

DIRECTOR'S REPORT

December 2022

COMMUNITY OUTREACH

- Our book bike for community outreach has arrived! We are showing it off in the main reading room and looking forward to taking it to the Farmers' Market and more events. This was paid for by the Learn, Play, Create grant. We will share the bike with other Dutchess County libraries.
- Joint programs with Mega Brain Comics, Morton & Staatsburg libraries
- Increased use of downstairs spaces by outside organizations for civic engagement purposes
- Field trip with 70 students from Rhinebeck High School plus over 30 volunteer community members
- Art exhibit featuring works from students at Anderson Center for Autism
- Increasing partnership with and purchasing from Oblong Books (see further down)

FUNDRAISING

- **Annual Appeal:** This year's annual appeal went into the mail before Thanksgiving and cost about \$840 less than last year due to a change in paper, cleaned up duplicate addresses, and format changes (one sided 8.5x11).
- We also boosted PayPal donations by almost 200% from Nov-Dec 2021 and added the option to cover the costs of PayPal processing to donations. About 80% of PayPal donors were new to us in that format and about a third of all donations have come via PayPal.
- Overall donations are a little lower than the total at this point last year, about \$2000 less. Call or text your friends to ask if they have donated yet!
- **Donor Management Software:** I met with representatives from three donor management software companies: Bloomerang, DonorPerfect, and Network for Good. I honestly think we would be good if we chose any of them.
 - Bloomerang is \$2286 annually for 1000 names, \$4000 for up to 5000 names, or increments of 250 names for an additional \$10/month. Includes free training videos, phone support, NCOA and limited access to DonorSearch, but personal training sessions cost extra. If we sign a 3 year contract, data migration is free. Otherwise it is \$1000. Values driven company. My gut tells me this is the easiest platform to learn. Most organized and professional proposal. Price will go up by 7% after this contract ends. This is the first time in over a decade that they are raising prices. **This is my top recommendation.**
 - Network for Good (NFG) was just acquired by Bonterra, which makes me nervous about their transition. Up to 1000 names for \$2400/year or up to 2500 names for \$3000. Free migration. Free onboarding boot camp for 90 days. Free support by phone, chat, email, **zoom office hours**. Extra for NCOA. Includes their own product with DonorSearch info. This is my second choice pick.
 - DonorPerfect is **employee owned**, which I view as a positive, but it only offers a price discount for one year and then we would have to renegotiate. \$3072 for up

to 10,000 records for the first year. Phone support costs extra. This platform offers the most depth of data reporting but also may be the most difficult to learn and use. They break down their prices into many pieces, which makes it seem like there are a lot of add ons. DonorSearch and NCOA not included.

- **160th Anniversary Gala:** I propose hosting a gala on Saturday, April 15, as an extension of our anniversary. Based on past performance, I believe we could net \$30,000, but this would require substantial commitment from the board to secure sponsors and sell tickets. I think it would also be a good way to begin developing relationships with bigger donors for the expansion project ahead.

POLICY

- Rebekkah Smith Aldrich advised me on how to prioritize updating our policies. Almost all of our policies need to be updated and we need many new policies to meet the NYS minimum standards. I will be applying for a variance from the state, asking for more time to get our policies in line with the requirements.
- One of the most important policy sets to get in place is the Employee Handbook. We upgraded our service plan with ADP (payroll provider) to include their full HR services for a 3 month minimum. I am working on customizing the employee handbook that ADP has generated for Starr and expect to have a draft ready for the board before our 3 month plan runs out in February.
 - The new HR subscription includes EAP counseling, discounts for shopping and health/wellness products, background checks, and business advisor support.
- I propose we table other policy changes until January due to the time needed for discussing the budget.
- I recommend that the Policy committee plan on meeting monthly for the foreseeable future.

NOTABLE MEETINGS

- **Architect:** Paul Mays came for the public presentation and we had a lengthy follow up call on Zoom. I will meet with Paul and Lisa in person on Jan. 5.
- **Charter:** I'm meeting to talk about our charter with Rebekkah Smith Aldrich, Jane Minotti (from NY State Dept of Library Development) and a few other people on Wed 12/21 and will update the board that night. After my conversation with our lawyer Ellen Bach, I am anticipating that we will apply for a revision to the provisional charter to correct the number and names of trustees as a first step. I think we should ask for a range of 9 to 11 trustees for the sake of flexibility. My understanding is that we have to change the charter before changing our bylaws. We would then apply for an absolute charter in a few years when the provisional charter is set to expire, and take care of the name merger at that point as well.
- In addition to attending monthly meetings for MHLS Directors Association and Dutchess County Directors, I've joined the New Directors group.
- In the new year, I will be reaching out to our new legislators to invite them to the library.

PROGRAMS

Attendance	Oct 2022	Nov 2022	Dec 1-17	Total YTD
All events	839	884	843	4323

We are capturing much more attendance information for outside groups and regular self-led groups. Highlights since our last meeting:

- **Creative:** felting workshop, coloring workshops for Dia de Los Muertos and Sinterklaas, Garden Club wreath making (which raised close to \$700), KidPix digital art, new knitting group, allergy-friendly cookie decorating
- **Literary:** Joann Cohen (50 people), Alexis Coe and Ruth Ben Ghat (joint program with Morton and Staatsburgh - 50), Cait Johnson, Imbolo Mbue visited book club, memoir writing workshop, robust book club participation
- **Performance:** Storycrafters, Theremin/Poetry
- **Educational:** Rhinebeck High School Passion Projects Mixer (100 people), Device Advice: How to use Starr's eResources, STEAM Workshops for Kids
- **Community engagement:** Sinterklaas parade launch (400 people), voting location (386), meetings of outside nonprofit organizations and governmental committees, Rhinebeck Repair Cafe (75), book sales
- **Relaxing fun:** Nerds at Night, Sound meditation in person and online, After School Dungeons & Dragons
- **Ongoing:** Chair Yoga, Lego Hour, Storytime (Tues and some Saturdays), Mahjong, Scrabble, Brain Games, Music & Movement for Toddlers, Qigong, Tai Chi, Sound Meditation, Classical Guitar

PATRON SERVICES & COLLECTIONS

- **New displays**
 - Starr Picks
 - Local authors
 - Knitting, holiday book sculptures, and "What do these books have in common?"
- **The Teen Space** continues to be a gradual work in progress. We've moved around the books and furniture. The high school is sending us more of their textbooks. We've weeded over 40 outdated, problematic non-fiction books. We had very few students express interest in joining the advisory board so we will try a different method of outreach in the new year. The deadline extension for the Learn, Play, Create grant (now Aug. 2023) means there is much less of a rush to settle on furniture decisions. I'm looking into buying narrow bar height tables ratherThe 12th grade field trippers gave us feedback overwhelmingly asking for comfy furniture and access to coffee.
- **Oblong Partnership:** We are actively working with Oblong Books to increase our support of local business by buying more books from them (particularly local authors, YA and Spanish fiction) and planning more events with them. Learn more [here](#).

PERSONNEL

- I would like to publicly commend Dagmar Yaddow for her outstanding work in keeping costs down for the library across many areas. She negotiated impressively with multiple fuel providers and managed to pre-purchase heating fuel at last year's cost. She scrupulously checks every bill for increases and new charges and doesn't hesitate to call our providers and challenge charges (usually successfully). Dagmar also manages tracking of all our donations and thank you letters, a formidable task.
- Mary Sipperly retired from volunteering at the circulation desk. We thank her for many years of service and dedication.
- I'm sad to pass along the news that Mary Quinn, former volunteer, has passed away after a difficult illness.
- Debbie Hecht will continue to volunteer for projects but is stepping down from her employment shifts for external reasons.
- I would like to advertise for a new circulation clerk to cover a shift on Monday, Friday, and ideally Saturday, approx 10-16 hours/week.

BUILDING & GROUNDS

- **Shed:** Installation date moved to Dec 29.
- **Handyman Work:** We need to find a new person to do minor carpentry and repair work, as the person who gave us estimates hasn't been responsive.
- **Tree Work:** Holding off until spring
- **Accessibility:** Holding off until spring on paving and door improvements.
- **Friends Desk:** I'm having trouble finding desk options that meet our needs in terms of storage, functionality, size, and shape.
- **Air Quality Monitoring Device:** Bard's Community Sciences Lab approached Starr Library to offer us the opportunity to be a data collection site for a regional Air Quality Index project. Bard would give us a monitoring device to be placed outside the library and, if we would like, they would also provide a kiosk indoors so that patrons can interact with the Purple Air Library Network online. Participation would not incur any costs for the library. Kingston and Town of Ulster libraries already participate.

MHLS TRAINING

Mid-Hudson has just made public their on-demand training courses through Niche Academy. Employees and trustees will be able to take advantage of this convenient video-based training and the library can track everyone's progress and issue certificates of completion. This will be an option for the mandatory trustee training. Keep an eye out for an email invitation to enroll.

OTHER

- I've started the long application process for the FCC's E-Rate program.
- As part of the state's minimum standards, we must provide an annual report to the community. The staff will produce this in electronic format and as a paper handout

available in the library before submitting the annual report to the state. The goal is by the end of January or beginning of February.

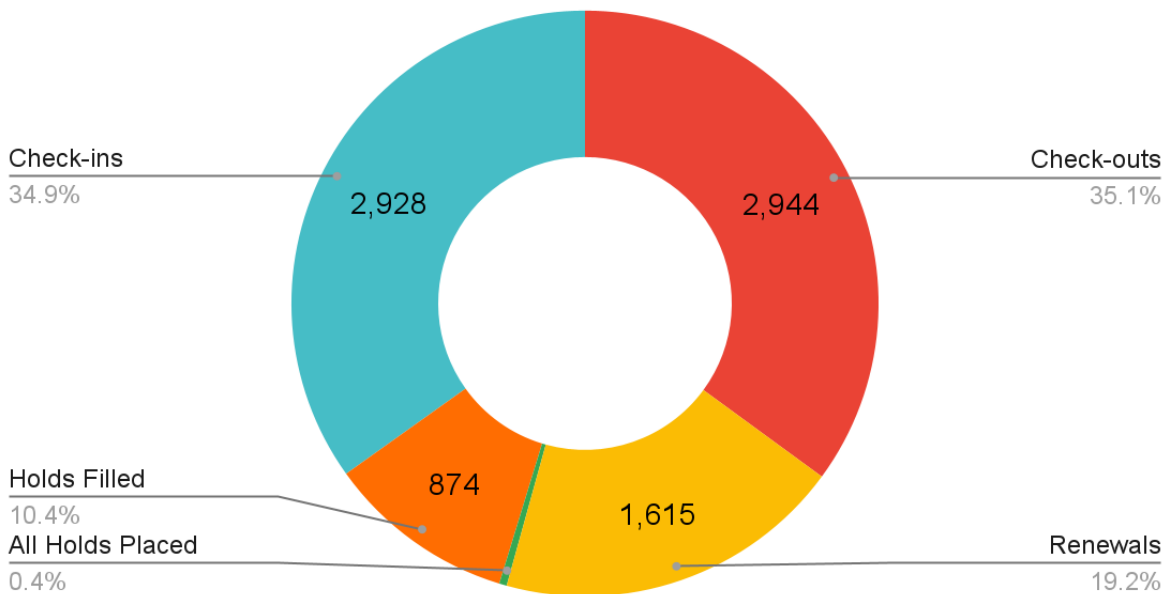
SUGGESTED FOCUS FOR THE BOARD

- I would like to meet with the Fundraising and Policy committees in early January.
- Please promote our school age programs: Dungeons & Dragons, KidPix Digital Art, Super Lego Hour.
- I would like a six month review of my performance so far.

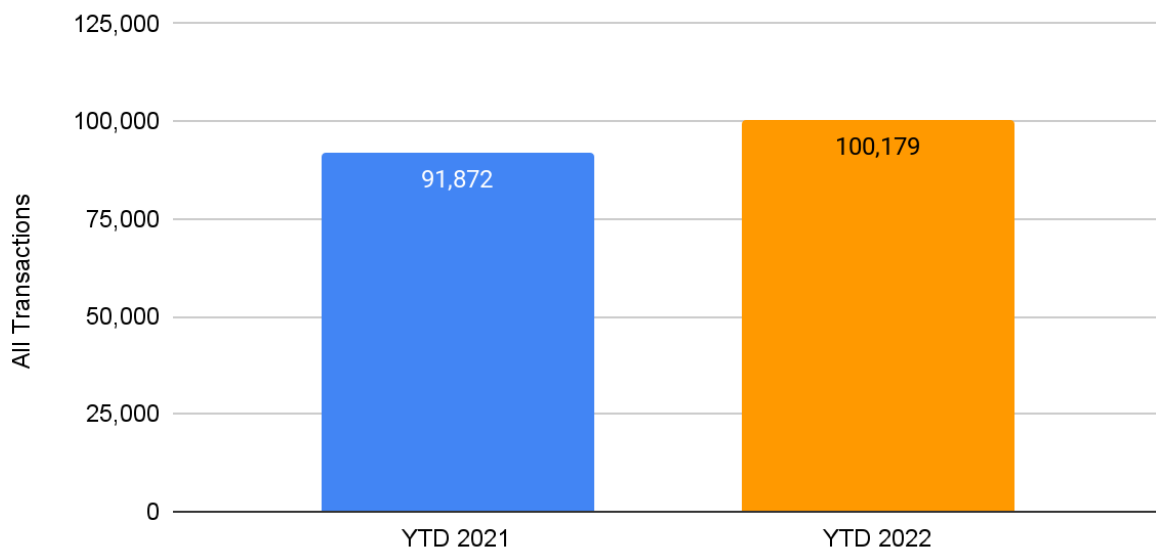
STATISTICS

Last Month's Transactions at Rhinebeck Circulation Desk

November 2022 = 8396 Transactions



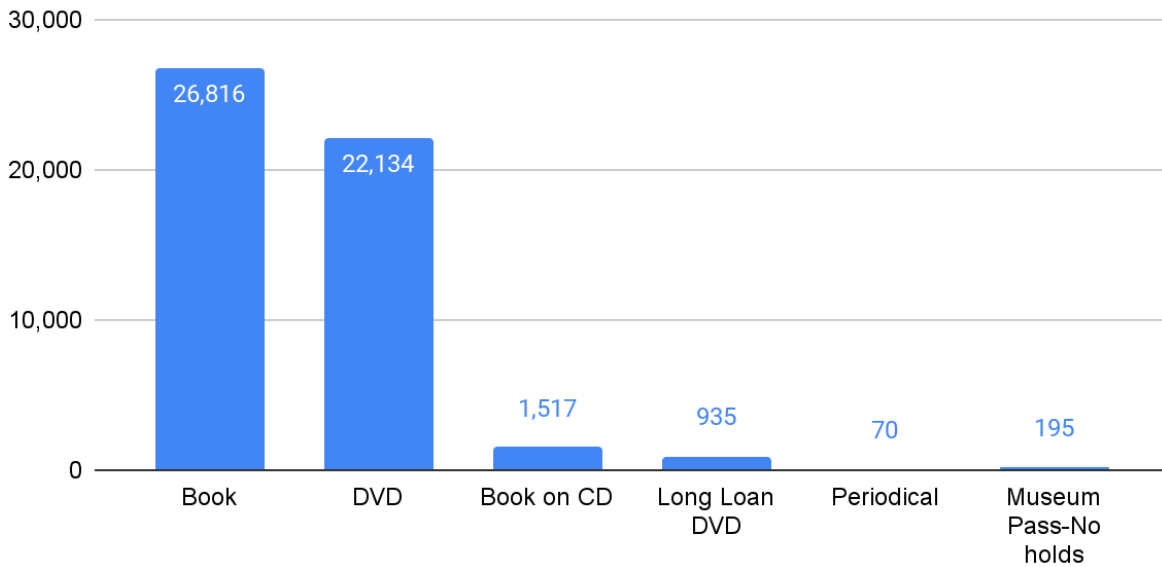
Year-to-Date Comparison: Total Transactions by Location



Total Transactions at Rhinebeck Circulation Desk as of December 12

YTD Check Outs in Rhinebeck by Item Type

(as of 12/12/22)



Hoopla YTD at 12/12/22

