

Director's Report-  
November 28, 2022

#### Administrative

- I learned from some colleagues that Association Libraries may be eligible for ARPA Employee Retention Tax Credit for 2020 and 2021 even if they received PPP funds. I spoke with our representative at Paychex. They complete the forms and only charge us a fee if they are able to get funds returned. The two Director's I spoke with received approximately \$30,000 for their libraries.

#### Building & Grounds

- Sue and I have been working on getting the basement cleaned out. We have donated some items to other libraries and we will be getting a pickup from Re-Store and 1-800-Junk at some point to clear out the remaining construction materials. The Friends are working on reducing the space they need as well. This is in anticipation of construction next year.

#### Circulation and Collection Development

- October Physical Circulation: 4428 TY vs. 3607 LY
- October eBook circulation: 501 TY vs. 573 LY
- October downloadable audiobook circulation: 446 TY vs. 470 LY
- October eMagazines circulation: 48 TY vs. 75 LY
- October Kanopy usage: 42 TY vs. 36 LY
- October Hoopla usage: 151 TY vs. 125 LY
- Total Circulation October: 5616 TY vs. 4886 LY

#### Funding Vote

- I filed the tax cap form with the NY State Comptroller's office after our successful funding vote.

#### Programs and Services

- Total library cards: 6913 this month 6878 last month
- October Program attendance: 658 TY vs N/A LY
- October Library Visits: 2331 TY vs. 1701 LY
- October Wi-Fi Usage: 430 TY vs. 364 LY
- October Computer Use: 261 TY vs. 169 LY

## Publicity and Outreach

- Monthly E-newsletter for November: 2960 Sent, 47% Open Rate, 3% Click Rate
- I met with Sue, Jane, Anne Marie and Myra to discuss a marketing plan for 2023. We will be using a consistent checklist for all programs, events and services. We will also be working on more consistent branding by creating a marketing kit.

## Staff

- I am in the process of completing employee evaluations. I plan on conducting the evaluations before the end of December.
- I attended NYLA Conference in person for the first time since 2019. I attended the following workshops:
  - Tech Trends for Libraries
  - Creating Infographic Reports
  - Low-Cost Tools Big Impact
  - Keeping it Friendly: Connecting Staff and Friends
  - Library Marketing in a Changing World
  - Marketing for small Libraries

Respectfully submitted: Carol Fortier