

ETOBICOKE PUBLIC LIBRARIES'

1996 ANNUAL REPORT



The Year in Review

A Message from the Library Board Chair



In last year's Annual Report, I stated "1995 was one of the most challenging, yet rewarding" years that I spent on the Etobicoke Public Library Board. Little did I know that 1996 would bring significant changes that will impact on how library services are to be delivered not only in Etobicoke, but throughout Metropolitan Toronto, in the future.

This made 1996 not only a challenging year, but an interesting one. To ensure that the Libraries' focus was still appropriate, the Mission Statement for the Board was revisited and refined. The Board's revised mission statement states that "The mission of the Etobicoke Public Library Board is to provide and promote relevant and efficient public library services that are accessible to the residents of the City of Etobicoke."

Throughout the year, the Library Board has continued to achieve the service objectives outlined in the Service Development Plan in spite of a reduction in its grants and rising operational costs. Even with the many unknown external influences, staff has continued to deliver the best possible library service to the residents of Etobicoke.

Our 1996 accomplishments included:

- Opening of the new Humberwood Library in a unique multi-purpose facility.
- Enhanced information resources such as community information databases, Toronto Free-Net access and dial-in access to the CD-ROM network.
- Introduction of a circulating CD-ROM collection at key library branches.
- Implementation of a successful fundraising campaign.
- Increased circulation over 1995.
- The renovation of Humber Bay, one of the oldest libraries in Etobicoke.
- An overwhelming successful Reading Festival and Summer Reading programme.

During 1997, the Management Team of the Etobicoke Public Libraries will work closely with the Board to ensure that quality service continues to be delivered to customers during the transition process. It will be important that close contact be maintained so that we are in a position to react appropriately to the impact of amalgamation.

This year will undoubtedly be a most difficult one. I am confident that with our excellent staff and the support of the Board, the Etobicoke Public Libraries will achieve its objectives and emerge as a leader in the new environment.

Councillor Elizabeth Brown
Chair, Etobicoke Public Library Board

On The Cover:

The Humberwood Centre houses Etobicoke Public Libraries' newest branch, Humberwood Library. It is also home to both public and separate schools, a community centre and a daycare facility.

Photo by: East End Studios



epl

ETOBICOKE PUBLIC LIBRARIES

Your Window Into The World of Knowledge

EPL's Management Team



Seated (from left): Ronald Dyck, Director of Information Technology; Judy Paisley, Director of Collection Development; Joe De Santis, Accounting Supervisor. Standing (from left): Anne Bailey, Director of Public Services; Jennifer Milne, Chief Executive Officer; Marilyn Campbell Davis, Manager, Marketing and Communications.

1996 Library Board Members

Councillor Elizabeth Brown, Chair
Mr. Tom Driedger, Vice-Chair
Mr. Robert Bingham
Councillor Brian Flynn
Councillor Mario Giansante
Mr. Zenon Husarewych
Councillor Peter Mileczyn
Mr. Patricio Olavarrieta
Mr. John Plunkett

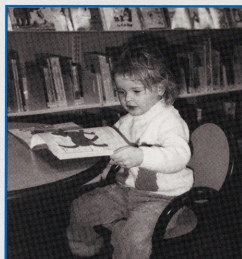
Celebrating the Opening of Humberwood Library



Branch Manager, Anne Campbell, greets first customer, Sarabjit Bola



The four managing partners of the Humberwood Centre at the June Opening Ceremonies. **From left:** Brad Lewis, Supervisor, Parks and Recreation; Joan Wand, Principal, Humberwood Downs Junior Middle Academy; Anne Campbell, Branch Manager, Humberwood Library; Art Biffis, Principal, Holy Child Catholic School.



Two-year-old Crystal Smith enjoys a Clifford the Big Red Dog book



These students from Holy Child Catholic School love the Humberwood Library

Etoibcoke Public Libraries (EPL) opened its 13th branch, Humberwood, to an eager public on Friday, January 26.

Humberwood Library's first customer, 17-year-old Sarabjit Bola, had been waiting outside for an hour, eager to have a look at the new materials. Two-year-old Crystal Smith and her mom, Wendy, were the branch's second customers.

"The library is great for us," said Wendy. "We live right across the field from here and it's only a 10 minute walk."

The Humberwood Centre, home to the Humberwood Library, had its official opening celebrations on Saturday, June 8. The Centre, located at 850 Humberwood Blvd. in northwest Etoibcoke, houses a public school, a separate school, a public library, a recreation complex and a child care centre. It is the first facility of its kind in Ontario and the proud partners in this venture congratulated each other as they brought greetings to the community at the opening event.

Over 1,800 people attended the official opening. EPL entertained the crowd with Stan the Balloon Man and Eeple, the mascot for the summer reading game. The Holy Child and Humberwood Downs Joint Band and the HumberChild Teacher's Band provided musical performances, while the Parks and Recreation department hosted facepainting.

Since opening, Humberwood Library has been a popular spot. Staff and students from the two schools in the Centre use the Library's resources on a daily basis. Family Night programmes are a great hit with parents and children and a March Break Magic Show attracted over 250 children!

Awards for Excellence

The Humberwood Centre

The Humberwood Centre Joint Development Project brought together the Etobicoke Public Library Board, the Etobicoke Board of Education, the Metropolitan Separate School Board and the City of Etobicoke in partnership to share a single mixed-use building (see page 1). It is the first venture of its kind in Ontario and sets an important precedent in public sector partnership alliances.

Etobicoke Public Libraries has received recognition for the project's uniqueness. In 1996, the Humberwood Centre was awarded:

Angus Mowat Award of Excellence from the Ministry of Citizenship, Culture and Recreation, Public Library Service Awards.

Ontario Steel Design Award, Honourable Mention, Canadian Institute of Steel Construction

Certificate of Excellence, Specialized Facility Category from the Association of School Business Officials International Architectural Exhibition.



Councillor Elizabeth Brown, Chair, Library Board, accepts the Angus Mowat Award of Excellence from the Honourable Marilyn Mushinski, Minister, Citizenship, Culture and Recreation.

New Toronto Library

The New Toronto Library rebuilding project received the *City of Etobicoke Urban Design Award*, Honourable Mention.

Marketing and Public Relations Awards

Apex '96 Awards for Publication Excellence, Award of Excellence, for One-of-a-Kind Publications for the Adventures of Castle ReadMore.


Best of Show "Swap and Shop", First Place for Summer Reading Club Materials from the American Library Association.

Best of Show "Swap and Shop", Honourable Mention for National Library Week Promotion from the American Library Association

American Library Public Relations Council Certificates of Merit for two projects: Castle ReadMore and "Don't Make Me See Red, Look After Your Library Materials".

EPL in the Community



 Eeple and Jonathon Moore, have some fun during the Etobicoke Winter Carnival in February.

The Lakeshore Santa Claus Parade



Serving Our Customers.....Priority #1!



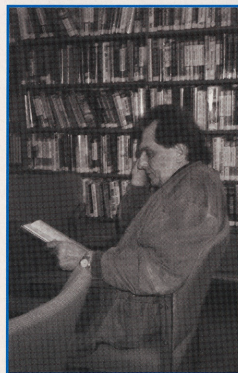
EPL customer Shanti Rodrigues spends some time viewing her customer record with the new ADVANCE system.

"Library services in Etobicoke have always been excellent and represent an indispensable part of our community."



Author Paul Kropp was popular with library customers. He put on 11 writing workshops, for both adults and children in April.

"I sincerely appreciate the Telephone Renewal service. It is a real convenience."



A satisfied customer enjoys a good read at his local library

"My most valuable possession during the Depression was my 5 cent library card. The portion of our taxes which are directed to the Libraries are paid with a 'thank-you' for a job well done."

Etobicoke Public Libraries' (EPL) number one priority during 1996 was to meet the service needs of our customers.

The over 1,151,700 items in the collection generated a circulation increase of 2.5% over 1995 (see circulation statistics on page 7). Home Library Services circulation increased by 21% with 38,339 items delivered to 377 Etobicoke residents who were unable to visit the Libraries due to physical limitation. A satisfied customer states "EPL's Home Library Services does everything for me and makes me happy."

A number of enhancements were introduced that strengthened our collections. The Canadian history collections in all branches were assessed and updated. Customers were also provided greater access to information resources with the addition of:

- Dial-in access to CD-ROM
- Community information databases
- Toronto Free-Net
- Staff access to the Internet's research capabilities

Programmes supporting literacy and reading were very successful. The 1996 summer reading programme (see page 8-9) attracted the largest number of participants ever. The 1996/97 Read to Succeed campaign continued to receive City-wide participation from Grade 4 classes. A new writing component was added to this year's programme, culminating in a luncheon and writing workshop with author Paul Kropp for the 50 winning children.

A Writer Laureate programme featuring Paul Kropp was introduced in 1996. Due to the overwhelming response from customers, a new series is being planned for 1997.

October 1996 marked the launch of Etobicoke Public Libraries' (EPL) fundraising campaign. With budget cutbacks over the last several years and the increasing demand for up-to-date library materials and technology, EPL has had to look to sources other than government funding for support.

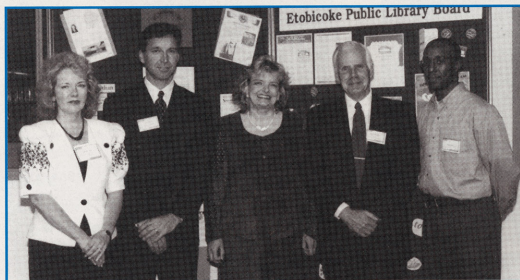
The *Working Together to Enhance Your Library* campaign invites individuals, community groups and corporations to enhance the Libraries' collection, information resources and programmes through monetary donations. There are four levels of support: **Donor** - \$10 to \$49; **Supporter** - \$50 to \$99; **Partner** - \$100 to \$249 and **Leader** - \$250 and over.

Lead donors for the campaign were The Etobicoke Historical Society, The Etobicoke Guardian and Mr. Oliver Walters from City TV - Breakfast Television.

In conjunction with Ontario Public Library Week (October 21 - 26) the *Working Together to Enhance Your Library* fundraising initiative began. Marilyn Mushinski, Minister of Citizenship, Culture and Recreation was on hand to "kick-off" the campaign.

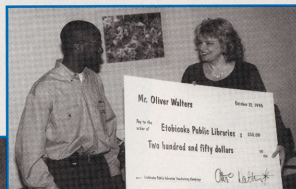
In 1996, the campaign raised almost \$24,000. The money was used to enhance the Libraries' collections and to support reading programmes.

Launch of the Working Together to Enhance Your Library Fundraising Campaign



Jennifer Milne (left), EPL's Chief Executive Officer, is pictured with the lead donors for the 1996 fundraising campaign: David Harvey, *Etobicoke Guardian*; Councillor Elizabeth Brown, Chair, Library Board; Doug Willoughby, President, *Etobicoke Historical Society*; Oliver Walters, City TV.

Staff members Ilka Abbott (left) and Debra Tate were pleased with the number of donations made at the launch.



City TV's Breakfast Television personality Oliver Walters (left) has long been a supporter of EPL. He was pleased to present Library Board Chair, Councillor Elizabeth Brown, with a cheque for \$250.

Many people attended the launch of *Working Together to Enhance Your Library* fundraising campaign.



Thanks to our Many 1996 Donors!!

Donor - \$10 to \$49

Frank Baxter
Lois Beer
Margaret Bond
Earl Ciceri
J.E. Clarke
John Cleave
Marjorie Corden
Eunice Crisafi
Philip Davis
Helen Derkowski
Linda Deterville
Maria DiPasquale
Sonja Dunn
Karel Dvorak
Mr. & Mrs. G.L. Edwards
George P. Evans
Mary Fieghen
Mary Genefke
Vilma Gianfelice
May Harding
Margaret E. Hartley
Eric Hicks
Susan Humphries
Nancy Iskiw
Elizabeth Jennison
Councillor Irene Jones
Kingsway/Lampton United Church Women
Lillian Laliberte
Mary Larson
Marian Lawny
June Linton
Ryk Loek
Catherine J. Lukes
Helen Lyle
Marlene Macans
Patricia MacDonnell
A.J. Male
Gertrude McKague

Ellin Mullin
N.E. Miller
Lucy Noble
Ivy Norman
Lynn Parik
Suzanne Patrick
John Pavkovic
Gladys A. Payne
Ada Pink
Brigita Popelis
Lillian Postill
Councillor Agnes Potts
Marjorie Pritchard
Don Ramsay
Nathalie Richard
Shanti Rodrigues
Peter & Alice Ruderman
Dorothy Shaw
Mr. & Mrs. G.W. Sinclair
Albert Singh
Marion Smith
Mabel P. Smith
Emily Starshuk
Maria Stevens
Margaret Stevenson
Jessie Sweet
Frank Truong
Shirley Waldon
J.K. Walker
Mary C. Walker
Bob Webb
Oscar Werthorst
Anonymous

Supporter - \$50 to \$99

Ilka Abbott
Eleanor Austen
Joyce Ball

Susan Barthos
Freda Barclay
Margaret Boyd
Betty Cameron
Marilyn Campbell Davis
Ron Dyck
Etobicoke Libraries Staff Support Association
Mary A. Fanning
John Hastings, M.P.P.
High Park Physio Centre
Maureen Johnson
K.G. Kiddell
Irene Kostuk
George Lawson
Ellen Leblanc
Florence Luke
Verna Magill
Marion Martin
Elizabeth McGall
Elizabeth Metcalfe
Councillor Connie Micallef
Councillor Peter Mileczyn
Janina Milisiewicz
Kathlyn Moher
Larry Moore
Kathleen Nowina
Natalie Palmateer
Richard Parker
Joyce Robertson
Tammy Robinson
Francis Room
Edmund Slaticher
Jo-Anne Slessor
W.A. Smith
Mary Wicks
Rev. E. Ross Woolley
Anonymous

Partner - \$100 to \$249

Grace Au-Yeung
Anne Bailey
Jean Chirnside
Eileen Della Gatta
Etobicoke Professional Fire Fighters Association
Dorothy M. Hayler
Pauline Larocque
Jeff A. Latto
Alisa M. Little
Dr. W.H. Mills
Moffat Kinoshita Architects
M.J. Patton
J.H. Pickering
Ronald J. Raymer
Ruth Reynolds
Richview Residents Association
Richard Roberts
Linda Rodgers
Mr. & Mrs. J.W. Setchell
Dorothy Wakely
M.E. Warrenner
Wellesworth School P.T.A.
Anonymous

Leader - \$250 and above

Christopher & Joan Bartrop
Bob & Barb Bingham
Councillor Elizabeth Brown
Thomas Carey
Etobicoke Guardian
Etobicoke Historical Society
Georgina Rae Grey
Fred Konradi
Dr. Pravin Patel
Toronto Dominion Bank - Richview Square
Roy Singh
Oliver Walters

Humber Bay Library reopened in early January 1997 after being closed for renovations for five months.

The "new look" library offers customers an appealing setting for studying or leisure reading. A welcoming entranceway leads into a fully accessible branch that has a new children's section with a garden view.

The renovation was required to improve the electrical, roofing, insulation and structure of the building to deliver library service to meet customer needs. Stephen Teeple Architect Incorporated was the architectural firm for the Humber Bay Library renovation.

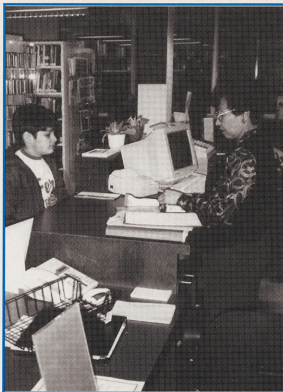
Customers are delighted with the redesign of the Humber Bay Library.

☞ *"Our family has used Humber Bay Library for years. The new building is intimate, welcoming and comfortable and is a wonderful community resource that I'm glad to say will be here for years to come."*
-- Robin M.

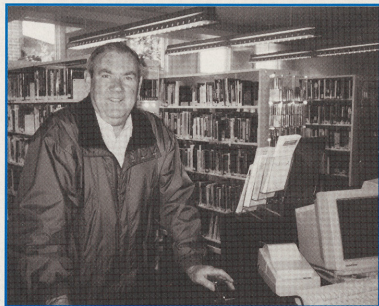
☞ *"The 'new' Humber Bay is a great place to visit. It has a friendly and efficient atmosphere, which is due both to the excellent staff and the design of the building."*
-- John McQuillan

☞ *"The renovated Humber Bay is more efficient than the old building. There's an innovative use of colour, light and space planning and the gentle mix of millwork and furnishings really appeals to me."*
-- Lorraine Hillis

A New Look for Humber Bay Library



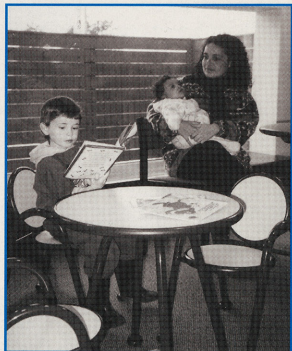
☞ A customer checks out the "new look" Humber Bay Library.



☞ Customer John McQuillan praises the staff of Humber Bay Library for creating a friendly atmosphere.

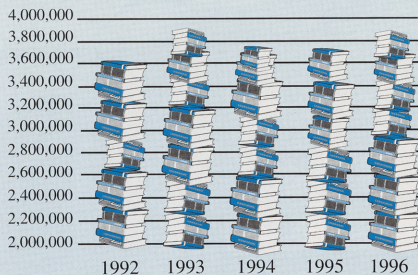


☞ Councillor Elizabeth Brown, Chair, Etobicoke Public Library Board (right) and Councillor Connie Micallef, Councillor, Ward 3 at the Opening Celebration in January.



☞ Just relaxing in the new Children's Section.

Circulation 1992-1996

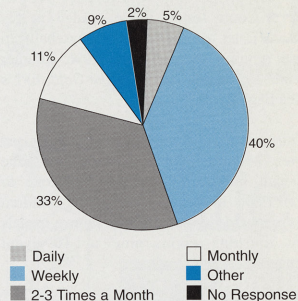


Remote Access Transactions

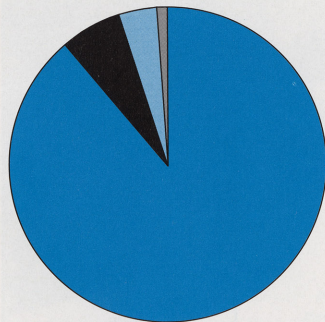
There was an increase of 36.3% in 1996 in the number of Remote Access Transactions (Telephone Renewals, *QuickLine*, Fax information requests and Dial-In Access) over 1995.

466,976 transactions were made in 1996 compared to 342,549 in 1995.

How often do you use any service provided by the Etobicoke Public Libraries?



Who Funds Library Service?



Municipal Tax Levy - 89%
\$10,418,240

Legislative Grant - 6%
\$701,120

Fines and Fees - 4%
\$472,690

Photocopy, Invest, Other - 1%
\$148,600

Financial Statements

Revenue Fund

For the Year Ended December 31, 1996

Revenues

| | |
|-------------------|---------------------|
| City of Etobicoke | \$10,469,376 |
| Grants | 711,816 |
| Library Revenue | 570,203 |
| | <u>\$11,751,395</u> |

Expenditures

| | |
|----------------------------|---------------------|
| Staff Costs | \$7,851,726 |
| Library Materials | 1,672,270 |
| Building, Services & Other | 2,092,849 |
| Debt Service Costs | 132,176 |
| | <u>\$11,749,021</u> |

Current Year's Surplus \$2,374

READING FESTIVAL

Etobicoke Public Libraries' (EPL) Court Jester, Eeple, traded in his jester hat and bells for a baseball cap and running shoes for the 1996 summer reading programme, *Go for the Gold*, EPL's Reading Olympics.

This year's game was the most popular one ever. Almost 6,000 children came to the branch libraries throughout Etobicoke to join Eeple in the quest for gold. Children were awarded gold, silver or bronze medals by finishing eight, nine or 10 event categories.

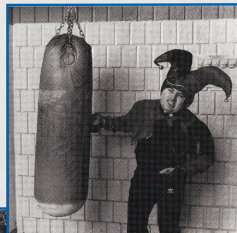
The 3rd Annual Reading Festival, held on Saturday, September 21 at Woodbine Centre, marked the end of the *Go for the Gold* programme.

Over 700 children received their "Super Reader" medal from 1996 Canadian Olympians Erin Woodley, Silver Medalist in Team Synchronized Swimming and Marc Dunn, Beach Volleyball competitor.

Mary Ito and Suneel Joshi from CFTO-TV recognized the 22 winners of the I Love the Library contest. The children read their stories or poems, or showed their drawings about why they loved the library to the enthusiastic audience.



Canadian Olympic Field Hockey athlete, Sandra Levy, shares a story with a few hundred listeners.



EPL's mascot, Eeple "in training" for the 1996 summer reading Olympics.



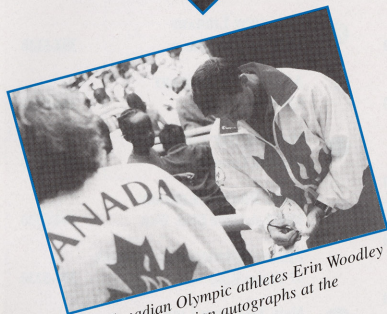
CFTO's Suneel Joshi and Mary Ito help "I Love the Library" contest winner Bobac Faizi, age four, present to an enthusiastic audience.



The crowd gathers in anticipation of the medal ceremonies.



BJ Birdy was a real crowd pleaser at the Reading Festival.



Canadian Olympic athletes Erin Woodley and Marc Dunn sign autographs at the Festival.

Erin Woodley presents a gold medal to a proud participant.



Corporate Sponsors of the Reading Festival



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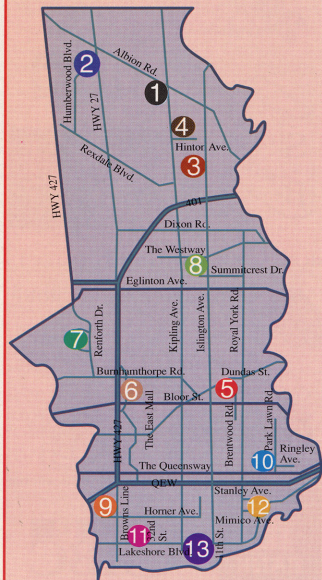


Grolier Educational





epl ETOBICOKE PUBLIC LIBRARIES
Your Window Into The World of Knowledge



**Book
Bag
Fun at
EPL**



Your Etobicoke Public Libraries

- | | | | | | |
|----------|---|-----------------|-----------|---|-----------------|
| 1 | ALBION LIBRARY 1515 Albion Road | 394-5170 | 8 | RICHVIEW LIBRARY 1806 Islington Avenue | 394-5120 |
| 2 | HUMBERWOOD LIBRARY 850 Humberwood Blvd. | 394-5210 | 9 | ALDERWOOD LIBRARY 525 Horner Avenue | 394-5310 |
| 3 | NORTHERN ELMS LIBRARY Rexdale Plaza, 2267 Islington Avenue | 394-5230 | 10 | HUMBER BAY LIBRARY 200 Park Lawn Road | 394-5300 |
| 4 | REXDALE LIBRARY 2243 Kipling Avenue | 394-5200 | 11 | LONG BRANCH LIBRARY 3500 Lakeshore Blvd. West | 394-5320 |
| 5 | BRENTWOOD LIBRARY 36 Brentwood Road North | 394-5240 | 12 | MIMICO CENTENNIAL LIBRARY 47 Station Road | 394-5330 |
| 6 | EATONVILLE LIBRARY 430 Burnhamthorpe Road | 394-5270 | 13 | NEW TORONTO LIBRARY 110 - Eleventh Street | 394-5350 |
| 7 | ELMBROOK PARK LIBRARY 2 Elbrook Crescent | 394-5290 | | HOME LIBRARY SERVICES 1806 Islington Avenue | 394-5138 |