice</li> <li>• Expand financial opportunities</li> <li>• Be a steward of transparency and accountability, [environmental sustainability]</li> <li>• Be a key partner with the Municipality</li> </ul>

## 2025 Annual Plan

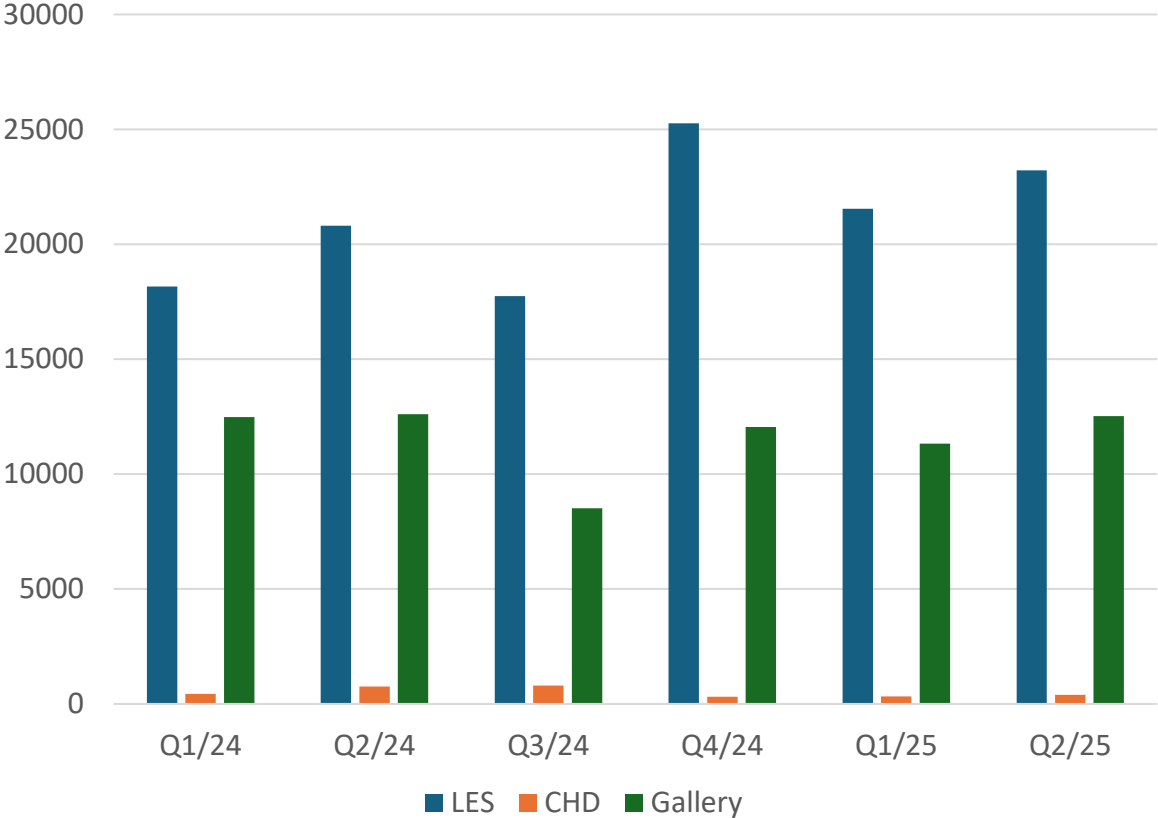
Strategic Pillar	2025 Goals	Key Results
<b>COMMUNITY HUBS</b>	Ensure BMPL keeps pace with growth and community needs	<ul style="list-style-type: none"> <li>• Implement top 2-3 priority space improvement items identified in the space accessibility audits and gap analyses.</li> <li>• Council supports space improvements and expansion recommendation through resolution</li> </ul>
<b>EMPOWERING SERVICES</b>	Strengthen awareness and support of the BMPL's role in the community.	<ul style="list-style-type: none"> <li>• Improve awareness of BMPL as a valuable community resources through in-person and media exposure</li> <li>• Increase use of GLAM services</li> <li>• Increase participation in Town initiatives</li> <li>• Increase participation in community advocacy efforts</li> </ul>
<b>ORGANIZATIONAL EXCELLENCE</b>	Respond to challenges to security, intellectual freedom, shifting attitudes toward formal commitments to Inclusion, Diversity, Equity, and Accessibility (IDEA), and economic stability.	<ul style="list-style-type: none"> <li>• Staff are trained on Privacy of Information, cybersecurity, AI, and safety protocols for challenging interactions</li> <li>• Solidify 2025 funding sources and develop a multi-year strategic financial plan</li> </ul>

# Reporting Routines

Strategic Priority & Goal	What we measure	How we measure it	Reporting Cadence
<b>COMMUNITY HUBS</b>	Visitors and Card holders Building Capacity & Condition	Traffic Counts # of Card Holders Space Utilization Existing Space vs. % Recommended by the ARUPLO	Quarterly/Annually Quarterly/Annually Quarterly/Annually Annually
<b>EMPOWERING SERVICES</b>	Services & Usage Community Impact	Programs & Participation Media Metrics Survey Satisfaction Emotional Affiliations	Quarterly/Annually Quarterly/Annually Annually Annually
<b>ORGANIZATIONAL EXCELLENCE</b>	BMPL Participation with Town and Community Employee Satisfaction Employee Safety Financial Resilience	Self Reporting Employee Surveys Incidents Financial Reports & Audits	Quarterly/Annually Annually Quarterly/Annually Quarterly/Annually

# Quarterly Performance Measures: Community Hubs

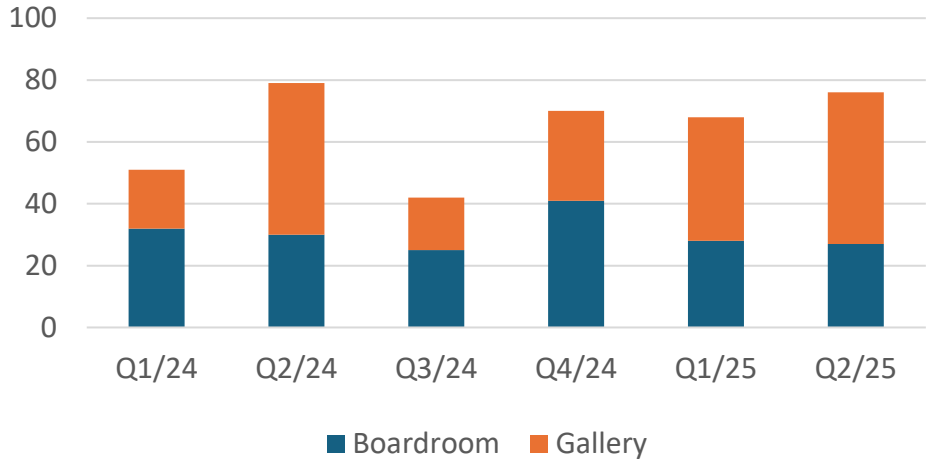
Foot Traffic



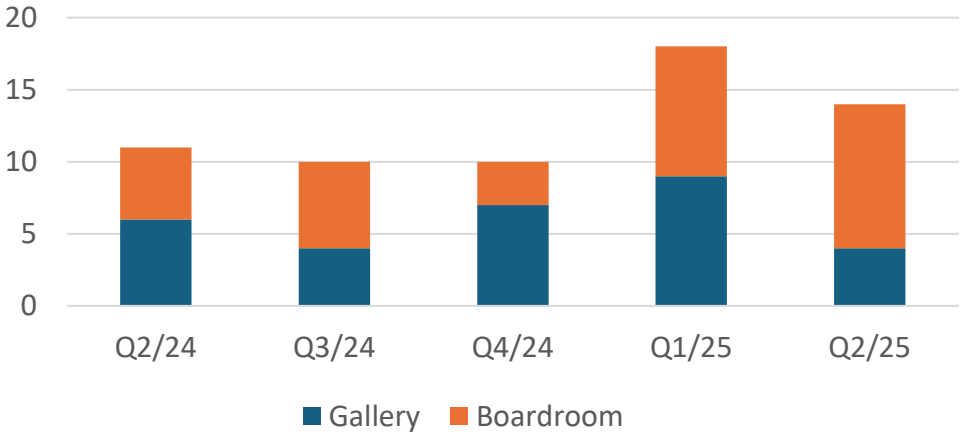
Card Holders	2024	Q1	Q2	Q3	Q4
Total	4840	4900	4982		
% of TBM Population	51.5%	52.2%	53.1%		
# of New Cardholders	525	110	132		

# Quarterly Performance Measures: Community Hubs

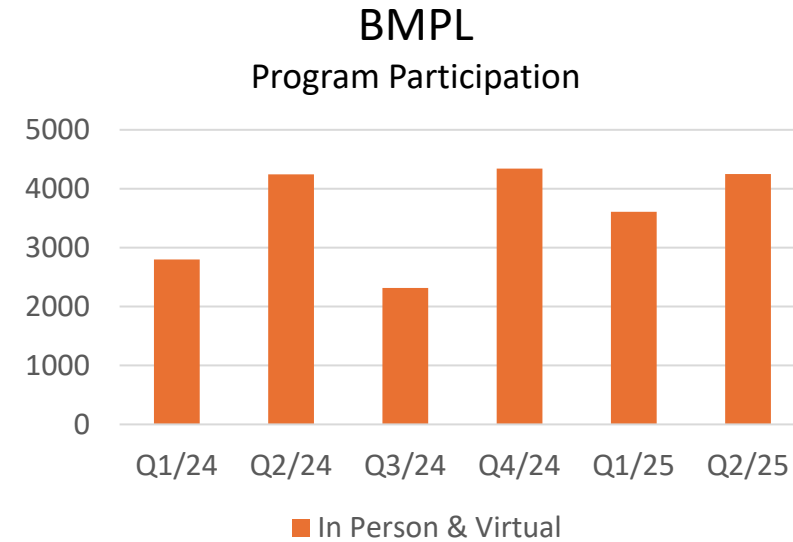
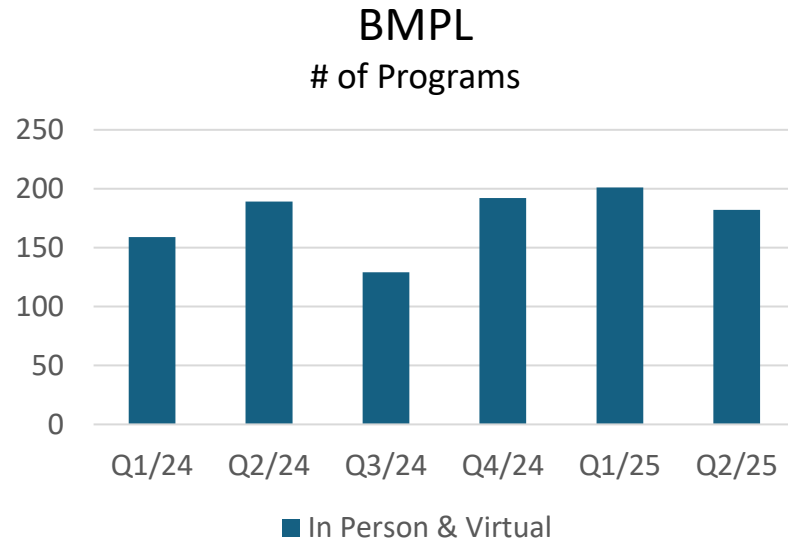
L.E. Shore  
Room Bookings



L.E. Shore  
Room Booking Requests Declined due to  
Unavailability

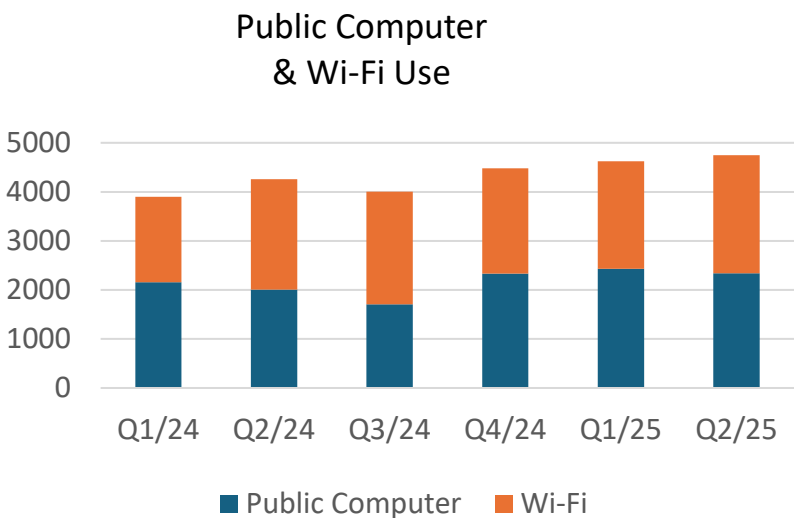
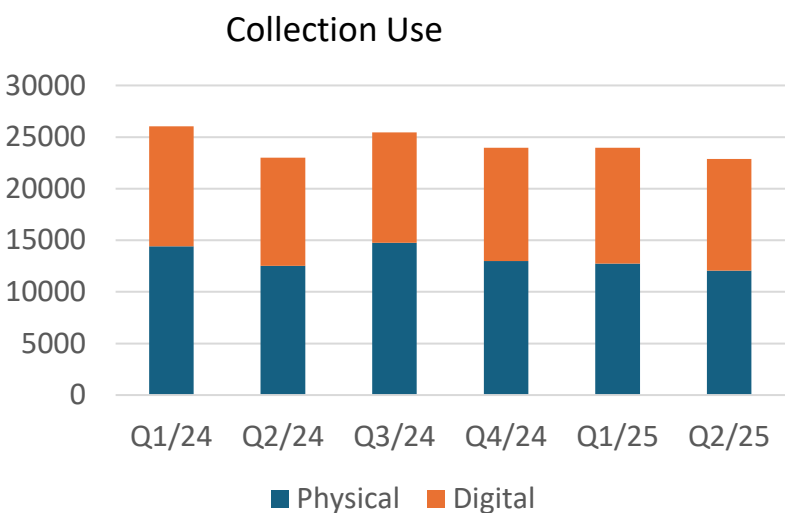


# Quarterly Performance Measures: Empowering Services



# Quarterly Performance Measures: Empowering Services

## Service Usage



## Media Metrics

Visibility	2024	Q1	Q2	Q3	Q4
Social Media Reach	13128	5767	8819		
# of Media Mentions/Articles	15	4	7		

Q2 2025

# Quarterly Performance Measures: **Organizational Excellence**

## Incident Reports (Health & Safety, Respectful Public Interactions)

2024	Q1	Q2	Q3	Q4
17	5	0		

- ✓ Q1 financial statements received
- ✓ 2024 Annual Report presented to Council
- ✓ 2024 Audited Financial Statements received, approved, and published to Town and Library websites

# 2025 Action Plan: Quarterly Review

Pillar	Key Results
COMMUNITY HUBS	Ensure BMPL keeps pace with growth and community needs
	1. Implement top 2 - 3 priority space improvement items identified in the Space accessibility audits and gap analyses
	2. Council supports space improvements and/or expansion recommendation through resolution

**Q2 Summary:** In May, the CEO presented BMPL’s 2024 Annual Report to Council, emphasizing how GLAM services continue to meet community needs, despite persistent space limitations. Ongoing participation in the Multi-Use Recreation Feasibility (MURFA) Project Team supported progress on space planning and advanced key conversations about how expanded library services can align with broader municipal priorities.

During May, staff and the Board also began drafting a Request for Proposals (RFP) for a Space Utilization Study. Additionally, Board members attended a Craighleith Working Group meeting to gain a deeper understanding of community priorities, particularly around service delivery, and to explore how BMPL can play a more active role in future planning and better support residents in the east end.

In June, the Library CEO attending the Ontario Library Association’s *Library as Place Conference*, where libraries of all sizes and sectors met to learn about the ongoing challenges of keeping spaces relevant and adaptable.

# 2025 Action Plan: Quarterly Review

Pillar	Key Results
EMPOWERING SERVICES	Strengthen awareness and support of the BMPL’s role in the community
	1. Improve Awareness of BMPL as a valuable community resource (through in-person and media exposure)
	2. Increase use of GLAM services
	3. Increase Participation in Town Initiatives
	4. Increase Participation in Community Advocacy efforts

**Q2 Summary:** In Q2, the Blue Mountains Public Library (BMPL) delivered 200 programs, engaging 4,249 participants, demonstrating continued growth in community interest and use of GLAM services. The Gallery received significant media attention, particularly through Beverley Smith’s *It Starts with a Scribble* exhibition, which drew 150 attendees and a further 75 for her artist talk. The show led to the sale of 35 works and was supported by BMPL’s first promotional video—an intimate interview with the artist in her home studio—which has garnered 140 views to date.

BMPL also deepened its participation in municipal initiatives. The CEO led a tour of both library facilities for the interim CAO, while members of the senior leadership team and Board took part in the Town’s Tourism Strategy Workshop. For the first time, BMPL partnered with the Town to co-host the Sustainability Summit, premiering *REEL History: Film Journey of Water* to the public. Other collaborative events included a Cultural Mindfulness Training session co-hosted with the IDEA Committee in The Gallery, and joint celebrations of Pride Month and National AccessAbility Week.

At the provincial level, the CEO represented BMPL at the Ontario Small Urban Municipalities Conference, advocating for libraries and cultural institutions across Ontario. Visibility within the community also continues to expand, with a feature cover story on BMPL scheduled for the August issue of *Neighbours of the Blue Mountains*, which will be delivered to all households. Finally, the CEO has begun work with Town staff on the 2025 budget process, ensuring BMPL’s strategic priorities are reflected in the year ahead.

# 2025 Action Plan: Quarterly Review

Pillar	Key Results
ORGANIZATIONAL EXCELLENCE	Staff are trained on Privacy of Information, Cybersecurity, AI and trained on safety protocol for Challenging Interactions
	1. Staff are trained on Privacy of Information, Cybersecurity, AI and safety protocols for Challenging Interactions
	2. Solidify 2025 funding sources and Develop a multi-year Strategic Financial Plan

**Q2 Summary:** In Q2, BMPL continued to strengthen staff capacity and advance strategic planning efforts. Staff participated in targeted training, including the Ontario Library Association’s *Becoming Informed, Confident Staff* session on managing challenging patron interactions, and mental illness response training led by Ryan Dowd. These initiatives support safety protocols and preparedness for complex public-facing situations.

In May, BMPL launched its new AI policy, emphasizing ethical use, cybersecurity, and privacy. Staff were trained not to enter personal information into AI systems. Related updates were made to Gallery procedures, now requiring artists to disclose AI use and outline their creative process.

BMPL also aligned more closely with the Town’s corporate health and safety standards. A new Library representative joined the Town’s Joint Health and Safety Committee as a voting member. The Library adopted the Town’s inspection reporting process, and the representative was equipped with appropriate PPE for facility inspections across the municipality.

In June, the CEO completed the Advancing Public Library Leadership Intensive, with training in strategic planning, budgeting, leadership styles, and the “Coach Approach.” Additionally, the CEO began work with Town staff on the 2025 budget process—supporting efforts to solidify funding sources and lay the groundwork for a multi-year strategic financial plan.

# Spotlight on IDEA

*At the heart of the GLAM is a deep and enduring commitment to inclusivity, diversity, equity, accessibility, safety, and intellectual freedom. Guided by the principles of human rights, we continue to foster a space where everyone feels a sense of belonging—and where ideas, creativity, and learning are free to grow.*

In April, we joined forces with the South Georgian Bay Jewish Community to host a children's cultural meet-up, where participants explored Passover traditions and celebrated through shared cultural foods. That same month, we presented an Indigenous astronomy program and, in partnership with the Town, filmmaker Tracey Strnad, and Indigenous collaborator Heather McIntyre of the Chippewas of Georgina Island, premiered *The Journey of Water* at the Sustainability Summit. Alongside these events, we offered a diverse lineup of mental health-focused programs to support our community's varied needs, from insightful book talks to our ongoing Death Café series, ensuring there truly was something for everyone.

In May, we worked alongside the Canadian National Institute for the Blind and Hear Canada to host Community Assists Days, helping visitors access important resources and information related to living with, or supporting others with, vision or hearing loss. We also joined municipal colleagues in recognizing National AccessAbility Week and Red Shirt Day, celebrating the many accessible spaces and services available across the Town of The Blue Mountains.

June marked celebrations of both National Indigenous History Month and Pride Month. The Library featured educational displays, hosted an Indigenous market with Jennifer Wabegijig, and proudly held our first family-friendly Pride event, featuring special guest Tyler Boyle—made possible by a generous donation from the Grey Bruce Community Foundation.



# Patron Feedback, Stories, and Digital Engagement

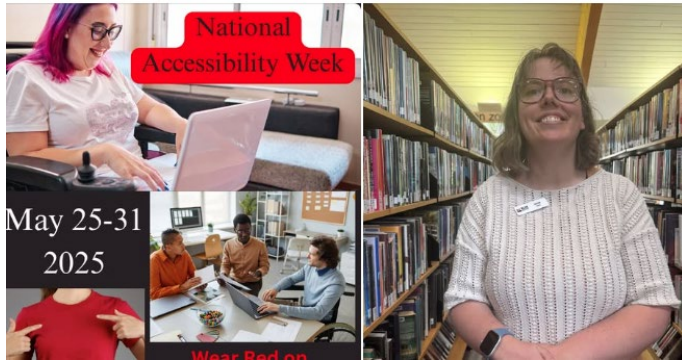


It's National AccessAbility Week, an important time to reflect on how we create spaces that are inclusive and welcoming to everyone.

This post was created by our colleague, Jamie, who is part of the Deaf community and has cerebral palsy. Jamie has been part of our library team since 2015! She designed this content to help bring more visibility to accessibility and inclusion.

We're proud to have her voice and perspective shaping the work we share.

🌟 National AccessAbility Week is May 25 to 31, 2025.



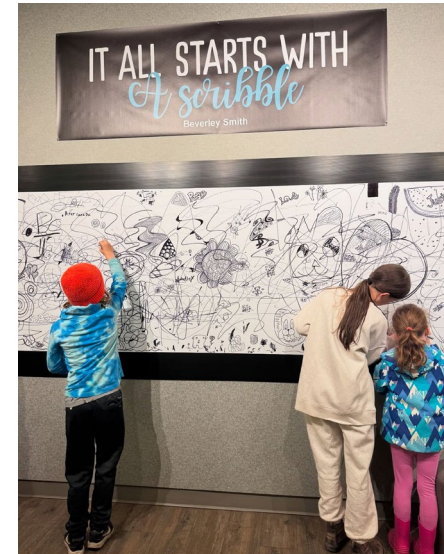
**Maureen Munden**  
Jamie inspires me.

15w [Like](#) [Reply](#) [Hide](#)



**Louise Kiner**  
Awesome, Jaime! 🍌🍌

15w [Like](#) [Reply](#) [Hide](#)



Top fan

**Mary Lye**  
What an amazing experience you gave us Karen. So honest and open. I will remember this afternoon for ever. So proud of you and your family ❤️ Say Hello to your daughter from her Thornbury family of new friends. The book is perfect. 🍌🍌

15w [Like](#) [Reply](#) [Hide](#)



**Karen James**  
Mary Lye Thanks for your support Mary. And thanks for your love of the book and its message: we are valued, we are worthy and we are loved! Keep sharing!!

15w [Like](#) [Reply](#) [Hide](#)



**Sandra Pyatt**  
Karen, sorry I couldn't be there today. Sounds and looks like a great success! ❤️

15w [Like](#) [Reply](#) [Hide](#)



**Karen James**  
Sandra Pyatt Hi Sandra, you were there in spirit and it was a wonderful afternoon! Thanks for thinking of me ❤️

15w [Like](#) [Reply](#) [Hide](#)



**Karen James**  
Thank you so much for hosting me. I'm so grateful for the love and support of the Blue Mountains Public Library, and our wonderful community. What a great afternoon!! ❤️

15w [Like](#) [Reply](#) [Hide](#)



**Terese Connolly**  
I dropped into the library in Thornbury, to experience Bev's show, It Starts with a Scribble. Wow! So creative and innovative, not to mention the viewer participation! Very inspirational, Bev. My favourite piece was sold...as many others have been. Congratulations!

19w [Like](#) [Reply](#) [Hide](#) 2



**Dorothy Embacher**  
Excited to be there.

19w [Like](#) [Reply](#) [Hide](#)



**Kimber Valley Farms**  
Thank-you so much for having us! What a wonderful group of ladies and a great location. We really had so much fun! ❤️🍌🙏

16w [Like](#) [Reply](#) [Hide](#)

# Patron Feedback, Stories, and Digital Engagement



GBCS PCC - Parent Community Council and 31 others



Most relevant

**Sarah Swackhammer**  
Gorgeous, a tree blooming with love, kindness and acceptance! 🌈

13w Like Reply Hide

**Helene Schofield**  
Oh Lily it is so beautiful

13w Like Reply Hide

**Charlie Leyland Steip**  
The kids (and myself) loved this! Such a heartwarming feeling as a queer parent being able to bring the kiddos to events like this in our town 🌈

10w Like Reply Hide

**Asia Wright**  
Such a fun morning  
Thank you for all your organizing  
The kiddos had such a blast

10w Like Reply Hide

**Ashley Lethbridge**  
This looks like so much fun. I'm so sad I had to miss it. Definitely catch the next one!

10w Like Reply Hide

**Mallory Hazlett Hegarty**  
Thanks for organizing! This was such a fun event.

10w Like Reply Hide

**bmplibrary** We had a fun, intergenerational event at the L.E. Shore Library today, the Always Imagine Wire Art Workshop! 🌟 @jamespatersonartist shared his book Saturday Morning and his Storytelling Machine, then everyone, from kids to adults, had the chance to create their own wire art. It was a wonderfully creative time! Check out the last few photos to see some of the amazing pieces 🌈

18w

**mycollingwood** Wow that looks incredible @bmplibrary

18w Reply

**gibsonstina** That looks like it was an incredible event!!!! Some truly great art pieces came out of it too 🌟

18w 1 like Reply

**ju.dy5604** A great workshop!

18w 1 like Reply

**backtotheyarn** Thank you @bmplibrary for hosting this workshop. Loved it! 🌈

18w 1 like Reply

**The Blue Mountains Public Library** Published by Sendible June 26

Happy last day of school to all the students and school staff. We'll miss our BVCS kids and the 3:15pm chaos at L.E. Shore. Remember, the library is a safe, free space for all so come hang out with us this summer. Have a happy and safe break. 🌈 Yours truly, The Blue Mountains Public Library... See more

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Boost post

27  
Like Comment Share

Most relevant

**Melissa Goldmintz-Shah**  
We are so lucky to The Blue Mountains Public Library!! 🌈

11w Like Reply Hide 2

**Tina Gibson**  
Best and friendliest place in town 🌈

11w Like Reply Hide 2