

# Conflict into Complement



## Leveraging your Library for Success



2019 Educational Forum and Trade Show

#PROForum19

# We Are:



**Rhonda Pogue**  
Manager; Recreation,  
Community Engagement  
and Events  
Town of East Gwillimbury



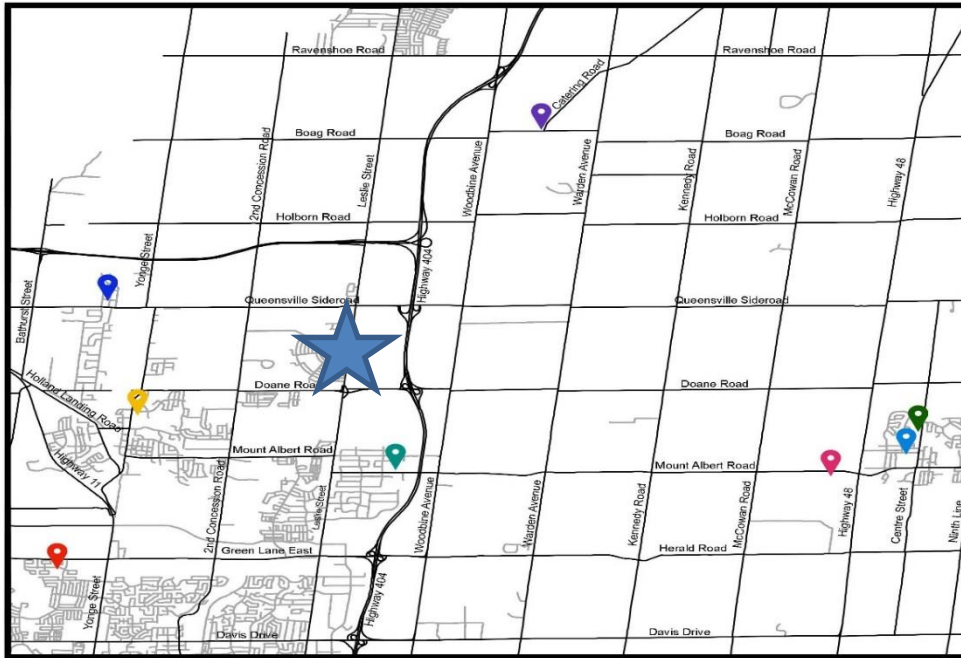
**Monika Machacek**  
Chief Executive Officer  
East Gwillimbury  
Public Library

# East Gwillimbury...Who?



# East Gwillimbury

## Town of East Gwillimbury Facility Map

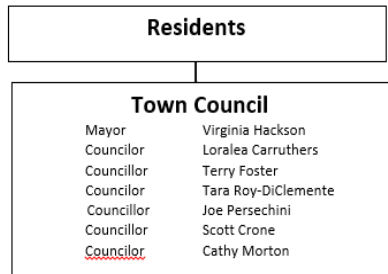


- ✓ Located in York Region, 45 minutes north Toronto
- ✓ Are a mix of rural and suburban
- ✓ Becoming a thriving mixed used community. Urban community surrounded by countryside, agricultural areas – but also large urban plazas
- ✓ East Gwillimbury will remain over 70% green, agricultural, and rural once fully developed
- ✓ Population Growth (Planning forecasts):
  - 2016- 24,000
  - 2018- 30,000
  - 2021 -36,000
  - 2033- 47,000

-  Harvest Hills Activity Centre  
145 Harvest Hills Boulevard  
East Gwillimbury, ON L9N 0C1
-  Holland Landing Community Centre  
19513 Yonge Street  
Holland Landing, ON LOG 1M0
-  River Drive Park Community Centre  
20 Oak Avenue  
River Drive Park, ON L9N 1A1
-  North Union Community Centre  
2624 Boag Road RR#1  
Queensville ON L0G 1R0

-  East Gwillimbury Sports Complex  
1914B Mount Albert Road  
Sharon, ON LOG 1V0
-  Mount Albert Lions Community Centre  
5057 Mount Albert Road  
Mount Albert, ON LOG 1M0
-  Mount Albert Community Centre  
53 Main Street  
Mount Albert, ON LOG 1M0
-  Ross Family Complex  
19300 Centre Street  
Mount Albert, ON LOG 1M0

# Reporting Structure



## Senior Management

Executive Assistant  
Gina Casey  
Ext. 1276

**DEPARTMENT: Office of the CAO**

**Chief Administrative Officer**  
Tom Webster, BComm, MBA, PLE, CMMIII

- 34 years
- Region of York, City of Etobicoke, City of Markham, Private Sector

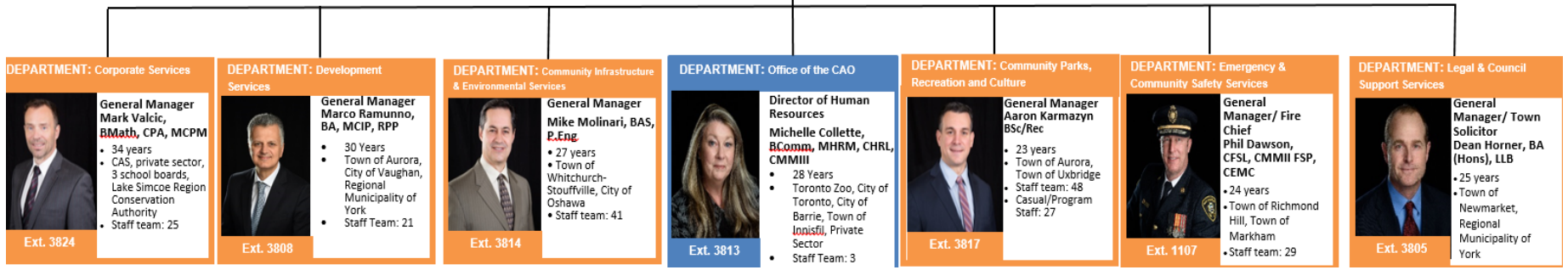
Ext. 3811

**DEPARTMENT: East Gwillimbury Public Library**

**Chief Executive Officer**  
Monika Machacek, BA (Hons), MLIS

- 10 years
- Aurora Public Library, Brampton Library

**Business Units:**  
Council liaison  
Strategic planning  
Corporate policy  
Human resources  
Corporate Projects





# EAST GWILLIMBURY Public Library

East Gwillimbury Public Library opens minds to a world of information,  
creative expression, and a love of reading

## CORPORATE VALUES

- Delivering excellent customer service to our various stakeholders, during a range of hours and in a variety of locations
- Providing equitable access to information, services and library materials in a variety of media and formats
- Respecting and protecting the confidentiality of patrons
- Engagement with residents, businesses and governments through communications, partnership-building and joint initiatives
- Continuous improvement and innovation in the delivery of relevant programs and literacy-related activities

## CORPORATE ROLES

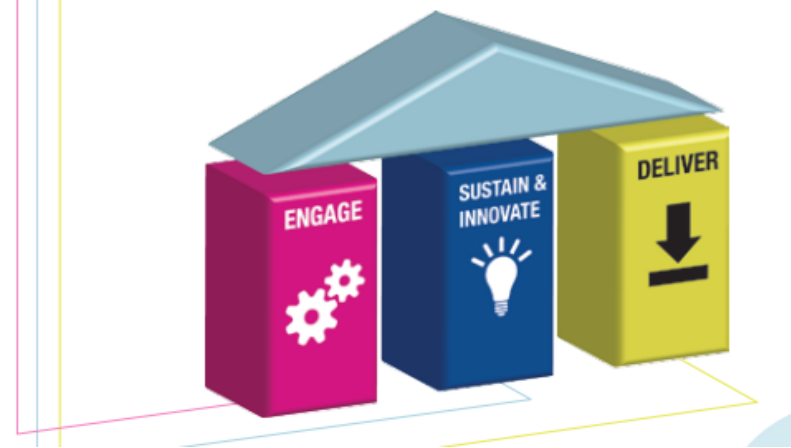
- Supporting literacy and encouraging lifelong learning
- Providing equitable access to information and service
- Developing and sustaining community partnerships
- Supporting and assisting patrons to achieve educational, employment-related and business goals
- Upholding intellectual freedom
- Operating in a fiscally responsible manner and providing added value to the community and our stakeholders
- Working collaboratively to preserve East Gwillimbury's history and cultural heritage

## STRATEGIC PILLARS

**ENGAGE** members of the community, encourage people to get involved in library activities and promote the value of the library

**SUSTAIN & INNOVATE** library programs and services that enrich the community

**DELIVER** excellent customer service in the community and in welcoming, accessible library facilities that serve as community hubs





EAST GWILLIMBURY  
Public Library

THEN:



NOW:



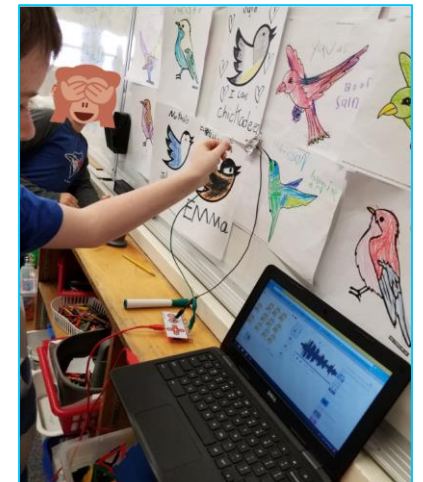
Evolution from transactional places to experiential spaces!



# EAST GWILLIMBURY Public Library

egpl.ca

Follow our hashtag:  
#staffwindowwatch



2019 Educational Forum and Trade Show

#PROForum19

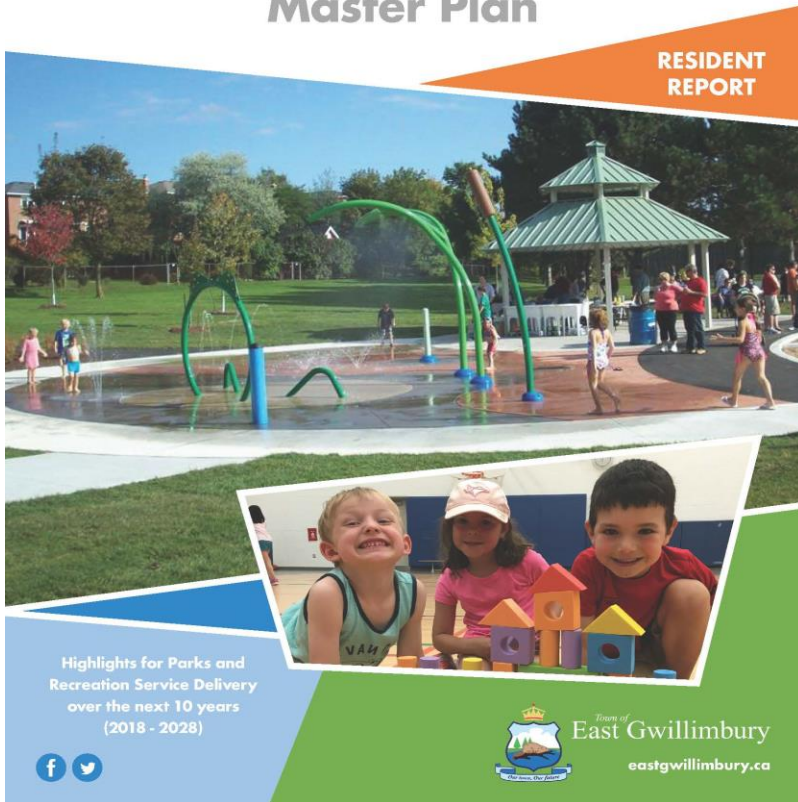


# Community Parks, Recreation and Culture (CPRC)

TOWN OF EAST GWILLIMBURY

## Health & Active Living Master Plan

RESIDENT  
REPORT



Three Main Pillars, CPRC is committed to

- ✓ Providing balanced, equality, affordable programs and services and facilities in all areas of the municipality for a safe, accessible and liveable community.
- ✓ Building a complete community that provides healthy places to live, work, play and learn.
- ✓ Being a high performance municipal organization committed to service and excellence.

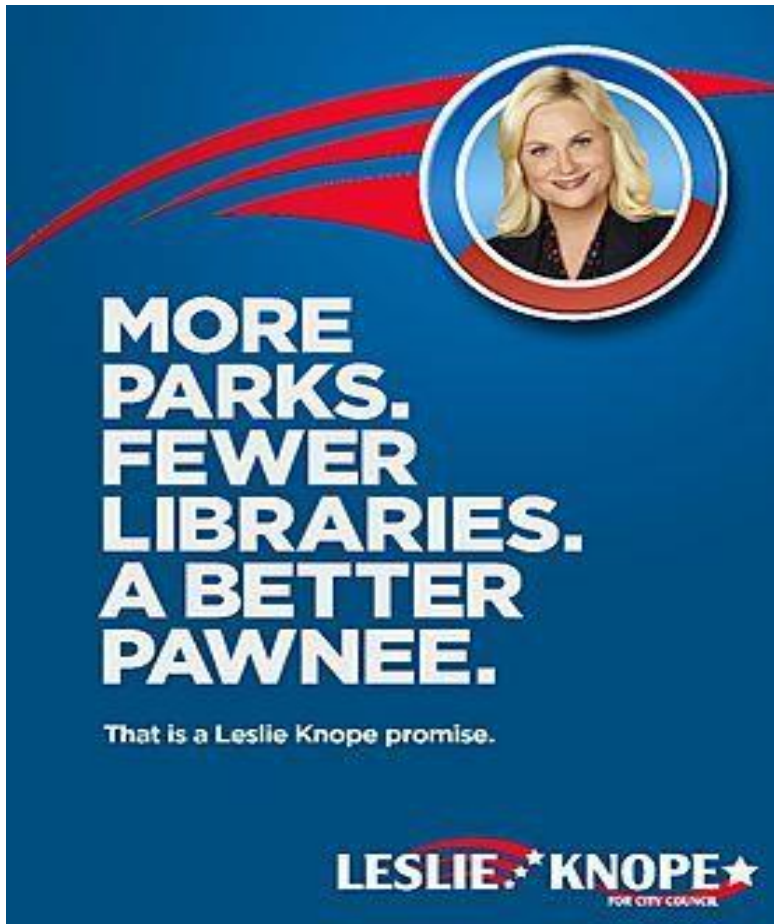
# Reality Check: Let's Talk

- Who has a relationship with their library?
- What does that look like?
- If you don't - why not?
- How do you view your library?

# Library Experiences with Recreation Departments



# Recreation Experiences with Library Services



A campaign poster for Leslie Knope. It features a blue background with a red swoosh at the top. A circular inset shows a portrait of Leslie Knope. The text reads: "MORE PARKS. FEWER LIBRARIES. A BETTER PAWNEE." Below this, it says "That is a Leslie Knope promise." At the bottom, the logo "LESLIE KNOPE FOR CITY COUNCIL" is displayed.

**MORE PARKS. FEWER LIBRARIES. A BETTER PAWNEE.**

That is a Leslie Knope promise.

**LESLIE KNOPE**  
FOR CITY COUNCIL



**When we learn how to work together versus against each other things might start getting better.**

# “Matched”



# Natural & Expected Competition for Resources

1. Both funded entirely (almost) by municipal funding
2. **BUT** with 2 different mandates:
  - Libraries provide services at low to no cost
  - Recreation provides services at cost recovery
3. **AND** we both want to report high use increases

# **THERE IS A WAY: Convenient and Complementary Services**

Why are we here?

To serve the community in effective, cost efficient ways to build a healthy and active community.

So, we have the same goal. Start there.



# So, What Do We Do Together..?

- All Town Events
- Joint Summer Camp
- Drop Zone (Fair access) programming
- Sharing Resources
- Storytime Yoga
- Summer programming with camps
- Community engagement booths
- Cross promotion in Health and Active Living Guide
- Leverage hours of operation
- Nature Back Packs
- Free rental space
- Grant funding
- And probably more that we couldn't think of ;)





# Keeping Your Own Identity

Just like any healthy relationship:

1. Don't lose yourself in your partnerships.
2. Support, partner, leverage each other
3. And not absorb, usurp, or forget your own mandates



# Moving Mountains



# This Works Because:

We had 2 people **willing** to work together.



# Group Discussion

- How are you feeling?
- Do you have any ideas of how you may implement some of these ideas?
- Are you walking away with a clearer understanding of ways to leverage your library?
- Do you have any questions?
- No, we didn't actually meet on Tinder ;)

# Contact Us

Rhonda Pogue

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Monika Machacek

[mmachacek@egpl.ca](mailto:mmachacek@egpl.ca)

