Agenda - Council - February 22, 2006

Report - Standing Policy Committee on Protection and Community Services - February 7, 2006

Item No. 1 2006 - 2010 TD Summer Reading Club Agreement
File L-1

STANDING COMMITTEE RECOMMENDATION:

On February 15, 2006, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Protection and Community Services and submits the following to Council:

1. That the Library Services Division of the Community Services Department be authorized to enter into an agreement with the Province of Manitoba, Culture, Heritage, and Citizenship Department, Public Library Services to participate in the TD Summer Reading Club, a joint initiative with Library and Archives Canada for the next five years (2006 - 2010).

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Report - Standing Policy Committee on Protection and Community Services - February 7, 2006

DECISION MAKING HISTORY:

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On February 15, 2006, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Protection and Community Services and submitted the matter to Council.

STANDING COMMITTEE RECOMMENDATION:

On February 7, 2006, the Standing Policy Committee on Protection and Community Services concurred in the administrative recommendation and submitted the matter to the Executive Policy Committee and Council.

To ADMINISTRATIVE REPORT

RE: TD Summer Reading Club Agreement

FOR SUBMISSION TO:	**Standing Policy Committee on Protection and Community Services**
ORIGINAL REPORT SIGNED BY:	Ursula Stelman, Director Community Services Department
REPORT DATE:	**December 22, 2005**

RECOMMENDATION(S):

- That Council authorize the Community Services Department, Library Services Division to enter into an agreement with the Province of Manitoba, Culture, Heritage, and Citizenship Department, Public Library Services ("MB Public Library Services") to participate in the TD Summer Reading Club, a joint initiative with Library and Archives Canada for the next five years (2006 – 2010).

- That the proper officers of the City of Winnipeg be authorized to do all things necessary to implement the foregoing.

REPORT SUMMARY:

Key Issues:

- MB Public Library Services is partnering with Library and Archives Canada and TD Bank in the TD Summer Reading Club.
- The TD Summer Reading Club helps children under the age of 12 across Canada develop a love for reading by promoting an exciting theme, and providing free high quality material to libraries to support summer reading programs. The program has been adopted by hundreds of public libraries across Canada with excellent results.
- The Community Services Department, Library Services Division wishes to participate in the TD Summer Reading Club for the next five years.
- There is no cost to the Library Services Division to participate in this program.

Implications of the Recommendation(s):

General implications:

None

For the organization overall &/or for other departments

X **For the community and/or organizations external to the City**

Involves a multi-year contract

Comment(s): The TD Summer Reading Club will enhance the Library Services' summer reading program for children throughout Winnipeg.

Policy implications:

X **No**

Yes **Comment(s):**

Environmental implications:

X **No**

Yes **Comment(s):**

Human Resources implications:

X **No**

Yes **Comment(s):**

Financial implications:

X **Within approved current and/or capital budget**

Current and/or capital budget adjustment required

Comment(s): There is no cost to the Library Services Division to participate in the TD Summer Reading Club.

REASON FOR THE REPORT:

Council approval is required to enter into this agreement.

HISTORY:

In late 2004, MB Public Library Services approached the Library Services Division about participating in the 2005 TD Summer Reading Club with other public libraries across the province.

In 2005, Council authorized the Community Services Department, Library Services Division to participate in the 2005 TD Summer Reading Club. Over 3900 children were involved in this free program that helps to support literacy and education.

DISCUSSION:

The TD Summer Reading Club is a joint initiative with Library and Archives Canada and the TD Bank Financial Group. Library and Archives Canada provides a coordinating, consultative, and evaluating role.

Under the program TD Bank Financial Group commits to:

- Offer free high quality and practical material to allow libraries to adapt the initiative to their own communities.
- Use an exciting theme to attract children to their local libraries.
- Promote the fun of reading and incorporate readings as an important part of family vacation.
- Bridge the schooling gap and strengthen the knowledge gained.

The TD Summer Reading Club aims to help children up to 12 years of age to develop a taste for reading, while encouraging them to retain their schooling and to pick up good reading habits. The Summer Reading Club endeavors to attract more children into public libraries. Participants will receive a poster, stickers, and an activity booklet filled with word games, riddles, and a reading log related to the year's theme.

Libraries that wish to join the TD Summer Reading Club commit to promoting the TD Summer Reading Club, keep track of the promotional efforts, register participants and record their reading progress. Libraries are also encouraged to organize such activities as riddles, reading and drawing contests, mural creations, author and illustrator events

The TD Summer Reading Club program has been adopted by hundreds of public libraries across Canada with excellent results.

In 2005, the Community Services Department, Library Services Division received approval from Council to participate in the 2005 TD Summer Reading Club. Over 3,900 children participated in this free program that helps enhance literacy and education.

The Library sought one year approval for the program in 2005 in order to determine the viability of the program and its success in enhancing the Library's Summer Reading Program.

The Community Services Department, Library Services Division wishes to join the TD Summer Reading Club for the next five years, as the program has proved successful in enhancing the Library's Summer Reading Program.

The Library Services Division will receive free publicity and summer reading materials as part of the TD Summer Reading Club. (Appendix A).

Financial Impact Statement

Date: December 22, 2005

Project Name:

TD Summer Reading Club Agreement

First Year of Program 2005

	2005	2006	2007	2008	2009
Capital					
Capital Expenditures Required	$ -	$ -	$ -	$ -	$ -
Less: Existing Budgeted Costs	-	-	-	-	-
Additional Capital Budget Required	$ -	$ -	$ -	$ -	$ -
Funding Sources:					
Debt - Internal	$ -	$ -	$ -	$ -	$ -
External	-	-	-	-	-
Grants (Identify)	-	-	-	-	-
Reserves, Equity, Surplus, Other	-	-	-	-	-
Total Funding	$ -	$ -	$ -	$ -	$ -
Total Additional Capital Budget Required	$ -				
Total Additional Debt Required	$ -				
Current Expenditures/Revenues					
Direct Costs		$ -	$ -	$ -	$ -
Less: Incremental Revenue/Recovery		-	-	-	-
Net Cost/(Benefit)	$ -	$ -	$ -	$ -	$ -
Less: Existing Budget Amounts	-	-	-	-	-
Net Budget Adjustment Required	$ -	$ -	$ -	$ -	$ -

Additional Comments:

There is no cost to participate in the TD Summer Reading Club.

"Original signed by"
Clive Wightman
Manager of Finance & Administrative Services

6006

IN PREPARING THIS REPORT THERE WAS CONSULTATION WITH, AND CONCURRENCY BY:

THIS REPORT SUBMITTED BY:

Department: Community Services Department
Division: Library Services Division
Prepared by: Rick Walker, Arthur Cohen, Karin Borland
File No.

Appendix A

Material Order Form 2006 for Public Libraries

Please complete the Material Order Form and the Agreement with the Library and e-mail it back to your provincial/territorial coordinator **on or before January 14, 2006**.

Promotional Kit		Reading Kit		
A **Invitation/Bookmark**	**B** **Promotional Poster**	**C** **Poster**	**D** **Stickers**	**E** **Activity booklet**

Contact Information (required)

Name of TDSRC Coordinator (Material and Evaluation):

Telephone:

E-mail:

Contact person for Media:

Telephone:

E-mail:

Library Information (required)

Name of Library System:

How many library branches/affiliated libraries in this system:

Please list the names of the participating library branches/affiliated libraries:

1.
2.
3.
4.

5.
6.
7.
8.
9.
10.
11.
12.
13.
14.
15.