



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

DIRECTORS' REPORT January 10, 2024

DECEMBER OVERVIEW

Circulation & Attendance

LIBRARY CIRCULATION AND REACH

Month	November 2023	December 2023
Door Count*	2008*	1445*
Libby	380 Circs	Circs
Wi-Fi	184 Unique Clients	146 Unique Clients
Computer Use	105 Sessions	83 Sessions
Program Attendance**	859 Attended/Taken	243 Attended/Taken
Circulation	1376 Circs	1287 Circs
Reference	108 Questions	96 Questions
Classroom Use***	11 Reservations	5 Reservations
Social Media	Insta Reach: 209; FB Reach: 2729	Insta Reach: 411; FB Reach: 2175

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

**Combined attendance for all Library & Museum programs.

***Reservations and Rentals not including Library/Museum programs.

MUSEUM ATTENDANCE REACH

	Total	Adult*	Children	Senior*	Student*	Member	Event/Guest	Pass/Rec/ MusAll**	Blue Star
'23	402 (287)	66 (27)	3 (5)	79 (62)	2 (6)	22 (3)	208 (155)	22 (29)	3 (0)
'22	340 (478)	50 (67)	5 (4)	35 (81)	7 (3)	17 (11)	196 (291)	30 (25)	0 (1)
'19	584 (326)	36 (61)	194 (1)	73 (96)	13 (23)	26 (18)	231 (90)	11 (20)	0 (0)

(previous month figures)

*Admission income; all others are free

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

MUSEUM VIRTUAL REACH

	Website Visits	Facebook Reaches	Twitter Impressions	Instagram Reaches
'23	4,801 (5,329)	58,834 (30,915)	2,065 (1,845)	844 (987)
'22	3,653 (3,999)	7,376 (6,174)	1,599 (1,826)	3,770 (3,391)
'19	No Data**	No Data **	11,400 (10,200)	No Data **

(previous month figure)

*Corrected number

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

Note: Facebook Reaches November & December 2023 include paid event advertising

FACEBOOK ADVERTISING

	REACH	IMPRESSIONS
OCTOBER 2023	14,267	34,505
NOVEMBER 2023	14,298	34,455
DECEMBER 2023	N/A	N/A

Buildings & Grounds

- Verbal update will be given at meeting; written update will be included in February Directors' Report (B&G Manager is out of office)

Programs & Events - Highlights

- Elves Day Out: A great end of year event. We saw continuous traffic throughout the day. Holiday music with Gary and Storytime with Mrs. Claus were delightful for many and a good addition to the day's activities.
- Winter Break Build-a-thon: As always, a very popular program! Over the course of the four days, we saw nearly 50 people and had 31 project submissions
- Teen Mason Jar Snow Globe: A surprising turn out, this was a re-attempt of a program developed last year that didn't have attendance. Moving the program to coincide with school break has really been successful for us.

Collections & Exhibits

- Museum: the last open week saw a significant increase in visitors.
- Regional Art Galleries: Arts Factory of Montgomery County member show also ended on a high note; we sold another piece on the last day!
- Conservation: WACC completed work on four Cushman Parker canvases and one of the four frames (supported by grant and designated annual appeal funding); more work to be confirmed for 2024.

New Business, Updates, and Reminders

- Board Development: we have received one application for a trustee position and a notice of interest via email.
- Front Desk: we have hired a new person; they will start January 4th. Huzzah for a full team again!

Noteworthy

- Visitation: initial annual zip code data suggests on-trend increased Museum visitation; this data is collected and analyzed as part of annual grant reports (ie did targeted marketing have a measurable result?)

SAVE the DATE! – MORE to COME!

[Italics indicate tentative Museum/Library event/date or Community/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

10:30am - 12:30pm Reference Desk

Drop in Tech Time with Maria!

Fridays (new day!)

11am Kids Area

In person Story Time with Mary!

January Take & Makes

Available all month

Popsicle Stick Unicorn - Children

Tissue Paper Winter Scene - Tweens/Teens

January - February

Library Winter Hours:

Museum Closed

Tues-Wed 10am – 6pm

Fri 10am – 5pm

Sat 12pm – 5pm

Closed Sun-Mon

January 12

11am Kids Area

Kids Music W/ Gary Van Slyke

January 12

2 PM Classroom

Teen and Tween Night Sky Painting

January 17

4:30 PM Classroom

Teen Book Club

January 20

2:00 PM Double Gallery

Guest Star Gallery Tour: w/ David Brooks

January 31

2:00 PM Double Gallery

Kids Watercolor Tree Painting