



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

DIRECTORS' REPORT

January 11, 2023

DECEMBER OVERVIEW

Circulation & Attendance

LIBRARY CIRCULATION AND REACH

Month	November 2022	November 2022
Door Count	1,764.5*	1,217.5*
Libby	358 Circs	364 Circs
Wifi	131 Unique Clients	124 Unique Clients
Computer Use	79 Sessions	52 Sessions
Program Attendance**	112 Attended/Taken	252 Attended/Taken
Circulation	1304 Circs	1283 Circs
Reference	98 Questions	76 Questions
Social Media	Insta Reach: 716; FB Reach: 3154	Insta Reach: 1,552; FB Reach: 2,405

*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

	Total	A*	Ch	Sr*	St*	M	Event/Guest	Pass/Rec/MusAll**	Blue Star
'22	340 (478)	50 (67)	5 (4)	35 (81)	7 (3)	17 (11)	196 (291****)	30 (25)	0 (1)
'21	168 (293)	51 (56)	7 (12)	38 (60)	6 (7)	16 (16)	43 (131****)	6 (10)	1 (1)
'20 ***	225 (283)	81 (91)	1 (4)	83 (127)	5 (8)	23 (32)	23 (13)	9 (6)	2 (0)
'19	584 (326)	36 (61)	194 (1)	73 (96)	13 (23)	26 (18)	231 (90)	11 (20)	0 (0)

(previous month figure)

*Admission income; all others are free

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

*** Museum Reopens July 9, 2020 after COVID closure effective March 16, 2020

****Includes Holiday Fair Special \$5 Admission (Vendors Received Free Admission)

MUSEUM VIRTUAL REACH

	Website Visits	Facebook Reaches	Twitter Impressions	Instagram Reaches
'22	3,653 (3,999)	7,376 (6,174)	1,599 (1,826)	3,770 (3,391)
'21	3,714 (3,900)	5,300 (9,828)	3,877 (4,537)	1,086 (719)
'20	9,484 (9,713)	10,722 (6,838)	5,278 (7,925)	2,066 (1,946)
'19	No Data*	No Data*	11,400 (10,200)	No Data*

(previous month figure)

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

Buildings & Grounds

- Updates to be given at meeting (B&G manager is off week of Jan 3)

Programs & Events

- Elves Day Out: Mrs. Klaus Story Hour was a marked success; we definitely would love to host her next year. We had pretty consistent attendance throughout the day with 179 admissions. Many came through for the town scavenger hunt.
- Junior Youth Program Visit: afterschool gallery and classroom activities with Mary; this is a free program we do for this group once/month. The children arrive after school and make use of the classroom for snack time. They tour one of the exhibits; Mary then creates a bespoke creative craft for them based on that exhibit. The children check out library books and are then picked up at the library by their parents/caretakers before we close.
- School Break Drop-In Programs: Our drop-in build programs continue to be popular; we ran one over the Christmas holiday break and had a handful of people each day. We will be running a similar program in February for the Mid-winter break.

Collections & Exhibits

- Walter Hatke delivered his painting *Vischer Power*, a donation to the permanent collection by the artist
- Juried Art Show 2023: prospectus is live on the website; we received our first entries within hours of going live: <http://www.arkellmuseum.org/regional-art-call-for-entries>
- 2023 Exhibition Plan appended to end of this document (Save the Date will be updated in future reports)

New Business and Updates

- NYSCA Support for Organizations Grant - \$49,500.00/year for three years We were awarded a three-year multi-year grant (2023-2025) to support performance, collections, and exhibits; final contract with specific allocations expected mid-January (Note: FY2020-2022 multi-year award was \$12k/yr)
 - Progress report due July 1, 2023 (in addition to usual FY report February 29, 2024)
- NYSCA Regrowth Grants - \$30,000 (three \$10k one-year awards)
 - We were awarded each of the three applied-for grants; these are likely one-year grants, and are meant to build back audiences and assist with pandemic costs:
 - Marketing – New initiatives (design)
 - Marketing – New initiatives (placement and production)
 - Health & Safety (purchases such as hand sanitizing units and refills, etc)
 - Progress reports due July 1, 2023 (in addition to usual FY report February 29, 2024)
- Note: although NYSCA grants must be spent on Museum activities and as per contract, this support benefits the entire organization immensely

Noteworthy

2022 Statistics:

- Building Traffic: 16,293 (total building traffic)
- Programs: 211 Total; 2,986 Total Attendees
- Reference Questions: 1,442
- Circulation: 16,827 Total; 15,481 Items Circulated
- Libby Circulation: 4,151
- Wireless Clients: 1,431 Computer Sessions: 879
- Museum Admission Gain (number of visitors): 20%
- Visitors from 31 US states and 3 foreign countries
- Substantial attendance growth from NYS, MA, CT, and FL (100% increase or more); impressive growth from Rocky Mountain (400% increase) and Southeast (nearly 100% increase) states.

SAVE the DATE! – MORE to COME!

[Italic indicate Community or Rental Events]

We will catch up with more Save the Date entries in future reports;
for now, 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
Alternate Wednesdays
11:00am Great Hall

Drop in Tech Time with Maria!
In person Story Time with Mary!

January Take & Makes
Available all month

Popsicle Stick Hot Chocolate Mug- Children
Popsicle Stick New Year's Resolution Craft- Tweens/Teens

January 21
1:00pm

Special “Behind Closed Doors” Museum Exhibit – *Works on Paper*
Free to all; no registration required

January 21
3:30pm

Night Sky Painting Program with Mary – Children/Tweens/Teens

March 3

Regional Art Galleries Reopen
Work by photographers Todd Boebel, Robert Coppola & Phil Scalia

March 4
March 11
10am - 4pm

Museum Galleries Reopen; Special Library Winter Hours End
Antique Fair
Nellis Tavern event rental

MUSEUM GALLERIES OPEN SATURDAY MARCH 4 2023

***New Exhibit**

Single Gallery

Framing Art: Sargent, Inness, Whistler, and More

This exhibit features remarkable frames in the collection (yes, containing artwork) such as the hand-built and tinted frame built for Maurice Prendergast by his brother and the tabernacle-style frame encasing the Sargent; this exhibit looks “outside the box” and focuses on the frame – how do different frames create different effects and/or impact? And, just why do we frame things (protect the work; enhance the work)?

Double Gallery – Front

****American Art from the Arkell Museum Collection***

[Replaces *Works on Paper*]

This new exhibit will feature stellar pieces from the collection that have not been on recent display and will possibly present work in pairs according to artist or theme (eg both Thomas Hart Bentons; both Gilbert Stuarts); this exhibit is in part inspired by a reinvigorated marketing campaign promoting “American Art at the Arkell” sponsored by significant new grant funding from NYSCA and will remain installed through year end in order to capitalize on marketing.

Double Gallery – Back

Thrown Together: Salt Glazed Stoneware from New York State and Vermont Stoneware from the Collections of The Farmers’ Museum and the Fenimore Art Museum

This exhibit features utilitarian salt-glazed stoneware produced by potters along the Erie Canal using raw material shipped along the Canal; the focus will be on stellar and beautiful examples of decorated (but utilitarian) goods (eg crocks, churns, pitchers, poultry waterers – yes!), their makers, and regional origin, and is a nod to the Erie Canal in text. This exhibit has been immensely popular, especially with our younger visitors, and has inspired stellar programs and creative work.

SNEAK PEEK MAY 13!

[MAY 20 or 27 OPENING]

Single Gallery

[Replaces *Framing Art*]

****Photographs from the Beech-Nut Archive [title tbd]***

This new exhibit will feature extraordinary archival photographs from the Beech-Nut Collection and more with a focus on community, regional, state, and American people, events and history (with a nod to Beech-Nut and the industrialization of early 20th century food production; a possible opportunity to use signed studio portrait of Amelia Earhart and more). This exhibit was intended to open just prior to Memorial Day Weekend (it will undoubtedly include local parade and patriotic images) but has been bumped up to accommodate installer schedule; we will promote “Special Sneak Preview” for Mother’s Day Weekend. Formal opening day will be Saturday May 20 or Saturday May 28 (the latter is the holiday weekend) depending on 1) label text production and installation and 2) marketing opportunity.

Double Gallery – Front

American Art from the Arkell Museum Collection

(remains installed)

Double Gallery – Back

Thrown Together: Salt Glazed Stoneware from New York State and Vermont Stoneware from the Collections of The Farmers' Museum and the Fenimore Art Museum

(remains installed)

SEPTEMBER 2 OPENING!

Single Gallery

Photographs from the Beech-Nut Archive [title tbd]

(remains installed)

Double Gallery – Front

American Art from the Arkell Museum Collection

(remains installed)

Double Gallery – Back

[Replaces *Thrown Together*]

****TBD***

(to carry over into 2024)

Holding for possible Cushman Parker exhibition with expansion in 2024; will depend on 1) conservation funding and 2) conservation work schedule.