



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

DIRECTORS' REPORT October 11, 2023

SEPTEMBER OVERVIEW

Circulation & Attendance

LIBRARY CIRCULATION AND REACH

Month	August 2023	September 2023
Door Count*	2307.5*	1496*
Libby	373 Circs	344 Circs
Wi-Fi	168 Unique Clients	131 Unique Clients
Computer Use	92 Sessions	106 Sessions
Program Attendance**	351 Attended/Taken	251 Attended/Taken
Circulation	1736 Circs	1357 Circs
Reference	170 Questions	110 Questions
Classroom Use***	21 Reservations	14 Reservations
Social Media	Insta Reach: 322; FB Reach: 5600	Insta Reach: 424; FB Reach: 4219

*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	285 (517)	67 (90)	0 (14)	104 (188)	1 (7)	8 (10)	152 (164)	21 (43)	0 (1)
'22	464 (419)	74 (91)	6 (8)	119 (112)	1 (7)	16 (17)	235 (144)	12 (40)	1 (0)
'19	345 (569)	56 (111)	1 (5)	126 (210)	2 (15)	11 (44)	134 (137)	12 (47)	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 (5,468)	55,189 (26,944)	2828 (601)	1,358 (1,756)
'22	4,578 (4,819)	12,941 (19,225)	2,722 (3,314)	4,734 (10,179)

(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
JULY 2023	1,553	2,338
AUGUST 2023	10,444	22,968
SEPTEMBER 2023	25,989	76,046

Buildings & Grounds

- Star Roofing: Contacting us to schedule time to fix bubble on roof (no leaks; preventive repair).
- Stants: Have one part waiting on seal for boiler pump bearing seal (preventative replacement); will come and install both at the same time.
- Superior Propane: Refilled Generator (with diesel) on 9/21.

Programs & Events - Highlights

- Back to School Crafts: We ran two back to school in-person craft programs; Back to School backpack key chain (9/13) and Back to School Locker Art (9/27) and both were better attended than usual weekday programs during the school year. 3:30 PM seems to be the ideal time for parents to bring their kids in after school and still get home for dinner. We plan to continue running programs at this time.
- Street Fair: A well-attended free admission day; with 64 people coming in from the main street fair events to enjoy the exhibits.
- Musicians of Ma'alwyck: A very special program we were lucky to be able to throw! The music was phenomenal, and a rare opportunity to experience a private concert in a gallery.
- Gleich Lecture: Lecture and dinner were a big success! Dr. Sorin was an entertaining and engaging speaker, the audience was absorbed in listening, and we saw locals as well as out-of-town guests. A thank you to Board Members Sheryl and Erin for attending, and a special thanks to Erin for helping plan and put together the event, and for contributing two baskets to the Silent Auction.

Collections & Exhibits

- The expansion of the American Art Exhibit opened 9/2/2023, six Homer watercolors are on display much to the delight of visitors and staff.
- The three solo shows in the Regional Galleries will be coming down in October and the Art Factory show will have artist drop off beginning the following week.

New Business & Updates (and Reminders)

- Staff Updates: we've hired three new staff members to fill the front desk positions, training is ongoing, but we are happy to have a full team again.
- The Festival of Trees Fundraising event has been cancelled. The volunteers let us know that they would not be able to go forward with the event due to personal reasons.
- 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

- The NYS Library Construction grant was approved by the MVLS Board. All Library project requests were approved and are to be funded at 59% as the total cost is above the State's allocation. We are happy for this project to be moving forward, and while we will have to fundraise more than anticipated it is a great opportunity for development and Board engagement.
- Sue attended the open meeting with the Village Board to discuss the DRI grant with any members of the public interested in what projects were selected as in most need of restoration; Sue also contributed a requested Letter of Support for the Village application package.

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 Great Hall

In person Story Time with Mary!

October Take & Makes

Available all month

Bat Paper Craft - Children

Black Cat Paper Craft - Tweens/Teens

October 4

5:30 – 7:30 Great Hall

MVLS Annual Meeting

Board members are encouraged to attend.

October 15

2pm Great Hall

Joelle Lachance – A Voice at Play

Joelle is an award-winning mezzo-soprano who performed with the Glimmerglass Opera this season; she will be accompanied on piano by Erico Freire Bezerra

<http://www.arkellmuseum.org/content/voice-play-recital-joelle-lachance-%C3%A9rico-freire-bezerra-0>

October 20

Regional Art Galleries

Arts Factory Member Show Opens

October 20-22

Friday 12:00 – 5:00

Saturday: 12:00 – 5:00

Sunday: 12:00 - 3:00

Used Book Sale

October 21

2pm Archive exhibit

Guest Star Gallery Tour with Kelly Farquhar, Montgomery County Historian

Free with regular admission

November 4

10am – 4:00pm Great Hall

Holiday Art & Craft Fair

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 19

Afternoon Great Hall

Perry Ground Haudenosaunee Storyteller

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

November 25 – December 2

Festival of Trees Fundraiser CANCELLED

November 30

Festival of Trees Ticketed “Business After Hours” Event CANCELLED

December 2

Special Museum/Library Hours
Open 10am; Close 4pm

Elves Day Out

Free Admission All Day – coloring pages and more:
11am Storytime with Mrs. Claus
2pm Music with Gary Van Slyke