



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

DIRECTORS' REPORT

August 9, 2023

JULY OVERVIEW

Circulation & Attendance

LIBRARY CIRCULATION AND REACH

Month	June 2023	July 2023
Door Count*	1603*	1724*
Libby	401 Circs	436 Circs
Wifi	160 Unique Clients	151 Unique Clients
Computer Use	71 Sessions	93 Sessions
Program Attendance**	248 Attended/Taken	225 Attended/Taken
Circulation	1386 Circs	1623 Circs
Reference	105 Questions	172 Questions
Classroom Use***	17 Reservations	17 Reservations
Social Media	Insta Reach: 252; FB Reach: 3578	Insta Reach: 315; FB Reach: 6497

*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	A*	Ch	Sr*	St*	M	Event/Guest	Pass/Rec/MusAll**	Blue Star
'23	380 (394)	117 (70)	6 (7)	140 (121)	21 (7)	12 (18)	44 (131)	37 (40)	3 (0)
'22	491 (345)	184 (74)	12 (2)	124 (76)	6 (9)	22 (13)	102 (85)	40 (26)	1 (2)
'21	437 (245)	178 (84)	17 (7)	133 (92)	6 (9)	39 (14)	52 (37)	9 (2)	3 (0)
'20 ***	111 (0)	37 (0)	2 (0)	42 (0)	11 (0)	6 (0)	8 (0)	5 (0)	0 (0)
'19	484 (252)	247 (73)	15 (1)	126 (103)	12 (3)	14 (18)	40 (37)	28 (17)	2 (0)

(previous month figures)

*Admission income; all others are free

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

*** COVID closure March 16, 2020; Museum Reopens July 9, 2020

NOTE: All July Adult Admission Numbers Include Erie Canal Cyclists (\$5 special rate)

MUSEUM VIRTUAL REACH

	Website Visits <i>June stats**</i>	Facebook Reaches	Twitter Impressions	Instagram Reaches
'23	1811 (4658)	15240 (9427)	498 (796)	1915 (1193)
'22	4356 (4402)	18108*** (6849)	3386 (1700)	16,563*** (844)
'21	7976 (10022)	9128 (8716)	11100 (6739)	1143 (1837)
'20	8297 (8352)	6712 (4112)	10900 (4575)	2925 (1775)
'19	No Data*	No Data*	9977 (14600)	No Data*

(previous month figure)

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

**July website visits are not available due to an internal problem with iPower; additionally, June stats may be higher due an updating problem

***abnormally high numbers due to implementation of Instagram Reels and new tracking algorithm.

Buildings & Grounds

- Davis Ulmer: quarterly fire and security inspection; all fine.
- Hannibal Newsom: site visit to view and consider redesign of entry drive closest to building; Newsome and Altonview (last month site visit) have provided draft ideas; both are working on work estimates suitable for grant application; **there are MANY steps and a series of approvals before we can submit the grant; final deadline Sept 1, 2023.**

Programs & Events - Highlights

- Guest Star Gallery Tour w/ Bob McCann: Successful tour, people who were interested in both creating and collecting stoneware attended. McCann was a lively and interesting speaker, attendees had fun.
- American Revolutionary Songs: Interesting historic program of songs and stories; not as well attended as other concerts.
- Kids Art w/ Shanna: Shanna for the Art Box (Canjo business) ran a kid's watercolor program with very high attendance rates. The great hall was full of families with littles of all ages having a blast.
- Massry Residence Assisted Living: The senior group enjoyed themselves on a scheduled tour. It brought to our attention the need for additional clarification on the number of aids from any facility to assist their residents in the museum.

Collections & Exhibits

- Collections Committee: reviewed and approved all recommendations; intern Mackenzie is processing formal Deeds of Gifts (and is working on a third collections review report)

New Business & Updates (and Reminders)

- Social Media Policy; Winter Hours; Collection Offers; May Minutes: All approved by the board via email Unanimous Consent
- Reminder: Trustee Training Events: Mid-Hudson has a webinar series going on throughout the year; each 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

- 518 Magazine: great feature article in July issue; part of our marketing contract but layout, length, and number of images used exceeded expectation.
- Staff Notes: We have hired a new substitute Front Desk Clerk, Tim, who has taken on extra hours over the summer. He fits in well and has already become a helpful part of our staff. Front Desk Clerk Arlene has given a letter of resignation; her bubbly personality will be missed by all. We have already posted the job on the website and are fielding applications. As of now there are two clerk positions that need to be filled. Regional Art Gallery Director, Mary Beth Vought, who also handled administrative duties, is leaving the organization. Her last day will be August 17; Front Desk Clerk Cory will move into the position of Administrative Assistant, an expanded version of the original administrative position, August 22.

SAVE the DATE! – MORE to COME!

[Italics indicate tentative Musuem/Library event/date or Community/Rental Events]

See our Calanders 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 Great Hall

In person Story Time with Mary!

August Take & Makes

Available all month

Paper Dog Walker - Children

Origami Dog Bookmark- Tweens/Teens

August 4

Three Solo Shows Opens in Regional Art Galleries

Painters Britt LoSacco, Mary Nolan, and Mary Ellen Riell were juried into the 2022 Art of New York Juried Show

August 5

1pm-4pm; Stone Wall Gallery

Regional Art Gallery – Britt LoSacco Reception

Painter Britt LoSacco is hosting this reception

August 6

Noon-5pm

Brooks for Books!

Annual sale to raise funds for Library materials; Free Musuem Admission;
VOLUNTEERS STILL NEEDED!

August 17

7pm Great Hall

Caroga Arts Concert

Doors open at 6:30

September 16

7pm Night Watch Gallery

Musicians of Ma'alwyck - Original Art Galley Concert

Ticketed event; limited seating; doors open at 6:00

September 30

3pm Great Hall

Annual Gleich Lecture with Grechen Sorin

Free lecture and Museum admission; **ticketed “meet the speaker” dinner to follow**

October 4

10am – 4:00pm Great Hall

Holiday Art & Craft Fair

October 15

2pm Great Hall

Joelle Lachance - Arias and More Inspired by the Collection

Joelle is a mezzo-soprano currently performing with Glimmerglass Opera
<https://www.joellelachancemezzosoprano.com/>

October 20

Regional Art Galleries

Arts Factory Member Show Opens

October 21

2pm Archive exhibit

Guest Star Gallery Tour with Kelly Farquhar, Montgomery County Historian

Free with regular admission

November 11

Evening Great Hall

Empire Wild Concert ~To Be Confirmed

<https://www.concertartists.org/empire-wild>

November 19

Afternoon Great Hall

Perry Ground Haudenosaunee Storyteller

<https://talkingturtlestories.com/>

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?