



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

DIRECTORS' REPORT November 8, 2023

OCTOBER OVERVIEW

Circulation & Attendance

LIBRARY CIRCULATION AND REACH

Month	September 2023	October 2023
Door Count*	1496*	1772*
Libby	344 Circs	455 Circs
Wi-Fi	131 Unique Clients	193 Unique Clients
Computer Use	106 Sessions	110 Sessions
Program Attendance**	251 Attended/Taken	706 Attended/Taken
Circulation	1357 Circs	1381 Circs
Reference	110 Questions	113 Questions
Classroom Use***	14 Reservations	15 Reservations
Social Media	Insta Reach: 424; FB Reach: 4219	Insta Reach: 428; FB Reach: 3259

*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	200 (285)	48 (67)	5 (0)	83 (104)	4 (1)	15 (8)	8 (152)	37 (21)	0 (0)
'22	284 (464)	63 (74)	4 (6)	80 (119)	2 (1)	19 (16)	81 (235)	34 (12)	1 (1)
'19	535 (238)	76 (56)	0 (1)	134 (126)	9 (2)	11 (11)	286 (27)	37 (12)	3 (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	5,748 (5,748)	28,260 (55,189)	1,522 (2,828)	1,054 (1,358)
'22	4,530 (4,578)	5,872 (12,941)	3,224 (2,722)	5,973 (4,734)

(previous month figure)

Note: Facebook Reaches July, August & September 2022-2023 include paid advertising (increased 2023); 2022: Gleich; 2023: Brooks for Books, Musicians of Ma'alwyck and Gleich

FACEBOOK ADVERTISING

	REACH	IMPRESSIONS
AUGUST 2023	10,444	22,968
SEPTEMBER 2023	25,989	76,046
OCTOBER 2023	14,267	34,505

Buildings & Grounds

- Davis Ulmer: Annual security and fire inspection, both passed without issue.
- Trane: Planned Maintenance; checked the museum cooling system, all good.
- Stants: Waiting for the second part, once it arrives, they will return to fix boilers.
- Brian Mabie: Confirming price for this winter; not going up.

Programs & Events - Highlights

- Spooky Perler Beads: A well-attended intergenerational program; parents and kids of all ages participated. Many made multiple designs and the program ran longer than expected. We plan to run similar programs with different themes based on the positive patron feedback.
- Joelle La Chance: A fabulously entertaining opera performance. There was a tour going on that day too and many remarked that it was a delight to be here and experience the concert in addition to the tour.
- Used Book Sale: Later in the year than past fall book sales but we still had a very good turnout, in part due to Friday being a half day at school we saw more people than usual.
Total: \$1052.00, Total people: 253, Average Spent: \$4.15
- Trunk or Treat: We participated in this event again this year, a big thanks to Cory and Mary for working that 6 – 8 shift outside in the cold! There were less people in attendance than last year, perhaps due to the weather.

Collections & Exhibits

- We received three Beech-Nut related donations, they are in temporary custody at this time.
- The Art's Factory Member's Show went up and is on view until December 30th. We've had good responses, and one piece has already sold.

New Business, Updates, and Reminders

- 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

- We received a lovely email thank you from an employee of the Long Island Museum of American Art, History & Carriages. He stated we had a wonderful place, impeccable staff, and that he was thrilled to see the Stuart portrait. It was nice to hear such praise from another museum professional and we shared his thanks with all the staff!

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

Drop in Tech Time with Maria!

10:30am - 12:30pm Reference Desk

Fridays (new day!)

In person Story Time with Mary!

11am Great Hall

November Take & Makes

Available all month

Paper Plate Pumpkin Pie Craft - Children

Yarn Hedgehog - Tweens/Teens

November 4

10am – 4:00pm Great Hall

Holiday Art & Craft Fair

November 10

11:00 am Kids Area

Kids Music with Gary Van Slyke

November 11

7:00 pm Great Hall

Empire Wild Concert

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

<http://www.arkellmuseum.org/events-calendar> (scroll to November 11)

November 14

2:00 pm Great Hall

Painting with Patrice

November 15

4:30 pm Classroom

Teen Book Club

The Alloy of Law by Sanderson

November 19

Afternoon Great Hall

Perry Ground Haudenosaunee Storyteller

<http://www.arkellmuseum.org/content/perry-ground-master-storyteller-cultural-educator>

December 2

Elves Day Out

Special Hours: The Library and Museum are open 10:00 am to 4:00 pm for all the festive fun!

11:00 am Mrs. Claus will be in the Great Hall reading holiday books, meeting admirers, and taking pictures!

2:00 pm musician Gary Can Slyke will perform his December Holiday Program.

Free admission to the Arkell Museum.

Coloring and crafting all day long!

December 8

11:00 am Kids Area

Kids Music with Gary Van Slyke