

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

DIRECTORS' REPORT

September 13, 2023

AUGUST OVERVIEW

Circulation & Attendance

LIBRARY CIRCULATION AND REACH

Month	July 2023	August 2023
Door Count*	1724*	2307.5*
Libby	436 Circs	Circs
Wifi	151 Unique Clients	168 Unique Clients
Computer Use	93 Sessions	92 Sessions
Program Attendance**	225 Attended/Taken	351 Attended/Taken
Circulation	1623 Circs	1736 Circs
Reference	172 Questions	170 Questions
Classroom Use***	17 Reservations	21 Reservations
Social Media	Insta Reach: 315; FB Reach: 6497	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	517 (380)	90 (117)	14 (6)	188 (140)	7 (21)	10 (12)	164 (44)	43 (37)	1 (3)
'22	419 (491)	91 (184)	8 (12)	112 (124)	7 (6)	17 (22)	144 (102)	40 (40)	0 (1)
'21	390 (437)	112 (178)	18 (17)	140 (133)	13 (6)	32 (39)	48 (52)	27 (9)	0 (3)
'20 ***	231 (111)	73 (37)	0 (2)	94 (42)	11 (11)	17 (6)	7 (8)	28 (5)	1 (0)
'19	569 (484)	111 (247)	5 (15)	210 (126)	15 (12)	44 (14)	137 (40)	47 (28)	0 (2)

(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

MUSEUM VIRTUAL REACH

	Website Visits <i>July stats**</i>	Facebook Reaches	Twitter Impressions	Instagram Reaches
'23	5,468 (No Data)	26,944 (15,240)	601 (498)	1,756 (1,915)
'22	4,819 (4552)	19,255 (18,108***)	3,314 (3,386)	10,179 (16,563***)
'21	7,071 (7415)	7,064 (9128)	5,698 (11,100)	1,100 (1143)
'20	8,841 (9123)	9,121 (6,712)	5,570 (10,900)	2,549 (2,925)
'19	No Data*	No Data*	10,300 (9,977)	No Data*

(previous month figure)

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

**July 2023 website visits are not available due to an internal problem with iPower; additionally, June 2023 stats may be higher due an updating problem

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

Note: Facebook Reaches July & August 2022-2023 include modest paid advertising; 2022: Gleich; 2023: Brooks for Books and Gleich 2023

FACEBOOK ADVERTISING

	REACH	IMPRESSIONS
JULY 2023	1,553	2,338
AUGUST 2023	10,444	22,968

Note: a new venture for us; July & August 2022-2023 paid advertising for Brooks for Books & Musicians of Ma'alwyck; modest but slight increase in expenditure 2023 relative to 2022

Buildings & Grounds

- Trane: annual inspection/cleaning revealed a small coolant leak; that condenser was immediately shut off (it is one of two that serve the entire building); repair was successful (no need to replace – phew!); several standard wires showing signs of corrosion were replaced.
- Star Roofing: site visit to check a bubble noted by Micheal in rubber roof (no leakage); they will return to address asap
- Stants: boiler was off and would not fire morning of 09/17; Stants detected a faulty modulator control; temporary fix was possible that day; new part on order
- Davis-Ulmer: fire monitoring system incorrectly read a “faulty module”; it was a computer glitch; Davis-Ulmer checked all modules and reset the system

Programs & Events - Highlights

- Brooks for Books: we raised \$3,493.50 in sales (62 were pre-sold prior to the event; 349 were sold day of) and received \$140.00 in extra donations day of event.
- Caroga Artists Concert: Amazing turnout and concert. We had over 100 people attend, and the musicians played for nearly two hours.
- Stuffed Animal Sleepover: Another event with great attendance, we had 32 people of various ages here for storytime in Nightwatch. Check out the photos from the program on our socials!

- Utica Zoo: Reptiles galore this year (Maria was pleased!) We were lucky to be able to have the zoomobile this year, as always, the facilitators do a great job of showcasing the animals and engaging with the audience. Another Summer Reading Program in the books!

Collections & Exhibits

- Collections review: intern Mackenzie met with committee members for a second review of offered items (see review document in board package); she received several signed Deeds of Gift for items accepted in the first review round and so was able to fully complete several transitions; significant tasks include proper housing and cataloguing of the entire Winslow Homer woodcut collection; she will be missed!
- Thrown Together: stoneware safely packed and returned to The Farmers' and Fenimore Art Museums in Cooperstown; the American Art exhibit extension was installed and includes six Winslow Homer watercolors, Erie Canal scenes, and more; extension exhibit opened Saturday Sept 2.; great response so far.

New Business & Updates (and Reminders)

- Staff Updates: we said goodbye to front desk clerks Anna V. and Arlene V. and Regional Art Gallery Director/Administrative Assistant Mary Beth Vought, and welcomed front desk clerk Devin M. (who joined us 8/24) and will welcome front desk clerk Laura S. (who joins us 9/6); we also welcome Cory S. in her new position as Administrative Assistant (a return to and expansion of the previous admin position); Matthew T., P/T B&G, is no longer with the organization. **We are seeking to fill one P/T front desk clerk and one P/T B&G assistant.**
- Sue and Maria met with Mayor Ron Dievendorf and grant-writer Eddie Watt to discuss Library & Museum needs in general, and the inclusion of the organization in the Village DRI grant
- 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 Constuction grant was submitted September 1, 2023 (deadline day); see project review and letter of support from the AHF (included in board package) - HUGE thanks to Maria who took on the lion's share of this project and to the AHF for their support.
- Mary traveled to both Arkell Hall (craft collage focused on memory care) and the Duanesburg Public Library (framing art discussion; collage frame craft)
- We have taken on a new volunteer page; a local high schooler! We are grateful to have the extra set of hands to help keep the shelves neat and organized.

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!

September Take & Makes

Available all month

Popsicle Stick Apple Core - Children

Paper Leaves Wreath - Tweens/Teens

September 16

7pm Night Watch Gallery

Musicians of Ma'alwyck - Original Art Galley Concert

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

<http://www.arkellmuseum.org/content/musicians-maalwyck-concert-evening>

September 30

3pm Great Hall

Annual Gleich Lecture with Grechen Sorin

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

<http://www.arkellmuseum.org/content/elizabeth-hearn-gleich-lecture-0>

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 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

Evening 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

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?