



Legal Name: Canajoharie Library & Art Gallery
2 Erie Boulevard, Canajoharie, NY 13317

DIRECTORS' REPORT
(corrected museum figures)
April 12, 2023

MARCH OVERVIEW
Circulation & Attendance

LIBRARY CIRCULATION AND REACH

Month	February 2023	March 2023
Door Count	846.5*	2385.5*
Libby	407 Circs	451 Circs
Wifi	86 Unique Clients	124 Unique Clients
Computer Use	62 Sessions	99 Sessions
Program Attendance**	140 Attended/Taken	347 Attended/Taken
Circulation	1374 Circs	1458 Circs
Reference	131 Questions	112 Questions
Social Media	Insta Reach: 422; FB Reach: 2202	Insta Reach: 468; FB Reach: 2859

*This is half the total door count for the month (door tally counts in and out).

**Combined attendance for all Library & Museum programs.

MUSEUM ATTENDANCE REACH [March, February, January; Museum galleries are closed Jan-Feb]

	Total	A*	Ch	Sr*	St*	M	Event/Guest	Pass/Rec/MusAll**	Blue Star
'23 ****	256 (14) (56)	56 (1) (0)	10 (13) (0)	66 (0) (0)	8 (0) (28)	20 (0) (0)	84 (0) (28)	16 (0) (0)	0 (0) (0)
'22	144 (0) (340)	55 (0) (0)	5 (0) (0)	41 (0) (0)	5 (0) (0)	16 (0) (0)	3 (0) (0)	2 (0) (0)	0 (0) (0)
'21	266 (0) (0)	119 (0) (0)	6 (0) (0)	86 (0) (0)	12 (0) (0)	17 (0) (0)	13 (0) (0)	13 (0) (0)	0 (0) (0)
'20 ***	138 (77) (0)	31 (12) (0)	0 (18) (0)	39 (6) (0)	5 (1) (0)	26 (7) (0)	51 (33) (0)	17 (0) (0)	2 (0) (0)
'19	749 (3) (34)	69 (0) (0)	9 (0) (27)	67 (0) (0)	11 (0) (0)	13 (0) (0)	569 (0) (7)	10 (0) (0)	1 (0) (0)

(previous month figures)

*Admission income; all others are free

**Starting June 2022 includes Museums for All (SNAP recipients)

*** February Event/Guest includes 35 Antique Fair \$5; COVID closure March 16, 2020; Museum Reopens July 9, 2020

****March Event/Guest includes 38 Antique Fair \$5 admissions

MUSEUM VIRTUAL REACH

	Website Visits	Facebook Reaches	Twitter Impressions	Instagram Reaches
'23	5195 (3,785) (4,291)	12,805 (8,857) (8,968)	968 (459) (614)	1,450 (1,526) (1,770)
'22	4478 (3,511) (3,768)	13,792 (10,106) (9,925)	4,650 (3,447) (2,793)	1,458 (1,320) (1,723)
'21	11043 (9,075) (9,276)	15,554 (5,726) (7,202)	9,280 (6,541) (5,887)	1,034 (1,813) (1,180)
'20	9441 (9,310) (9,330)	3,854 (29,936) (8,685)	11,500 (10,800) (14,900)	1,254 (1,105) (531)
'19	No Data*	No Data*	15,000 (9,128) (8,365)	No Data*

(previous month figure)

*Cumulative 2019 monthly data was zero on analytic dashboard; daily reaches and more were clearly recorded

Buildings & Grounds

- Boiler Inspection: required by our insurance; all fine
- Telephone: our service person reviewed and updated security measures; we also discussed the benefits of updating the entire system and changing providers
- National Grid: will return to replace meter as part of a routine meter upgrade
- Children's Area: updates are complete; new paint and shelving brightens the room, and patrons and staff alike have commented positively on the changes.
- Storm Closures: Saturday March 3 & Tuesday March 14

Programs & Events

- Antiques Fair: good turn-out for this popular one-day rental event (benefits Nellis Tavern)
- Teen Book Club: new monthly program launched; attendance for April looks promising; a few copies of the book have been borrowed.

Collections & Exhibits

- Regional Art Galleries: reopened Friday March 2; great response so far
- Museum Galleries: reopened Sunday March 4 (storm closure Saturday March 3); great response so far
- Archive Exhibit: title tk; opens Friday May 27 (replaces *Framing Art*); huge thanks to Mary and Maria for help with photo/ephemera review and work in Collections
- Summer Internship in Collections: app deadline 4/12; <http://www.arkellmuseum.org/careers>

New Business and Updates

- Support Our Subscriptions: We have launched a new fundraising effort specifically for the library's subscription collections, which includes magazines and newspapers. Newspapers have gone up significantly in price and Amazon is no longer providing magazine subscription services. Maria is looking into an alternative company to source our magazines. The annual cost of all the newspapers and magazines will be just under \$2000, which would be a huge portion of the annual collections budget. Ideally this effort will help raise funds from the community to supply the library with these materials (as well as reminding the community that we need their support).
- Trustee Training Events: Mid-Hudson has a webinar series going on throughout the year; each webinar focuses on a specific section of the *Handbook for Library Trustees of New York State*. It is required by NYS library minimum standards that trustees complete 2 hours of training every year (the NBT advisor presentation to the Board counts as 30 minutes towards this requirement). This link will bring you to a list of the webinars and a place to register <https://midhudson.org/trusteebookclub/>

Noteworthy

- Collection Inspiration: artisan Karen Katz created jewelry inspired by our artwork (and the original slate roof tiles) for the Gift Shop; several sales within first few days
- Cooperstown Library Talk: great turn out; Mary and Sue presented work on the Sullivan-Clinton Campaign at the Friends of the Village Library "Sunday Speaker Series"
- New Marketing: good response to new/expanded on air and print campaigns
- All computer stations have Microsoft Narrator; a screen reader program for people with visual impairments. A thank you to Board member Brust for his interest in making this happen!

SAVE the DATE! – MORE to COME!

[Italic indicate Community or Rental Events]

See our Calendars for additional information and more events:

<http://www.arkellmuseum.org/events-calendar>

<https://engagedpatrons.org/EventsCalendar.cfm?SiteID=8271>

Tuesdays 10:30 am-12:30 pm

Wednesdays

11:00am Great Hall

Drop in Tech Time with Maria!

In person Story Time with Mary!

April Take & Makes

Available all month

Paper Bowl Mushroom Craft - Children

Paper Hyacinth Bouquet- Tweens/Teens

April 9

Museum & Library Closed (Easter Sunday)

April 28

Noon – 5pm

Used Book Sale

April 29-30 Noon – 5pm	Arkellebration and Used Book Sale Free Museum Admission; Crafts; Music (2pm each say); etc.
May 12 Regional Art Galleries	Art of New York - Juried Show Opens
May 20 1:00- 4:00 Great Hall	Art of New York - Juried Art Show Reception Juror Eden Compton will present awards
May 27 Single Gallery	Archive Exhibit (title tk) Opens Replaces <i>Framing Art</i>
June 3 3:00- 4:30 Great Hall	Back to Bacharach Concert Christine Spero Group
June 10 2:00 - 3:00 Great Hall	Rachel Greenfield Lecture Abt Rose Knox, president of Knox Gelatin from 1908-1948, one for the foremost 1920s-1930s US businesswomen
<i>June 22</i> <i>6:00pm 8:00pm Great Hall</i> <i>& Galleries</i>	<i>Mohawk-Hudson Land Conservancy Rental</i> <i>Reception event for select audience; board volunteers needed to meet/greet</i> <i>and monitor galleries (you don't have to be an art expert)</i>
July	Empire Wild concert?
July 14 Organizer meeting Tuesday April 11; hope to know more then	Erie Canal Cyclists
August 4 Painters Britt LoSacco, Mary Nolan, and Mary Ellen Riell	Three Solo Shows Opens in Regional Art Galleries were juried into the 2022 Art of New York Juried Show
August 17 Evening Great Hall	Caroga Arts Concert
September/October	Musicians of Ma'alwyck? Annual Gleich Lecture
October 4 10am – 4:00pm Great Hall	Holiday Art & Craft Fair
October 20 Regional Art Galleries	Arts Factory Member Show Opens
November 25 – December 2 Great Hall	Festival of Trees Fundraiser Display of donated decorated (artificial) trees; basket raffles, T-F lunches, and tree sale
November 30 5:00 – 7:00 Great Hall	Festival of Trees Ticketed “Business After Hours” Event Informal reception; open galleries; special raffle; piano music; membership and/or gift shop special discount?