

What follows is a chronological timeline of the Beach Book Buddies project.

May 18  
Staff meeting


- Caroline had us brainstorm ideas of how to promote the library and literacy in the community.
- came up with about 10 different projects.
- Then we broke up into groups and each group chose one project to work on and bring to fruition.
- My group, comprised of myself and two other co-workers, chose the Beach Book Buddies project.
- Beach book Buddies was chosen because we were inspired by Camrose Public Library's Book Bike.

Our plan was:

- Get permission from the Town of Sylvan Lake
- Fund raise to purchase a wagon
- Collect donations of books for all age groups. French language books as well if possible. Strictly softcovers.
- Advertising
- Books would be free but we would have a donation box on the wagon
- Hand out library brochures and encourage people to visit the library
- Have this all figured and out and in motion by the end of June
- Create a schedule for the wagon

I was in charge of contacting the Town to get permission as well as the advertising

The others were in charge of collecting donations and signage for the wagon

 Show slide of program room

May 22<sup>nd</sup>.

- Sought permission from the Town of Sylvan Lake to take the wagon out on Town property.
- Had approval within a week. They thought it was a great idea.
- Permission to take the wagon around town, along the Lakeshore boardwalk and through Centennial Park.
- Permission to access the beach area had to come from the **Friends of the Sylvan Lake Provincial Park Committee.**
- Filled out the online application and submitted it for the June 2, 2016 meeting.

May 23<sup>rd</sup>.

- We contacted the local tattoo parlors, liquor stores and the Paint Stop for donations via telephone.
- Within an hour we had raised \$290 towards the purchase of wagon and t-shirts with the Library logo on them.
- We told merchants that we would advertise their businesses on the wagon and asked them to provide us with a logo if they had one.
- Donations were collected in person and charitable donation receipts were issued.

 Show slide of logos/merchants

- Signage for the wagon was created in-house, laminated and attached to the sides of the wagon using zip ties.
- Mesh Garden Cart/Wagon was purchased at Canadian Tire for \$115.49. I put it together in less than an hour. The worst part was the off gassing. The rubber tires gave off a revolting stench.

## June 15<sup>th</sup> staff meeting

- the wagon was introduced.
- The expectation was that the wagon would go out once a day for a maximum of 2 hours during the summer months.
- books were donated by the public.
- Staff were asked who would like to take the wagon out and everyone was onboard.
- It was decided that the wagon wouldn't go out on weekends due to how few staff are working those days.
- Advised to report anything that could be construed as an incident immediately upon return to the library.

## June 18<sup>th</sup>.

- heard back from the **Friends of the Sylvan Lake Provincial Park Committee**
- We did not get approval to take the wagon on the beach or pier.
- because our wagon was considered a vendor service and if they let us down there other vendors could start giving them flack.
- Also, there are a lot of other not-for-profit organizations that would like to have access to the beach. They couldn't give us approval without granting them approval as well. The beach isn't big enough for all of us!

## QUIZZ

- Population size current population of Sylvan Lake, AB is **14,310**.
- The total number of visitors to the Town of Sylvan Lake is estimated at **761,223**.

June 25<sup>th</sup>.

✚ Show Buddies banner slide

- Staff email sent out to advise everyone that Beach Book Buddies would commence on Thursday, July 2.
- Schedule was posted in the staff room for the first week and a half. Shifts were 2 hours long.
- Staff advised to wear comfortable footwear, sunscreen, a hat, take a bottle of water and their cell phone (in case of emergency).

Our route was set as follows:

- Head down 50 Street
- cross at the lights at 50<sup>th</sup> and Lakeshore Drive.
- Stay on the boardwalk, go as far as Centennial Park, make a loop, and come back the same way.

✚ Slide of beach area/map

✚ Show video

After one week we collected feedback from staff on how things were going.

- Temperature was an issue on some days.
- It was decided that if the temperature was over 30 degrees we wouldn't take the wagon out.
- Staffing was an issue on some days. We require two staff to be in the building during open hours.  
Sometimes we were short staffed and couldn't take the wagon out.

Looking at having a couple of volunteers take the wagon out occasionally.

July 2<sup>nd</sup>.

✚ Show slide of Fiona with wagon

- Beach Buddies is off to a fantastic start. A large number of books were given out and \$31.85 was collected in donations. The weather was great.
- We tracked donations on a daily basis.
- money was rang into the cash register as donations and tracked in a spreadsheet.
- A little competition started amongst the ladies to see who could bring in the most donations. \$52.60 was the highest daily amount that we brought in.
- There is some debate over who actually collected it. Caroline seems to think it was her!

I contacted the local newspapers and radio stations via email and website feedback forms to advertise the wagon.

We also advertised on our library website, Facebook page/ Twitter and Blog accounts.

July 10<sup>th</sup>.

- t-shirts with our logos arrived. The library had to chip in some to cover the costs.
  - Staff and volunteers who took the wagon out now wore the t-shirts as well as name tags.
  - a Library Board member started taking the wagon out
- On one occasion we thought a volunteer got lost because she was late coming back. My co-worker went out to look for her and found her sitting on a park bench chatting with someone about books. Our volunteer had a wonderful time taking the wagon out. Occasionally she took her children with her.

I contacted the Sylvan Lake News and asked them to do a story on us.

✚ Show photo of us with the wagon

July 18<sup>th</sup>.

The decision was made to add discards from the collection and hard cover books to the wagon in order to keep up with the demand for books

July 20<sup>th</sup>.

Kim from Sunny 94 in Lacombe did an interview over the phone with Corrie about the wagon.

August 17<sup>th</sup>.

- Donations raised from Beach Book Buddies: **over \$200.**
- We discussed how to use the funds raised.
- We decided to donate **\$50** towards **Alberta Culture Days Bannock Lunch at the Library** and the **remainder to the Christmas Bureau in the form of books for Christmas 2015.** Pay it forward!
- purchased the books at our local Shoppers Drug Mart.

## Pros and cons

### Pros

The project was viewed as a great success by all including the public.

The project was self-sustaining (after the initial donations)  
Summer 2016 will be pure profit.

### Cons

Staffing

Weather/temperatures

Friday van run (2016)