

## MANAGEMENT REPORT



North Vancouver District  
Public Library

Date: May 19, 2015  
Author: Andrea Freeman – Manager, Welcoming Initiatives

Meeting date: May 28, 2015  
To: Library Board  
From: Andrea Freeman – Manager, Welcoming Initiatives

Subject: **WHISKY LIBRARY BRIEFING NOTE**

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### **SUMMARY**

This report provides a summary of “The Whisky Library,” a fundraising event in support of NVDPL, held at the Lynn Valley library on Saturday, May 9<sup>th</sup> from 7 – 10 pm.

### **PURPOSE**

This report is for information.

### **POLICY**

3.6: Resource Development (*to be updated in 2015*)

### **STRATEGIC IMPLICATIONS**

As outlined in our Strategic Framework, we are committed to fostering a culture of community collaboration, working with our community to share, connect and flourish. This commitment impacts the way we approach fundraising opportunities as the impetus behind these events is driven by our community. The Whisky Library aligned with this commitment: it was led by a community member, it sparked new connections between our community members and with the library, and it positively promoted the library to many first-time visitors.

## **BACKGROUND**

The inspiration for this event came from Allan McMordie, a long-time North Shore resident who lost his wife Trish a year and a half ago. Trish was a beloved school teacher, who most recently taught at Larson Elementary School. One of the many lessons she passed on to her students was a deep love of reading and a reverence for libraries. In honour of her memory and love for our library, Allan created the “Trish McMordie Memorial Fund” to support the children’s departments at NVDPL. To fill the Fund with money, Allan committed to doing one fundraiser a year for the next five years.

## **DISCUSSION**

By all considerations, the fundraiser was a resounding success. As we were saying good night to over 140 guests, we repeatedly heard people say: “That was so much fun! I’m excited for next year!” and “This library is so beautiful! What a great idea to host an evening event here.”

Guests raved about the food (from the catering company Meu), the whiskies paired with an advocate and a piper (advocates included Grant Lawrence, Andrew Saxton, Catherine Barr, Mark Forsythe, and Richard Walton), and the festive, tartan-filled atmosphere.

Our library supported the event by providing staff time to plan and coordinate (Andrea Freeman, Nicola McLaren, and Meghan Crowe served as the library half of the planning committee), and by purchasing the catering and non-whisky drinks. In addition to our support, Allan pulled together people from his community to provide the music, silent and live auction items, a chocolate tasting table, a whisky cocktails table, and the photographer.

To learn from this year and improve for next year, we are in the process of collecting feedback from everyone who participated in the event.

## **FINANCIAL IMPLICATIONS**

The final calculation is in process, but early estimates indicate we raised around \$5,000.

## **FINAL REMARKS**

In the 2015 Work Plan we identified that one of our future initiatives is “to develop a spaces strategy in collaboration with our community.” This strategy will inform our spending decisions for the Trish McMordie Memorial Fund. We are committed to thoughtful choices that are integrated into a larger plan and that demonstrate responsible stewardship.

We were honoured to collaborate with Allan McMordie on this event, and are already looking forward to next year!