



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

DIRECTORS' REPORT

February 8, 2023

JANUARY OVERVIEW

Circulation & Attendance

LIBRARY CIRCULATION AND REACH

Month	December 2022	January 2023
Door Count	1,217.5*	987.5*
Libby	364 Circs	418 Circs
Wifi	124 Unique Clients	92 Unique Clients
Computer Use	52 Sessions	65 Sessions
Program Attendance**	252 Attended/Taken	96 Attended/Taken
Circulation	1283 Circs	1364 Circs
Reference	76 Questions	90 Questions
Social Media	Insta Reach: 1,552; FB Reach: 2,405	Insta Reach: TBD ; FB Reach: TBD

*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 [MUSEUM IS CLOSED JANUARY-FEBRUARY]

	Total	A*	Ch	Sr*	St*	M	Event/Guest	Pass/Rec/MusAll**	Blue Star
'23	56 (340)				28 (7)		28 (196)		
'22	0 (340)								
'21	0 (168)								
'20 ***	0 (225)								
'19	34 (584)		27 (194)				7 (231)		

(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

***January '23: PTECH student tour & Behind the Scenes Gallery tour

MUSEUM VIRTUAL REACH [December data repeated below; January data not yet compiled due to staff illness]

	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 (December and January)

- HydroTest: annual (NYS-required) fire extinguisher inspection; all fine
- Otsego Pro Painting: primed and painted (calcimine) ceiling and walls in Reading Room
- Northeast Cummins: annual generator inspection; all fine
- Otis Elevator: quarterly inspection; all fine
- NYS DOL: full building inspection; all fine (passed with “flying colors”)

Programs & Events

- Tech-Time offsite: I will now be running a monthly offsite tech-time program at Arkell Hall. Many of the residences find this an easier program to access, than getting to the library. We have a good turn out and was group oriented instead of one-on-one.
- Behind Closed Doors Tour: we had a big turnout for this Museum program, with a total of 18 visitors. Mary and one of our new front desk clerks gave a well-received tour of the Works on Paper exhibit. We hope to run another version of this program soon.
- Night Sky Painting Program: Another new and exciting art program, we had 10 participants of all ages. This highlighted the need for more programming geared towards people with ID and creative ageing. It also made clear that programs run outside of the 9-5 business hours will always be more attended. I hope as we continue building a sustainable staff model, we will be able to increase capacity to better serve the community.

Collections & Exhibits

- *American Art at the Arkell Museum: The Role of the Macbeth Gallery in Shaping the Collection* installed in front half of double gallery (replaces *Works on Paper*)
- Walkway wall re-installed: *Beech-Nut Sample Girl and Policeman* by Norman Rockwell and the advertisement repro panel are now centered on (freshly re-painted) end wall (looks great!)
- WAMC & WCNY contracts, and first round scripts and graphics finalized (WSKG tk)

New Business and Updates

- Meeting Space Policy: this section of the larger Customer Service Policy is submitted for board approval; the increased use of the classroom has caused some issues that need clarifying as soon as possible for the public. Adjustments to the policy include guidelines for rental versus free use.

Noteworthy

- We have a full front desk staff compliment now, and training is going well.
- MVLS Advocacy Grant – we received \$750 from MVLS for advocacy funding (\$1k requested)

SAVE the DATE! – MORE to COME!

[Italic indicate Community or Rental Events]

See our Calanders for additional information and more events:

<http://www.arkellmuseum.org/events-calendar>

<https://engagedpatrons.org/EventsCalendar.cfm?SiteID=8271>

[we will populate Save the Date in coming months]

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!

February Take & Makes

Available all month

Paper Plate Love Birds- Children

Paper Ladybug Card Craft- Tweens/Teens

February 10

All Day Classroom

Teen Anti-Valentine's Day Cards

Free to all; no registration required

February 14

4:00 pm Classroom

Galentine's Day Wine Bottle Painting

February 21-24

All Day Classroom

Mid-Winter Break Lego Extravaganza

February 23

12:00 pm

Perennial in Frame

Virtual Zoom Lecture

March 3

Regional Art Galleries Reopen

Work by photographers Todd Boebel, Robert Coppola & Phil Scalia

March 4

Museum Galleries Reopen; Special Library Winter Hours End

March 11

10am - 4pm; Great Hall

Antique Fair

Nellis Tavern event rental; \$5 Fair admission; Museum admission discounted to \$5

March 15

3:30 pm Classroom

Teen St. Patrick's Day Rock Painting

March 24

3:30 Pm Classroom

Kids Astronaut Helmet Craft (WHM)

April 29-30

Free Museum admission for all and more; stay tuned...

Arkellebration and Used Book Sale

August 17

Great Hall

Caroga Arts Concert