



Aurora Public Library Board
MEETING
Wednesday, May 21, 2025
7:00 p.m.

AGENDA

1. Adoption of Agenda
2. Declaration of Conflict of Interest
3. Minutes of:
 - .1 April 16, 2025 Meeting (enclosure)
4. Correspondence (enclosure)
5. Reports
 - .1 Financial Statement for period ending March 31, 2025 Report SR2025.18 (enclosure)
6. Items for Consideration
 - .1 APL VOLT Report SR2025.19 (enclosure)
 - .2 Draft 2024 Annual Report SR2025.20 (enclosure)
7. Library CEO Updates
 - .1 CEO Updates SR2025.21 (enclosure)
8. General Business Information/Questions
 - .1 APL Updates (enclosure)
9. Member Announcements
10. Date of Next Meeting: **Wednesday, June 18, 2025**
11. Adjournment
** ***Please advise of any regrets for attendance by noon on May 21st, 2025 (mrae@aurorapl.ca).***



Aurora Public Library Board

MINUTES of MEETING

Wednesday, April 16, 2025

The Aurora Public Library Board held its regular meeting on April 16, 2025 in the MA Room.

Present: Christina Choo-Hum, John Clement, Lauren Hanna (Vice-Chair), Councillor Harold Kim, Adam Mobbs (Chair), Greg Smith, Councillor Michael Thompson

Chief Executive Officer: Jodi Marr

Staff: Mario Baleno, IT Manager; Victoria Dillon, (recorder) Manager, Collections and Access; Julie Rocca, Business Manager, Polly Ross-Tyrrell, Manager, Customer Opportunity (Acting)

The Chair called the meeting to order at 7:01 p.m.

1. Adoption of the Revised Agenda

MOTION: **25.02.17**

Moved by: L. Hanna

Seconded by: J. Clements

CARRIED

THAT the revised agenda be approved

2. Disclosure of Interest

3. Approval of Minutes:

.1 Regular meeting of February 19, 2025

MOTION: **25.02.18**

Moved by: C. Choo-Hum

Seconded by: G. Smith

CARRIED

THAT the Minutes of the February 19, 2025 regular meeting be approved

4. Reports

.1 2025 Strategic Plan Goals and Objectives Report SR2025.08

A staff report was issued prior to the meeting.

MOTION: **25.02.19**

Moved by: G. Smith

Seconded by: L. Hanna

CARRIED

THAT the 2025 Strategic Plan Goals and Objectives Report dated April 16, 2025 be approved with the following additions:

- 1) Develop Capital Plan
- 2) Invite +VG Architects to present final report to the Board
- 3) Develop a staffing plan

Councillor Michael Thompson arrived at 7:04 p.m.

Councillor Harold Kim arrived at 7:08 p.m.

.2 First Quarter Operations Report SR2025.09

A staff report was issued prior to the meeting.

MOTION: **25.02.20`**

Moved by: L. Hanna

Seconded by: C. Choo-Hum

CARRIED

THAT the First Quarter Operations Report to March 31, 2025 be received as information

.3 First Quarter Use Indicators Draft Report SR2025.10

A staff report was issued prior to the meeting.

MOTION: **25.02.21**

Moved by: G. Smith

Seconded by: C. Choo-Hum

CARRIED

THAT the Aurora Public Library Board receives the First Quarter Use Indicators Draft Report to March 31, 2025 as information

.4 Financial Report for period ending December 31, 2024 Report SR2025.11

A staff report was issued prior to the meeting.

MOTION: **25.02.22**

Moved by: L. Hanna

Seconded by: Councillor M. Thompson

CARRIED

THAT the Financial Statement for the period ending December 31, 2024 be received as information

Vice Chair Lauren Hanna will chair this portion of the meeting.

5. Items for Consideration

.1 Closure of X Social Media Account Report SR2025.12

A staff report was issued prior to the meeting.

MOTION: **25.02.23**

Moved by: A. Mobbs

Seconded by: Councillor H. Kim

CARRIED

THAT the Aurora Public Library Board receive the Closure of X Social Media Account Report dated April 16, 2025 as information

.2 Non-Union Staff General Wage Increase Report SR2025.13

A staff report was issued prior to the meeting.

MOTION: **25.02.24**

Moved by: Councillor M. Thompson

Seconded by: G. Smith

CARRIED

THAT a general wage increase of 2.5% effective April 1, 2025 be applied to the salary schedule for the continuous non-union employee group

.3 Aurora Public Library Board Committees Terms of Reference Report SR2025.14

A staff report was issued prior to the meeting.

MOTION: **25.02.25**

Moved by: C. Choo-Hum

Seconded by: Councillor H. Kim

CARRIED

THAT the Board approve the Terms of Reference documents for the Aurora Public Library Executive Committee, Finance Advisory Committee and CEO Performance Review Committee as amended to permit Councillors to join and,

THAT the Executive Committee include Adam Mobbs, Lauren Hanna and Christina Choo-Hum, and

THAT the Finance Committee include Lauren Hanna and Councillor Harold Kim, and

THAT the CEO Performance Review Committee include Lauren Hanna, John Clement and Greg Smith.

.4 Non-Standard Procurement Report SR2025.15

A staff report was issued prior to the meeting.

MOTION: **25.02.26**

Moved by: J. Clement

Seconded by: G. Smith

CARRIED

THAT the Aurora Public Library Board approve sole source procurement for the NovelBranch Library Lending Kiosk book kiosk from Convergent Library Technologies, at an estimated cost of \$50,000 to be funded from DC/Reserves

.5 Community Events Coordinator Position Report SR2025.16

A staff report was issued prior to the meeting.

MOTION: **25.02.27**

Moved by: J. Clement

Seconded by: C. Choo-Hum

CARRIED

THAT the Aurora Public Library Board receive the Community Events Coordinator Report as information and endorse the creation of the position.

6. Library CEO Updates

.1 CEO Updates SR2025.17

A staff report was provided prior to the meeting.

MOTION: **25.02.28**

Moved by: A. Mobbs

Seconded: J. Clement

CARRIED

THAT the Library CEO Updates be received as information

J. Marr shared details of upcoming N6 Libraries Board member training, and encouraged Board members to share training needs.

7. Member Announcements

A. Mobbs announced his resignation from the Library Board.

8. Date of Next Meeting

The next meeting is scheduled for Wednesday, May 21, 2025 at 7:00 p.m.

9. Adjournment

MOTION: **25.02.29**

Moved by: J. Clement

Seconded by: C. Choo-Hum

CARRIED

THAT the meeting be
adjourned at 8:58 p.m.

A. Mobbs
Chair

J. Marr
Chief Executive Officer



Aurora Public Library Board

CORRESPONDENCE

Wednesday, May 21, 2025

- .1 Adam Mobbs
Chair, Aurora Public Library Board
Re: Resignation

April 22, 2025

Adam Mobbs

April 22, 2025

Michael de Rond
Town of Aurora
100 John West Way
Box 1000, Aurora, ON L4G 6J1

Mr. de Rond,

I am writing to formally announce my resignation as citizen member of the Aurora Public Library Board for the 2022 – 2026 Term of Council effective April 30th, 2025.

This decision was not made lightly, as my time serving on the Board has been immensely rewarding. I am deeply grateful for the opportunities I've had to work with staff and board members to advance the Library's mission of building community by sparking connections, enriching lives and contributing vibrant spaces for discovery.

I would like to extend my heartfelt thanks to the Mayor and Members of Council for their initial appointments (2018 and 2022) and support, in particular their guidance as I served as the APL Board Chair. Their commitment to the Library and its role in our community has been instrumental in helping us achieve our goals.

Thank you once again for the opportunity to serve in this capacity. It has truly been an honor to contribute to the Aurora Public Library and to support its invaluable role in our community. I am confident that the Board will continue to achieve great things, and I look forward to witnessing the Library's ongoing success.

With warm regards,

A handwritten signature in black ink, appearing to read 'Adam Mobbs', with a large, stylized initial 'A'.

Adam Mobbs



**Aurora Public Library Board
REPORT
SR2025.18**

SUBJECT: Financial Report for the period ending March 31, 2025

FROM: Jodi Marr, Chief Executive Officer

DATE: May 21, 2025

RECOMMENDATION

That the Financial Statement for Aurora Public Library for the period ending March 31, 2025, be received as information.

BACKGROUND

The attached Financial Statement for the period ended March 31, 2025, shows expenses at 23.6% of the annual operating budget.

The significant variances are as follows:

- **Salaries and Benefits** has a favourable variance due to position vacancies
- **Collections** is slightly over first quarter benchmark as digital content is paid for at the beginning of the year
- **IT Contracts, Equipment and Licenses** exceed benchmark as software licenses are paid for at the beginning of the year. As well IT maintenance contracts are increasing at a rate that exceeds inflation and budget allotment.
- **Staff Development** spending is for staff OLA conference attendance and Leadership training through the N6.
- **Professional Fees** are for legal and consulting fees not anticipated at the time of budget development.

ATTACHMENTS

1. Aurora Public Library Financial Statement for the period ending March 31, 2025

Assisted by: Julie Rocca, Business Manager

Jodi Marr
Chief Executive Officer

**Aurora Public Library
Financial Statement**

					Actuals
	Annual	Prior YTD	YTD		% of
For the period ending March 31, 2025	Budget	Actuals	Actuals	Balance	Budget
EXPENSES					
Operating Expenses					
Salaries & Benefits	\$ 3,260,000	\$ 686,662	\$ 576,000	2,684,000	17.7%
Collections	380,000	187,867	134,491	245,509	35.4%
Cataloguing and Processing Services	40,000	7,579	9,723	30,277	24.3%
IT Contracts, Equipment & Licenses	230,000	157,415	181,194	48,806	78.8%
Programs & Public Relations	33,000	5,190	8,149	24,851	24.7%
Office Supplies, Equipment & Telephone	60,000	9,932	13,232	46,768	22.1%
Staff Development & Board Training	22,000	7,565	6,983	15,017	31.7%
Professional Fees	22,000	7,766	24,865	(2,865)	113.0%
Business Plan Initiatives	5,000	-	-	5,000	0.0%
Unclassified / Contingency	3,000	160	25	2,975	0.8%
	4,055,000	1,070,136	954,662	3,100,338	23.5%
Contribution to Capital Reserve	220,000	55,000	55,000	0	25.0%
TOTAL EXPENSES	4,275,000	1,125,136	1,009,662	3,100,338	23.6%
REVENUE					
General Revenue					
Fines	1,500	307	114	1,386	0.0%
Fees	18,000	4,259	6,254	11,746	34.7%
Sales	3,000	239	130	2,870	4.3%
Reserves	-	-	-	0	0.0%
Interest and Other	2,500	1,346	1,320	1,180	52.8%
	25,000	6,151	7,818	17,182	31.3%
Grant Revenue					
Provincial Library Operating Grant (PLOG)	44,000	-	-	44,000	0.0%
Pay Equity Grant	1,000	-	-	1,000	0.0%
	45,000	-	-	45,000	0.0%
Total General and Grant Revenue	70,000	6,151	7,818	62,182	11.2%
Municipal Requisition	4,205,000	1,118,985	1,001,844	3,038,156	23.8%
TOTAL REVENUE	\$ 4,275,000	\$ 1,125,136	\$ 1,009,662	3,100,338	23.6%



Aurora Public Library Board

REPORT SR2025.19

SUBJECT: ***Aurora Public Library Valuing Ontario Libraries Toolkit (VOLT) Report***

FROM: Jodi Marr, Chief Executive Officer

DATE: May 21, 2025

RECOMMENDATION

That the Aurora Public Library Valuing Ontario Libraries Toolkit (VOLT) Report be received as information

BACKGROUND

The Valuing Ontario Public Libraries Toolkit (VOLT) provides a structured, evidence-based method for Ontario public libraries to demonstrate their value and impact. This tool translates library services into quantifiable and narrative-based outcomes, empowering libraries to communicate their worth to stakeholders, including municipal leaders, residents and the broader community.

PURPOSE

Public libraries offer a wide range of services and programs that are free to access, yet these offerings are often underappreciated because they are perceived as “free.” This misconception can lead to the false assumption that library services are low-cost or low-impact, despite their significant value. Unlike paid services, the impact of library offerings is often invisibly valuable. They enhance literacy, provide access to technology, foster social connection, and promote lifelong learning. These benefits that may go unnoticed or unmeasured, especially when they accumulate gradually over time. Positive community change is often incremental, making it harder to capture through quick metrics like event attendance.

However, libraries do not just provide personal benefits; they create public value that extends beyond direct users. Even those who never visit the library benefit from the social, educational, and economic ripple effects it generates. Changing the mindset of non-users and decision-makers who may view libraries as optional services to recognize them as essential community infrastructure is a strategic challenge.

One factor that complicates this understanding is the multifunctional nature of libraries. Public libraries serve as educational support centers, community gathering spaces, technology access points, cultural institutions, and safe, inclusive

environments. This versatility, while a strength, can also create confusion among stakeholders who may struggle to define what libraries "are" or how to categorize them in budget frameworks. Libraries may be seen as cost centers without recognition of their far-reaching benefits.

Traditionally, library Key Performance Indicators (KPIs) have focused on outputs, such as the number of items circulated, program attendance, and library visits. While these metrics measure how busy a library is, they do not capture its true effectiveness in changing lives or supporting strategic community goals. This gap can make it easier for stakeholders to question funding levels, especially if output appears static or declining, even if the library's impact is growing in less visible areas.

Furthermore, public libraries are often viewed by municipal funders as expensive services, particularly during budget cuts. Operating costs for staffing, facilities, collections, programming, and technology are clearly visible, while the long-term social and economic returns they produce are not.

This perception can be effectively challenged using the Social Return on Investment (SROI) model and Community Profiles. By quantifying the value of library services in dollar terms and pairing this with real community stories, libraries can reframe the conversation, from being viewed as a cost center to being recognized as a value generator. Every dollar invested in the library produces multiple dollars in community benefit, shifting the focus from costs to value.

METHODOLOGY

The Valuing Ontario Libraries Toolkit (VOLT) uses a Social Return on Investment (SROI) methodology to quantify the value public libraries provide to their communities. This approach calculates the monetary value of services offered free of charge by comparing them to equivalent services in the private or public sector. When direct comparisons are unavailable, surrogate values (substitutes based on similar utility) are used, following established social valuation frameworks.

The toolkit's SROI calculations cover seven domains of impact, each defined by specific indicators tied to commonly collected library data. To ensure credibility and local relevance, the NORDIK Institute, in consultation with the Ontario Library Service (OLS) and a steering committee of public library representatives, identified comparative and surrogate values. The methodology also accounts for adjustments, such as deadweight, displacement, and attribution, to isolate the benefits uniquely attributable to the library's services. This structured, evidence-based approach provides a transparent way to express both the economic and social value of public libraries.

VOLT Results for Aurora Public Library

Total Economic Impact

- **Total Economic Benefit:** \$20,290,950
- **Operational Funding Investment:** \$4,121,992
- **Social Return on Investment (SROI):** 392% (\$3.92 for every dollar invested)

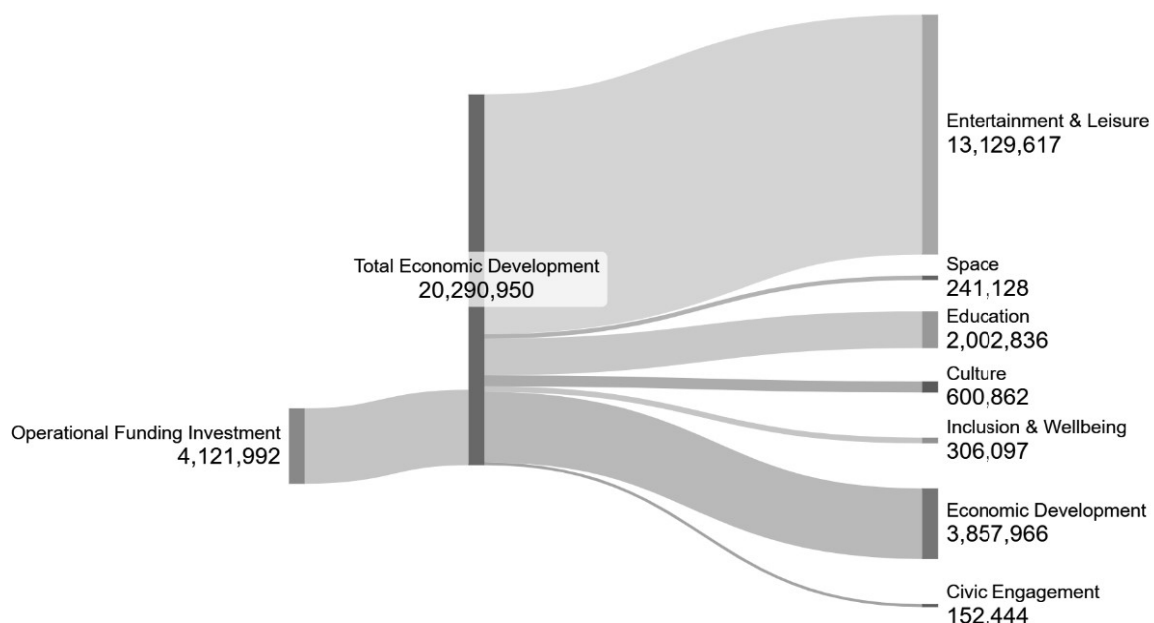
Value Per Resident and Household

- **Annual Benefit Per Resident:** \$327
- **Annual Benefit Per Household:** \$912

Breakdown of Economic Benefit by Service Domain

- **Entertainment and Leisure:** \$13,129,617
- **Economic Development:** \$3,857,996
- **Educational Development:** \$2,002,836
- **Space:** \$241,128
- **Inclusion and Wellbeing:** \$306,097
- **Culture:** \$600,862
- **Civic Engagement:** \$152,444

In 2024, the Valuing Ontario Libraries Toolkit (VOLT) determined that the Aurora Public Library generated a total economic benefit of \$20,290,950, compared to an operational funding investment of \$4,121,992. This calculation represents a Social Return on Investment (SROI) of 392%, meaning that for every dollar invested, the library returned \$3.92 in community value.



Educational Impact: SROI of \$2,002,836

In the Education domain, Aurora Public Library delivered a total economic benefit of \$2,002,836, reflecting the critical role the library plays in supporting learning and personal development for residents of all ages. This value encompasses a range of educational services, including early literacy programs for children, digital literacy training for adults, and access to educational materials for lifelong learners. By providing free access to high-quality educational content, instruction, and support, the library not only enhances individual skills and knowledge but also reduces costs for families and contributes to a more informed, capable community.

Cultural Impact: SROI of \$600,862

In the Culture domain, Aurora Public Library delivered a total economic benefit of \$600,862, demonstrating the library's role in supporting cultural expression, and promoting community identity. This value includes the benefit of access to special collections, support for local cultural events, and the promotion of literacy and the arts. By providing a platform for cultural exchange and education, the library strengthens community bonds and celebrates local diversity.

Inclusion and Wellbeing: SROI of \$306,097

In the Inclusion and Wellbeing domain, Aurora Public Library provided an economic benefit of \$306,097, showcasing the library's commitment to social equity, accessibility, and community health. This value reflects the economic benefits of accessible collections, internet access, and health-focused programs that ensure all community members have equitable access to critical resources, digital tools, and social support.

Entertainment and Leisure: SROI of \$13,129,617

In the Entertainment and Leisure domain, Aurora Public Library generated a total economic benefit of \$13,129,617, reflecting the library's role in providing free, high-quality recreational opportunities for the community. This value includes the benefits of access to recreational reading, multimedia resources, adult and senior programs, and the cost savings of library memberships. By making leisure accessible to all, the library supports mental well-being, cognitive health, and social connection.

Economic Development: SROI of \$3,857,966

In the Economic Development domain, Aurora Public Library provided a total economic benefit of \$3,857,966, underlining the library's impact on local prosperity. This value captures the benefits of job search support, business development resources, and skills training, as well as the economic multiplier effect of library employment and local spending. By supporting workforce development and entrepreneurship, the library contributes to a more resilient local economy.

Civic Engagement: SROI of \$152,444

In the Civic Engagement domain, Aurora Public Library delivered a total economic benefit of \$152,444, highlighting the library's role as a hub for volunteerism, community development, and public participation. This value reflects the contributions of volunteers, the benefit of community partnerships, and the value of civic information and programs. The library fosters active citizenship and strengthens community connections.

Space: SROI of \$241,128

In the Space domain, Aurora Public Library generated an economic benefit of \$241,128, providing the community with accessible meeting spaces, study areas, and specialized facilities like the Creative Studio. This value reflects the cost savings of using library space for meetings, events, and personal use, offering a welcoming environment that supports learning, creativity, and social connection.

CONCLUSION

These findings demonstrate that Aurora Public Library is a high-impact community asset, providing nearly four times the value of every dollar invested. It supports education, economic growth, personal well-being, cultural vitality, and civic engagement in the community.

Reviewed by: Library Executive Leadership Team

Assisted by: Maida Rae, Human Resources Coordinator/EA

Jodi Marr
Chief Executive Officer



Aurora Public Library Board

REPORT SR2025.20

SUBJECT: Aurora Public Library Draft 2024 Annual Report

FROM: Jodi Marr, C.E.O.

DATE: May 21, 2025

RECOMMENDATION

That the *Aurora Public Library Draft 2024 Annual Report* be received.

BACKGROUND

An Annual Report highlights the previous year's activities, financial allocations and accomplishments for the public. This information is provided to the Library Board throughout the year through quarterly reports relating to goals, statistics and finances.

Aurora Public Library's last Annual Report was completed in 2019. This important communications tool is being reintroduced to showcase the resources and programming offered and the value that a thriving public library adds to a community.

CONCLUSION

The Aurora Public Library Draft 2024 Annual Report is attached. This report summarizing the Aurora Public Library highlights of 2024 will be posted on our website and shared electronically. It can also be printed when requested.

ATTACHEMENT

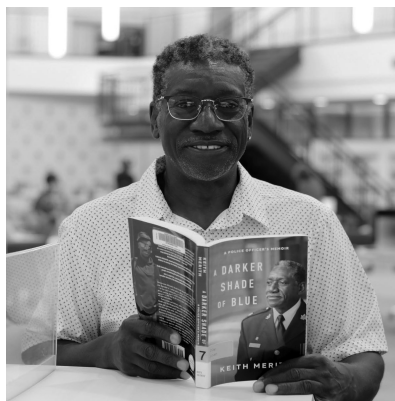
1. APL Draft 2024 Annual Report

Assisted by: Maida Rae, Human Resources Coordinator/EA

*Jodi Marr
Chief Executive Officer*

ANNUAL REPORT

2024



Library Board Members

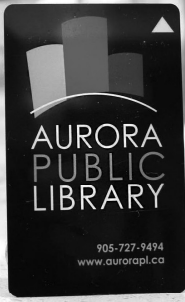
Chair
Adam Mobbs

Vice Chair
John Clement

Trustees
Christina Choo-Hum
Lauren Hanna
Greg Smith

Councillor
John Gallo
Ron Weese

Secretary & Treasurer
Jodi Marr



Message from the Board Chair & CEO

At Aurora Public Library, 2024 was a year defined by growth, connection, and innovation. We proudly expanded our reach, enriched our collections, and delivered outstanding programs that brought our community together. Our commitment to inclusivity and lifelong learning remained at the heart of everything we did, whether it was launching new cultural meetups, introducing the Library of Things, or presenting meaningful Indigenous programming.

Our role as a vibrant community hub was further strengthened by the opening of Aurora Town Square, a space that has quickly become a focal point for gathering, creativity, and discovery. In the latter half of the year, we welcomed a new CEO, bringing fresh leadership and a continued dedication to excellence.

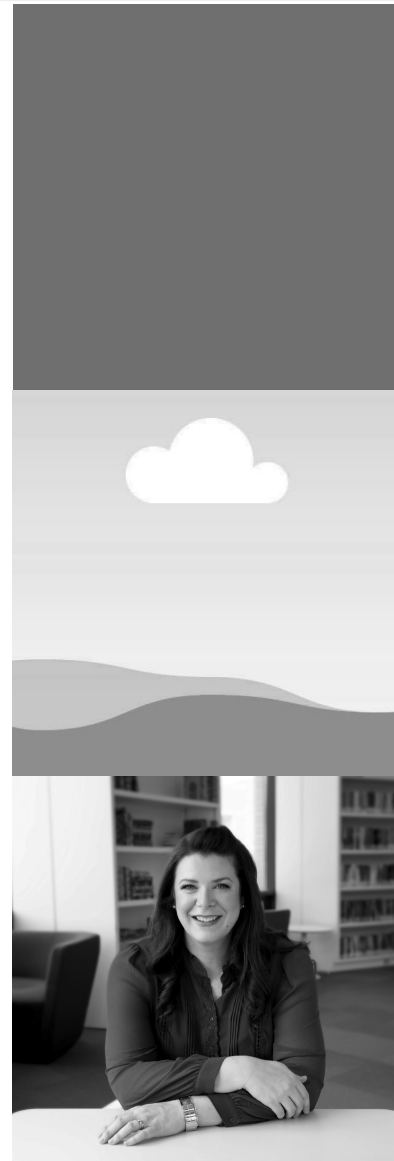
Looking ahead, we are excited to build on these achievements, always striving to inspire, inform, and connect our community. Thank you for making 2024 a remarkable year.

Lauren Hanna

Chair Aurora Public Library Board

Jodi Marr

Chief Executive Officer



Performance Data

Aurora Public Library has achieved remarkable milestones this year, setting new records for In-Library Visits, Program Attendance, and Programs Delivered. These outstanding achievements highlight our role as a highly valued community resource.

315,790

In Library Visits

33,469

**Program
Attendance**

1,872

**Programs
Delivered**

630,553

Items Circulated

185,813

Digital Items Borrowed

16,268

Public Computer Logins

15% Increase

Membership

1,236

Volunteer Hours

1,214

Creative Studio Projects



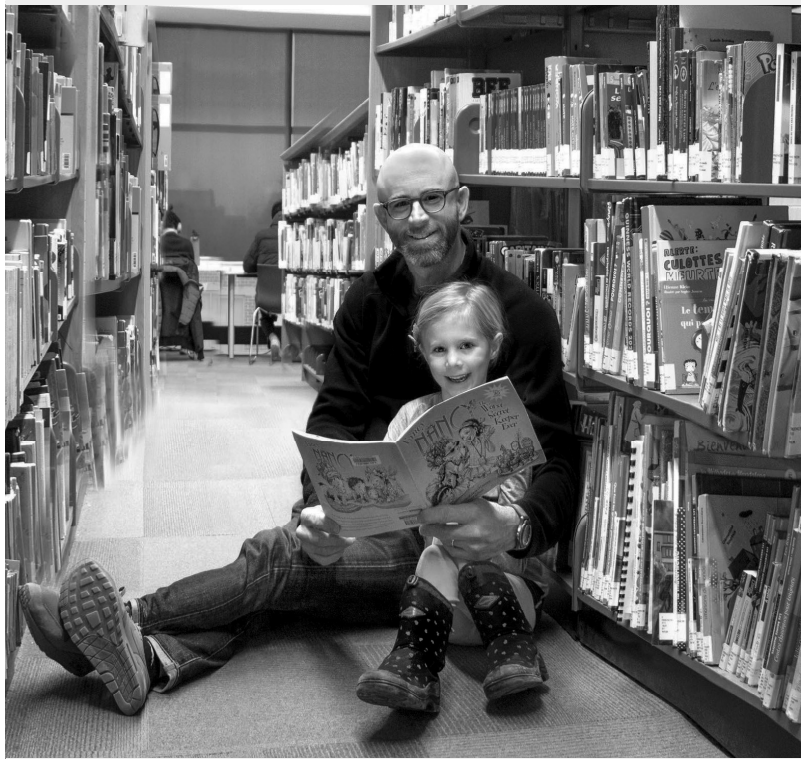
- **Cultural Meetups:** Launched two new cultural gatherings — the Korean Senior Social Meetup and the Iranian Gathering — in partnership with local organizations, fostering cultural connection and community engagement.
- **Inclusive Celebrations:** Presented York Region's first-ever Library Drag King Storytime for Pride Month in June, promoting inclusivity and diversity.

- **Summer Reading Success:** Our TD Summer Reading Club saw kids reading over 10,000 hours between over the course of the Summer.
- **Seasonal Joy:** Our Fall Faves event at Aurora Town Square featured a Pumpkin Storytime for nearly 100 attendees, joined by Snoopy from It's the Great Pumpkin, Charlie Brown.



- **Educational Impact:** The Annual College and University Fair attracted over 1,000 teens and their families, offering them access to dozens of post-secondary institutions worldwide.
- **Hands-On Learning:** The popular Repair Café returned, in partnership with York Region and NewMakeIt, assisting over 50 attendees with repairing their items.





- **Educational Resources:** Expanded educational digital resources with Brainfuse and TVO Kids Mathify.
- **Circular Economy Initiative:** Launched the Library of Things, promoting sustainability and access to a wide range of useful items.
- **Enhanced Display and Merchandising:** Improved library displays, making it easier for patrons to discover new materials and explore curated themes.

Expanded Collections

- **Library of Things:** Launched in December 2024, providing the community with access to a wide variety of items including a telescope, toolkit, tent, binoculars, cameras, and more.
- **New Physical Collections:** Added Juvenile Bookclub sets and the Best Seller Express collection, catering to diverse reading interests.
- **New Digital Resources:** Launched Investing Academy, TVO Learn, and Arrivals in English, expanding our digital offerings.



Commitment to Diversity & Inclusion



- **Enhanced Multilingual Collections:** Added two new digital multilingual resources, furthering our commitment to serve diverse communities.
- **Indigenous Programming:** Delivered impactful programming including events with Dr. Ruth Green, Asha Frost, Patrick Hunter, Todd Jamieson, and Mim Harder, as well as ongoing initiatives like the Canadian Library Project.
- **Cultural and Language Programs:** Offered programs in multiple languages, including Mandarin, Farsi, French, and Korean, fostering inclusion and accessibility.

Community Partnerships

We were proud to partner with over 45 community organizations over the past year. Some of our Partners included:

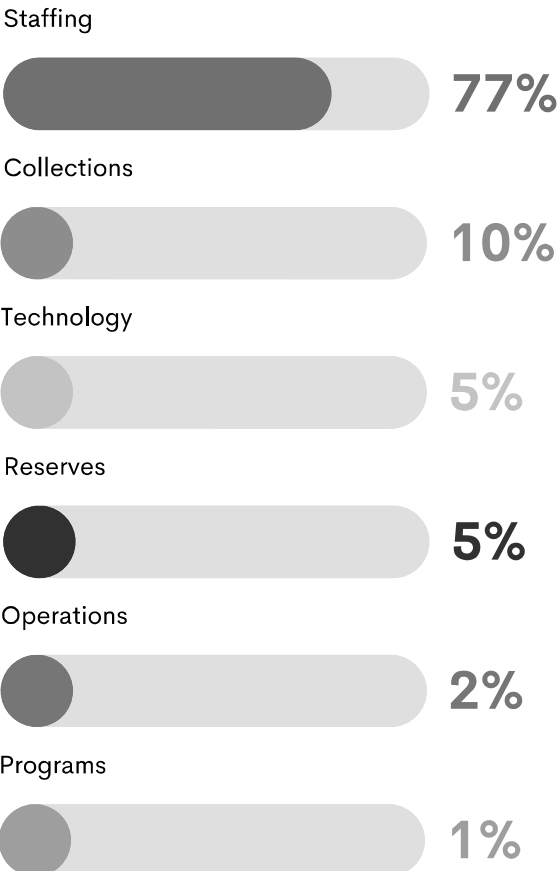
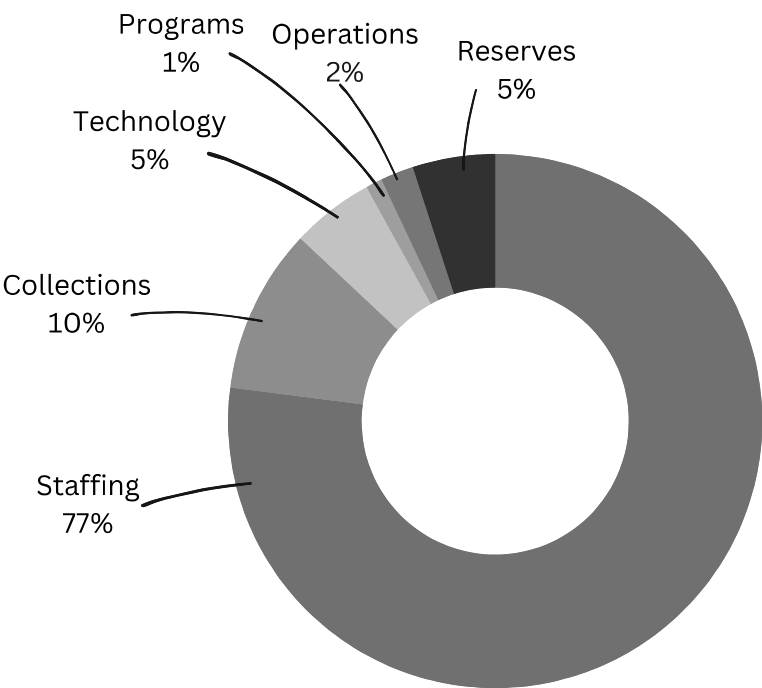


- Town of Aurora
- Aurora Black Community (ABC)
- Aurora Community Arboretum
- Aurora Historical Society
- York Region Educational Services
- BridgeNorth Women's Mentorship & Advocacy Service
- Catholic Community Services of York Region
- Canadian Mental Health Association
- Canada Revenue Agency
- EarlyON Child & Family Centre
- Aurora Museum & Archives
- Job Skills
- Community Legal Clinic of York Region
- National Film Board of Canada
- Orchestra Toronto
- pflag York Region
- Startup
- Canadian Hearing Services
- Canadian Library Project
- Women's Centre of York Region
- Welcome Centre Newmarket
- York Region Children's Aid Society
- York Region Community Legal Clinic
- York Region Food Network
- York Region Transit
- And more...

Digital Resource Usage

Over 93,000	eBook & eAudiobook Checkouts on Overdrive
Over 62,000	Magazines borrowed through Pressreader
Over 44,000	Searches on our databases
Over 13,000	Searches on Ancestry
Over 2,100	Language Learning courses taken on Mango
Over 1,900	Courses taken on LinkedIn Learning

Financial Expenditures



Social Return on Investment (SROI)

SROI measures the value of social, environmental, and economic benefits created by an organization. It shows how every dollar invested in Aurora Public Library leads to positive community impacts, like improved literacy, stronger social connections, and better access to information.

Using census data, library usage statistics, and comparable market information, Aurora Public Library (APL) calculated its Social Return on Investment (SROI).



\$326

Annual Benefit
Per Resident



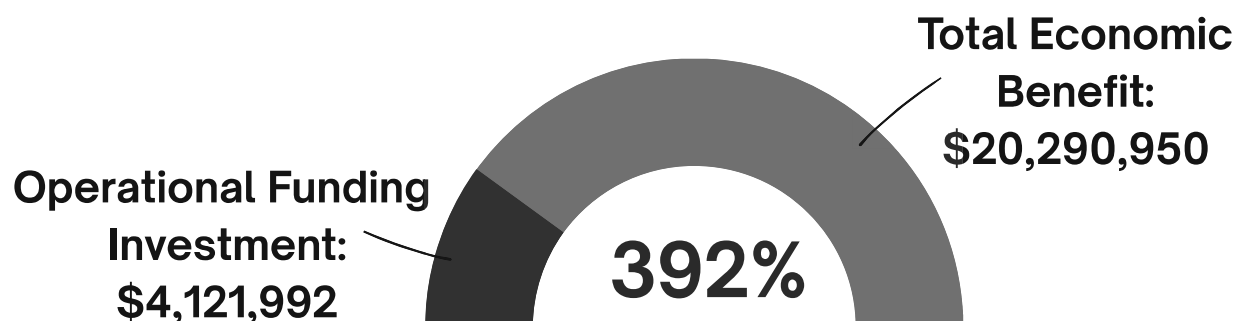
\$911

Annual Benefit
Per Household



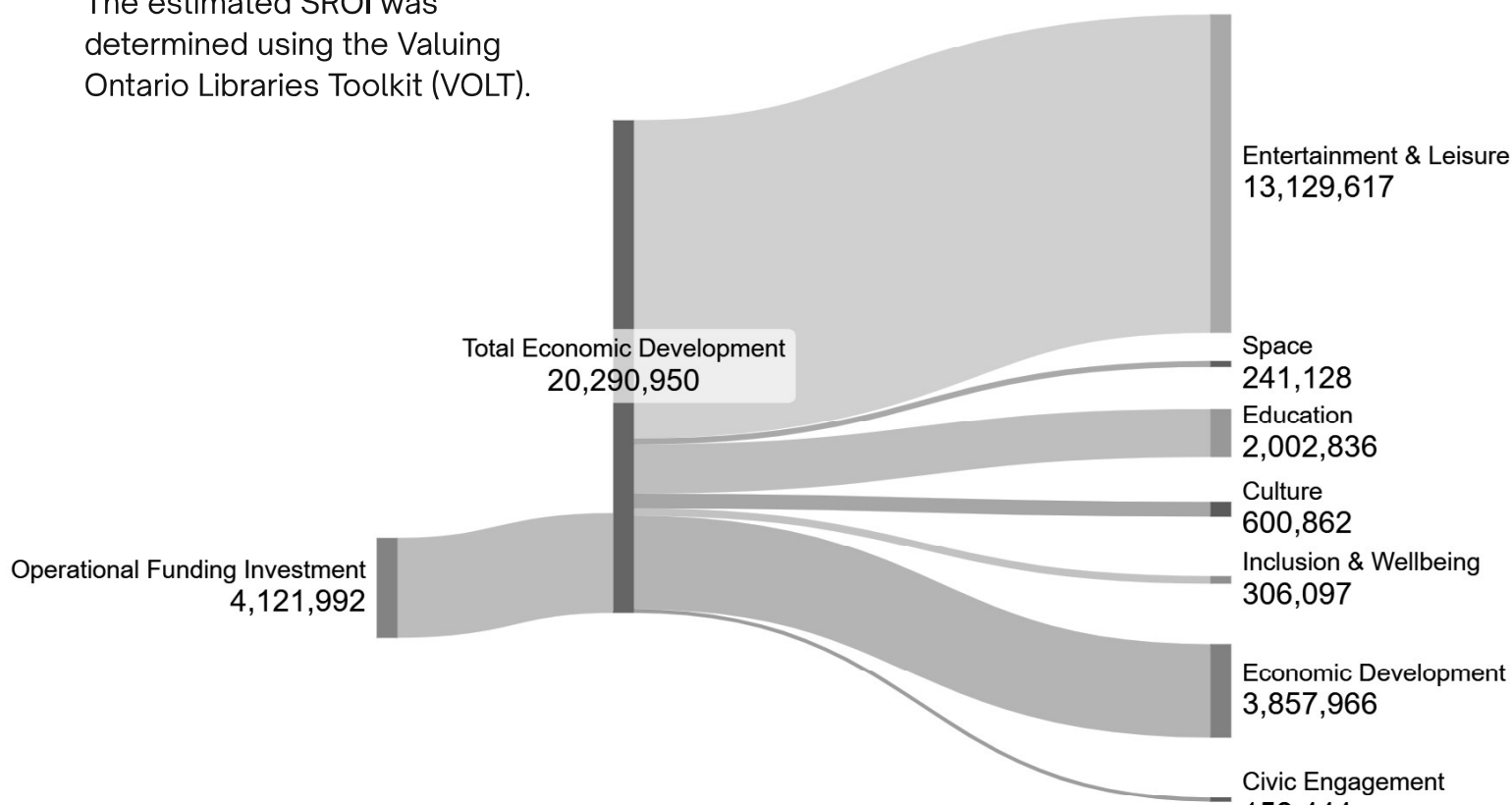
\$2282

Impact of one
Open Hour



2024 Library Impact

The estimated SROI was determined using the Valuing Ontario Libraries Toolkit (VOLT).





Aurora Public Library Board

REPORT

SR2025.21

SUBJECT: ***CEO Updates Report***

FROM: Jodi Marr, Chief Executive Officer

DATE: May 21, 2025

RECOMMENDATION

That the *CEO Updates Report dated May 21, 2025* be received as information.

BACKGROUND

The CEO Updates highlight the work completed and in progress since the previous Board meeting. Previously this had been a verbal report, but at the request of the Board in September 2024, it will now be a written summary.

Aurora Town Square Updates

- **Library Donor Plaque (2003)**

During construction of ATS the Donor Plaque hanging in the Library lobby was removed. Unfortunately, after working with Town staff post-construction it can not be located. J.Marr, R.McDougall and her team has arranged for the plaque to be recreated, and it will be reinstalled. Several donors whose names were on the plaque expressed concerns, leading J. Marr to investigate. J.Marr will follow up with these donors once an installation date has been set.

Strategic Highlights

- **Valuing Ontario Libraries Toolkit (VOLT)**

Completed the VOLT survey and used the data to inform the 2024 Annual Report.

- **Annual Report**

Researched and designed the Aurora Public Library 2024 Annual Report. We achieved impressive numbers and continue to showcase our value to the community.

- **New Library Board Member**

Working with the Town Clerk to recruit a new community member for the Library Board. The process should be completed and the appointment made prior to the June 18, 2025 meeting.

Operational Updates

- **Facilities & Capital Projects**

J.Marr met with K. Stits to continue working with the Town on our capital projects for 2025 including the RFID gates and service desk for the second floor. We also discussed updated cleaning needs for the Library as the Town moves forward with vendor procurement.

Community Engagement

- **Partnerships**

We once again partnered with the Canada Revenue Agency and ran the Community Volunteer Tax Program to assist low-income individuals in the community to complete their income tax returns.

- **Events**

Aurora resident David Heard presented the history of Dave's Vinyl Party on May 15, 2025, sharing his love of music and the impact it has.

- **Outreach Efforts**

We are starting our Welcome to Kindergarten Nights where we visit local schools and provide early literacy support for the incoming Kindergarten students starting school in September.

- **Aurora Town Square**

We launched our Parachute Club on May 7, 2025. This program takes places outdoors in the Mirkopoulos Plateia at Aurora Town Square. It is wonderful to have an outdoor program in the Aurora Town Square space.

Staffing and Professional Development

- **Staffing Updates – Job Postings**

We currently have three job postings for library staff. The Community Events Coordinator position which was approved by the board at the April 16, 2025 meeting, the Technical Services Coordinator position and the Children's Librarian position. Management is conducting interviews and we hope to fill these positions soon.

- **Staffing Updates – New Hires**

We would like to welcome Grace Armstrong to the APL team. Grace has worked at APL previously in several capacities but most recently as a Contract Librarian. Grace is joining the Customer Opportunity team in the permanent position of Information and Programming Specialist.

- **Professional Development**

J. Marr continues to work with the Town of Aurora and has received further in-depth training on software such as ADP and Oracle.

Looking Ahead

- **Library Board Training**

Reminder to save the date of Saturday, October 25, 2025 for the N6 Library Board Training. Please let J.Marr know if there is any training you wish to see included in this session. This will take place at the new Queensville branch of the EGPL at the Health and Active Living Plaza. (If the construction is delayed, either Aurora or King Township will host.) The topic of this Board Workshop is Intellectual Freedom and it will be facilitated by James L. Turk from the Centre for Free Expression.

Assisted by: Maida Rae, Human Resources Coordinator/EA

Jodi Marr
Chief Executive Officer



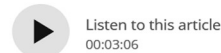
How many candidates will attend Aurora library's all-candidates meeting?

Few candidates told NewmarketToday they will be attending the event tomorrow night, April 22, for both local ridings

NewmarketToday Staff
Apr 21, 2025 2:22 PM



The meeting will be held in the Davide De Simone Performance Hall in Town Square. | Bailey Moreton/AuroraToday



Questions loom over how many candidates will show up to the Aurora Public Library's all-candidates meeting at Aurora Town Square tomorrow night.

The meeting is open to candidates from both local ridings, Aurora-Oak Ridges Richmond Hill and Newmarket-Aurora, but as of writing, only Aurora-Oak Ridges Richmond Hill Green Party candidate Tom Muench, PPC candidate Igor Tvorogov and Newmarket-Aurora Liberal candidate Jennifer McLachlan have confirmed to NewmarketToday that they will be attending.

Aurora-Oak Ridges Richmond Hill Liberal candidate Leah Taylor Roy plans to attend the event, if the riding's candidates from the NDP and Conservatives confirm.

"Leah was very much looking forward to the debates. She has attended two debates to date — the last one was hosted by the Richmond Hill Chamber of Commerce," Taylor Roy's campaign manager wrote in an email. "Unfortunately, neither the Conservative nor NDP candidates attended any of the debates. We have told the organizers that we would absolutely come if the NDP and Conservative candidate confirms today so we can have a good debate. We will follow up with them later today to confirm."

A spokesperson for Aurora-Oak Ridges Richmond Hill Conservative candidate Costas Menegakis's campaign said he would not be attending.

"Mr. Menegakis will be attending a pre-scheduled event with stakeholders from the riding and Conservative Leader Pierre Poilievre, so unfortunately he will not be able to attend the library event," they wrote.

Newmarket-Aurora Conservative candidate Sandra Cobena will also be at an event with Poilievre, according to a statement from campaign staff.

Candidate attendance at local debates has been sparse this election cycle.

McLachlan sat alone at the candidates table for a forum hosted by a grassroots group of organizers [at the Newmarket Legion April 15](#), with both the Conservative candidate Sandra Cobena and NDP candidate Anna Gollen not appearing.

Only three out of five candidates attended a debate for Aurora-Oak Ridges-Richmond Hill candidates, hosted by the Richmond Hill Board of Trade, [on April 15 in Oak Ridges](#).

The event was attended by Muench, Taylor Roy and PPC candidate Igor Tvorogov. NDP candidate Danielle Maniuk and Conservative candidate Costas Menegakis did not attend.

Aurora library all-candidates meeting

The Aurora Public Library all-candidates meeting starts with a meet and greet session at 6 p.m. at Aurora Town Square.

Participating candidates will answer a "selection of community questions" collected in advance and will be read by a moderator during the event.

The question and answer session will start at 7 p.m. in the Davide De Simone

Join the Aurora Public Library Board – Apply by May 19!

The board plays a pivotal role in planning and developing policies for Aurora's library services

APPLY NOW

TOWN OF AURORA
AURORA PUBLIC LIBRARY BOARD

Application deadline:
Monday, May 19, 2025

APPLY AT:
aurora.ca/Committees





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Aurora's Public Library Board is currently recruiting a new citizen member to help shape the future of library services in our community. The board is looking for a passionate individual who is interested in literacy, learning, and community impact and wants to make a difference.

The Aurora Public Library Board (APLB) plays a key role in planning and policy development, ensuring the library continues to meet the needs of Aurora residents. The Board governs in accordance with the Public Libraries Act R.S.O. 1990 and provides oversight and strategic direction for the library's services.

Ideal candidates will have an interest in public libraries, with experience in library services or board governance considered an asset. Applicants are encouraged to review the Terms of Reference before submitting an application.

The deadline to apply is Monday, May 19, 2025.

Learn more and apply at aurora.ca/committees.

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