Monroe Free Library
Executive Director's Report
June Stats for July 2025 MFL Board Meeting

# Children's

The following programs were offered:

| Grades k-3 | |
|---|---|
| Puzzle fun | 7 |
| Read w/ Max & millie | Cancelled |
| Open Play | 5 |
| Model Magic | 5 |
| Grades 2-5 | |
| Candy Smurf village | 8 |
| Teens | |
| Teen study night | 3 |
| Teen Book Club | 3 |
| Nintendo Switch Saturday | 5 |
| Chalk night after party | 17 |
| Crochet Scrunchies | 6 |
| Family | |
| Walk in Story time x 2 | 3+2=5 |
| Walk in Play time x2 | 4+2=6 |
| Turtle Dance Music | 10 |
| Baby Sign | 1+1+1=3 |
| Special Storytime with special guest | 3 |
| Chalk Night | 160 |
| Community | |
| Ches w/Wes x4 | 2+2+3+3=10 |
| Movie on the lawn: Shrek | 40 |

| **Total # of Children Program attendance comparison** | |
|---|---|
| 2025 | 2024 |
| 296 | 314 |

Take & makes: 23 Children's & 24 Decades & 10 Adults: 57 total

**Summer Reading Programs**

- We kicked off summer reading on June 26th with Chalk night. This year's theme is "Color Our World"
- Chalk night was a huge success with over 160 people in attendance.

**Movies on the Lawn**
We are once again offering Movies on the Lawn. This year we are running it from June-September and kept it on Friday's. In June we offered Shrek. We are also continuing our partnership with a local business owner who agreed to sponsor the snacks for all 4 movies. We will now be able to offer free movie snacks all summer long.

# Adult Services & Programs

| Reference Stats | Usage |
|---|---|
| Computer Users | 445 |
| Computer Help | 40 |
| Printing (Remote & From Phones) | 334 |
| Copy Assistance | 127 |
| Scanning | 50 |
| Faxing | 50 |
| Reference Questions Answered | 166 |
| Walk in Tech Help x 4 | 1 |
| Genealogy | 1 |
| Book a Librarian | 2 |
| Take & Makes | 15 |
| Public Computer Sessions | |

**Adult Programs**

The following passes & programs were offered:

| Museum Pass | # Of Check Outs |
|---|---|
| Bethel Woods | 1 |
| Boscobel | 0 |
| DIA Beacon | 0 |
| Empire Pass | 1 |
| Mohonk Preserve | 1 |
| Museum of the Hudson Highlands | 0 |
| Museum Village | 1 |

| | |
|---|---|
| **Storm King Art Center** | **1** |
| **9/11 Museum** | **0** |
| **Intrepid** | **1** |
| **Program** | **Attendance** |
| **Writing Club x4** | **6** |
| **The Universe "A Complex Story"** | **5** |
| **Open Games club** | **0** |
| **Garden Club** | **1** |
| **Listen & Learn: 80s Hair Metal Retrospect** | **7** |
| **Bingo** | **5** |
| **Art for the Soul: Flow to Sound & Color** | **9** |
| **Crafternoon** | **6** |
| **Artistic Afternoons club x2** | **0** |
| **Thriller book club: The Guest List** | **12** |
| **Friday afternoon movie x2** | **3** |
| **Introduction to sketching x3** | **6** |
| **1980s decades in review** | **10** |
| **Google Earth Baseball Stadiums** | **12** |

| Total # of Adults Program attendance comparison | |
|---|---|
| 2025 | 2024 |
| 82 | 50 |

# Community Room reservations

Room A: 62(47)
Room B: 63(44)

# Circulation Statistics

| Circulation Stats | 2025 Usage | 2024 Usage |
|---|---|---|
| New card holders | **63** | 66 |

| | | |
|---|---|---|
| Total # of Library Card Holders | **8,416** | **8,365** |
| Total Items Circulated | 6,229 | 6569 |
| Overdrive Audio & ebooks | 1,642 | 1,784 |
| Overdrive magazine | 427 | 284 |
| ILL Borrows | 1,312 | 1,313 |
| ILL Loans | 1,016 | 934 |
| Video Game Collection | 127 | 103 |
| Discovery Kits | 4 | 3 |
| Laptops | 3 | 2 |
| Launch Pads | 2 | 1 |
| MWSCD Active Users | 56 | 65 |

# Library Operations

**MFL Policies- I sent over 4 policies via email to be reviewed by the Operating Committee. These policies were:**

- Sustainability Policy
- Programming Policy
- Trustee Education Policy
- Internet Policy

**RCLS Road Trip 2025**
The RCLS Road trip has started and will run through September. Our circulation staff has been trained on how to receive our road trippers.

# Financials

- See attachments 1-3 June Financials

- **2026 Ballot Budget Increase**
  We have our required signatures for the ballot. The board must pass a resolution (see verbiage below) to accept the signatures, and I will then forward them to the Town Clerk this week.

  *"WHEREAS, there has been presented to the Board of Trustees of the Monroe Free Library a petition signed by qualified voters of the Town of Monroe in a number exceeding 25, asking that the following question be placed upon the ballot and voted on at the next general election of the Town of Monroe :*
  *SHALL THE ANNUAL CONTRIBUTION OF THE [Town of Monroe] FOR THE OPERATING BUDGET OF THE*
  *[Monroe Free Library] BE INCREASED BY [$25,000 DOLLARS TO THE SUM OF*
  *$ 1,531,325 DOLLARS ANNUALLY,*
  *and*

  *WHEREAS the endorsement of this Board of Trustees of the Monroe Free Library is required before such question may be placed upon the ballot*
  *NOW, THEREFORE, BE IT RESOLVED, that this Board of Trustees hereby endorses the petition*

*presented to it and directs that the following question be voted on at the next general election of the Town of Monroe:*
*SHALL THE ANNUAL CONTRIBUTION OF THE Town of Monroe FOR THE OPERATING BUDGET OF THE Monroe Free Library BE INCREASED BY $25,000 DOLLARS TO THE SUM OF 1,531,325 DOLLARS ANNUALLY"*

- **2024 Audit**
  The audit has started. Deana was in the library last week and will continue to work with Mary and I as she needs us.

# Long Range Plan

**Assistive Technology Devices-** Both of the Assistive Technology devices that the board approved at the last meeting have been purchased. The smaller portable device has been cataloged and is ready to circulate. The larger in house device is on it way and should be up and running next month.

**Senior Center Technology Survey**- While visiting the Senior Center this month, Mike, facilitated a discussion and distributed a survey we put together to learn more about what our Seniors were most interested in learning. 17 seniors completed the survey and the results can be found below:

| Topics | Votes |
|---|---|
| Smartphones | 7 |
| Using Apps | 5 |
| Internet Safety | 5 |
| Video Calling | 10 |
| Social Media | 5 |
| Online Shopping | 4 |
| Digital Photos & Storage | 6 |
| Tablet or Ereader | 2 |
| Streaming Services | 6 |
| Other | Health Apps |

# PR, Outreach & Fundraising/ Grants

**MW Central School District Library Card Distribution & Summer Reading**

In June we were extremely busy with the final library card distributions and summer reading awareness. During this month, Elizabeth and Sara visited the following schools: Smith Clove, North Main, Sapphire and Pine Tree. During these visits we talked about our summer reading program and distributed calendars. We met with approximately 2,00 students.

**The librarian at Smith Clove Elementary put together this video montage of our visit at Smith Clove: https://www.facebook.com/MWCSD/videos/1145348727624690**

**Lions Club Fishing Derby**

Mary represented the library at the Fishing Derby. She handed out "bookworms" and provided calendars.

**Repair Café**

On June 27, I tabled at Monroe's first repair café. I shared information about the library, provided calendars and signed up 2 people for library cards.

**Print Ads & Press Releases**
These ad was published for this month:

**Movies on the Lawn- Elizabeth wrote a press release about our movies on lawn but it never got published.**

**Social Media & Email Blasts**

| Engagement | Facebook | Instagram |
|---|---|---|
| Page Reach | 4578 | 483 |
| Page Visits | 1212 | 126 |
| New Page Likes | 13 | 16 |
| Post Views | 22,625 | 9146 |
| Content Interactions | 572 | 325 |
| Link Clicks | 54 | 1 |

**Email Blast Statistics (Open rates)**

| Emails this month | How many emails sent | How many received emails | How many opened | How many clicked on the links |
|---|---|---|---|---|
| 3 | 7161 | 7161 | 2613 | 33 |

# Misc.

**Public Library Association Conference Planning Committee-** I participated in the proposal selection process for next years conference. This entailed reviewing 100 proposals and then an all day zoom meeting to finalize and accept 150.

Patron Comments and Google Reviews to be read at the meeting