



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

## DIRECTORS' REPORT December 13, 2023

### NOVEMBER OVERVIEW

#### Circulation & Attendance

##### LIBRARY CIRCULATION AND REACH

Month	October 2023	November 2023
Door Count*	1772*	2008*
Libby	455 Circs	380 Circs
Wi-Fi	193 Unique Clients	184 Unique Clients
Computer Use	110 Sessions	105 Sessions
Program Attendance**	706 Attended/Taken	859 Attended/Taken
Circulation	1381 Circs	1376 Circs
Reference	113 Questions	108 Questions
Classroom Use***	15 Reservations	11 Reservations
Social Media	Insta Reach: 428; FB Reach: 3259	Insta Reach: 209; FB Reach: 2729

\*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	287 (200)	27 (48)	5 (5)	62 (83)	6 (4)	3 (15)	155 (8)	29 (37)	0 (0)
'22	478 (284)	67 (63)	4 (4)	81 (80)	3 (2)	11 (19)	291 (81)	25 (34)	1 (1)
'19	326 (535)	61 (76)	1 (0)	96 (134)	23 (9)	18 (11)	90 (286)	20 (37)	0 (3)

(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	5,329 (5,161)*	30,915 (28,260)	1,845 (1,522)	987 (1,054)
'22	3,999 (4,530)	6,174 (5,872)	1,826 (3,224)	3,391 (5,973)
'19	No Data**	No Data **	10,200 (7,203)	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 October & November 2023 include paid event advertising

#### FACEBOOK ADVERTISING

	REACH	IMPRESSIONS
SEPTEMBER 2023	25,989	76,046
OCTOBER 2023	14,267	34,505
NOVEMBER 2023	14,298	34,455

#### Buildings & Grounds

- Stants: Still waiting for the second part (pump seal), once it arrives, they will return to fix boilers, everything operating ok.
- Health & Safety: all restrooms now have contactless flushers (NYSCA H&S grant bonus)

#### Programs & Events - Highlights

- Holiday Art & Craft Fair: A once again popular event that saw a large crowd. We had over 600 people throughout the day and a wide variety of vendors.
- Painting with Patrice: A favorite for adult and senior programming, Patrice is lovely and makes the art programs advanced enough for adults but capable for any skill level. Everyone remarks on how awesome she and her programs are.
- Empire Wild: A nice showing of attendees for the time of year, a wonderful musical program as always.
- Perry Ground: A new to us program that had a good turnout. Storyteller Ground was an engaging speaker who facilitated two programs on Indigenous history and culture. We plan to have him back in 2024, hopefully in March for Women's History month.

#### Collections & Exhibits - Highlights

- Great response to *American Art from the Arkell Gallery*, *Archive Vibes!* and *Arts Factory of Montgomery County Member Show* exhibits; be sure to see them before December 30.
- In the works for 2024: Winslow Homer woodcuts; Mary Shelley bas relief; Cushman Parker portraits; details to follow!

### New Business, Updates, and Reminders

- Board Development: we are actively seeking new members to fill anticipated vacancies in 2024; please let us know about people who express an interest; more information and an application to be considered can be found at this link:

<https://files.constantcontact.com/5946f43c001/296c939b-4099-4787-98bb-ce6156e82476.pdf?rdr=true>

- Trustee Training: **NYS library minimum standards require that trustees complete 2 hours of training every year** (the NBT advisor presentation to the Board counts as 30 minutes towards this requirement); Mid-Hudson offers a webinar series; each session focuses on a specific section of the *Handbook for Library Trustees of New York State*. **You can also watch previously recorded sessions at your convenience for training credit.** This link will bring you to a list of the webinars and a place to register <https://midhudson.org/trusteebookclub/>

### Noteworthy

- Maria attended NYLA in Saratoga Springs and was able to catch up and network with many colleagues; was glad to be able to go.

**SAVE the DATE!**

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!**

**December Take & Makes**

Available all month

**Paper Chain Reindeer - Children**

**Popsicle Stick Xmas Tree - Tweens/Teens**

**December 8**

11am Kids Area

**Kids Music with Gary Van Slyke**

**December 20**

4:30pm Classroom

**Teen Book Club**

**December 24- December 25**

**Museum and Library Closed**

**December 26-29**

Drop In; Classroom

**Winter Break Lego Buildathon**

Builds are displayed in Library; prizes awarded after community voting Jan 2-5

**December 27**

3pm Great Hall

**Teen Program – Snow Globe Craft**

This one really is for teens or capable tweens.

**December 30**

**Last day to see Museum and Regional Art Gallery exhibits!**

**December 31- January 1**

**Museum and Library Closed**

**January - February**

Library Winter Hours:

Museum Closed

Tues-Wed 10am – 6pm

Fri 10am – 5pm

Sat 12pm – 5pm

Closed Sun-Mon