

LIBRARY DIRECTOR'S REPORT

Art Acquisition

The Art Acquisition Committee is scheduled to meet just in advance of the Board meeting and will be considering a number of pieces for purchase as well as some donated works. The Committee will bring its recommendations to the meeting.

CULC

I have served as Chair of the Canadian Urban Libraries Council (CULC) since 2007, but my term came to an end a couple of weeks ago at CULC's AGM. Paralleling RPL, CULC also went through a process to re-invent itself in recent years and the work is paying off as CULC gains prominence in the national library community. During my time as Chair, I have pursued urban library topics and tried to establish a presence, nationally and internationally, for RPL and CULC. While I continue on the CULC executive as Past-Chair, that position's demands are quite modest. I very much appreciate the Board's willingness to have me serve as Chair over the past few years – I have enjoyed it immensely and this kind of activity (whether for me or others on staff) draws attention to RPL and all of the good work that is being done here while at the same time exposing us to the best practices of other public libraries.

@ the Library

- **Grand prize winner receives keys to new house.** On June 15, Darlene Hincks Joehnck, Regina Public Library Board Chair, presented the keys to Lauren Straub, grand prize winner of the Library's 2010 Home Lottery. The furnished grand prize home is valued at over \$640,000. Lauren and her husband plan to move into their new home in the coming weeks.
- **Summer Reading Contests kick off.** RPL kicked off its Summer Reading Contests on June 14. There are three great reading programs for people of all ages.

The **TD Summer Reading Club: Destination Jungle** gives children, 12 and younger, the chance to discover the jungles of the world by reading recommended books, watching DVDs and participating in jungle-themed RPL programming. By tracking their reading time, kids have a chance to win great prizes.

In the **Teen Escapes** and **Summer Escapes Contest** for adults, participants are asked to write down the name of a book they've read recently. They can enter either by completing a ballot at their local branch or online at the RPL web site. There are smaller prizes given away throughout the summer for each group along with some great grand prizes. For the Teen Escapes, four grand prizes of \$100 Best Buy Gift Cards will be given away. The Grand Prize for the Summer

Escapes Contest for adults includes an evening for two at Beer Bros. Bakery & Cuisine along with tickets to the Globe Theatre.

All three contests wrap-up on August 31.

- **RPL Branding Campaign** In 2009, RPL initiated a branding campaign to educate and inform Reginaans about the Library's many programs and services. The multi-media campaign included radio, print and online ads, billboards and a TV spot on SaskTel Max. The messages highlighted numerous programs and services offered by the Library, such as free Internet access. The campaign encouraged people to rediscover RPL by visiting one of the nine Library locations or logging in online. The Library is planning to do some post-campaign evaluation of phase 1 before continuing with phase 2 of the campaign in the fall.