

## **LIBRARY DIRECTOR REPORT**

*Submitted by Angela Zimmermann, Library Director  
February 2020*

### **BUDGET**

We'll be covering the yearend expenditures for 2019 and the monthly expenditures for January - February 2020 at Thursday's meeting. As mentioned already, we've received over \$13,000 in donations for the Cultural Showcase and those expenditures have also been clearly outlined. I'll be ready for any questions at Thursday's meeting.

### **BUILDING AND GROUNDS**

Engberg Anderson will be returning for our board meeting this month and presenting the latest plan and 3D renderings (*attached separately*) as were already presented to the Building & Grounds committee. Please be ready with any questions to present to the architects. I have several further concerns after speaking with the staff and will be ready to discuss on Thursday.

### **CIRCULATION AND PROGRAMMING**

Reporting on the 2019 yearend since we didn't have a January meeting, circulation in December of 2019 was 21,684, down 0.2 % from 21,738 in December of 2018. For the year, we circulated 317,604 items which was down 2.6% from 326,199 items throughout the year of 2018. I'm including the December 2019 statistics immediately following this report. For a complete summary of the 2019 and its statistics, this is all detailed throughout the 2019 State Annual Report which we will also be covering at Thursday's meeting.

Circulation was 25,636 in January of 2020, up 4.2% from 24,599 in January of 2019. We also saw a 6.9% increase in patron visits during January of 2020 as compared to last year. MetaSpace 511 and the Memory Lab continue to both see healthy visits and increases in use of the room. This statistic is use of the room NOT during a dedicated library program so it's wonderful to see that statistic continue to soar. We have had/do have a very active beginning of the year for 2020. Successful programs thus far have included various DIY classes (woodburning, watercoloring, mixed media basics, soldering, etc.), our weekly homeschooling class in MetaSpace 511 is seeing numbers of more than 25 kids alone each week with comments always being made afterwards that 'we need a bigger room', the annual Wild Ones Kettle Moraine Chapter brought in more than 120 people on January 18<sup>th</sup>, and various exercise classes including Barre fundamentals, Tai Chi, and Chair Yoga continue to see healthy and regular numbers. The Rotary Club held their State of the Village address here as well in which more than 143 attended the breakfast here in the Community Room on January 23<sup>rd</sup>.

The Coffee with the Director sessions continue to grow with new faces attending who are curious to know the ins and outs of the library, where all of the creative and amazing ideas come from, questions about MetaSpace 511 and The Thingery, funding, policies, etc. I've come to very much enjoy the sessions with the next being held this Thursday, February 13<sup>th</sup> from 11:00 am to 12:30 pm.

In the month of February alone, MCL is holding more than 110 library-related programs. The Bluegrass Jam on Monday, February 3<sup>rd</sup> had more than 130 people attend and we expect no less than 1500 people to come through the doors this Saturday, February 15<sup>th</sup> for the Cultural Showcase (unless the complete lack of parking will actually act as a detriment...although we are currently working with the school district to see if we can use their parking lot and Clarendon's parking lot and shuttle people back and forth in partnership with Seniors on the Go). We have programs we are offering this month in partnership with the Wisconsin Historical Society, the Mukwonago Historical Society and Museum, the Aging and Disability Resource Center, Alice Baker Memorial Library (Eagle), Waterford Public Library, the Mukwonago Area School District Elementary Schools, ProHealth Care, and the Mukwonago Police Department.

We will also welcome presenters from the University of Beloit speaking on climate change, speakers from the Wisconsin Veterans Museum speaking on Wisconsin in WWI, and various new programs/speakers concerning the Keto Diet, a maple syrup class, DIY weaving, meditation, and model rocketry.

The Purple Springs Memory Café (a collaboration with Alice Baker Memorial Library, Waterford Public Library, Mukwonago Community Library, and the Alzheimer's Association) is now a rotating memory café. In January, we held our first meeting of the year at the Alice Baker Memorial Library and had a nice turnout. MCL will host in February and we'll be bringing in a Gaelic harpist. The Memory Café then goes to Waterford in March and we begin the rotation again after that.

In relation to the event this weekend, I can't relay how much the Cultural Showcase has reached people throughout southeastern WI. I have many other libraries calling as to how we execute such an event. The Teen Library Council has met every week for the past month in preparation for the event and we'll spend Friday evening (the 14<sup>th</sup>) prepping for Saturday.

In general, a fair amount of my time in the past couple of months again has been given to other libraries, schools, and teachers asking questions in relation to the success of The Thingery, MetaSpace 511, and hosting events such as the Cultural Showcase. As they say 'Imitation is the sincerest form of flattery'.

We've also been invited to be at the Elkhorn Mini Maker Faire which is this Sunday, February 16<sup>th</sup> from 9:00 am – 4:00 pm and held at the Elkhorn Area High School. We will not be bringing any large equipment but will actually showcase our efforts in the areas of augmented reality and coding (Arduinos and Raspberry Pi). This will also be an excellent venue to share further what we do here at MCL and in MetaSpace 511.

For further details on any of the aforementioned statistics and figures, please reference the charts immediately following this report. And for a complete list of events, it's best to check our Events calendar on our website!

**CONTINUED SYSTEM INVOLVEMENT / AUTOMATION**

At the last APL meeting (January 10<sup>th</sup>), a discussion was had on Hoopla, which we will be going live with on April 1<sup>st</sup>. Hoopla is a digital media service that will be offered through the system (it's only a trial period and we'll be operating off of \$50,000 reserves so when the money's gone, the money's gone; then discussion will have to be further had among the directors at budget time as to if Hoopla is something we'd permanently like to have). Hoopla allows patrons to borrow movies, music, audiobooks, ebooks comics, and TV series. Discussion was had on limits to impose, pricing limits, what kind of publicity, etc. It was determined that each patron will be allowed four circulations per month (one circ per week), all formats would be offered, and no price limits on items made available. We also discussed what kind of marketing would be offered through the system. Launch date for the Hoopla trial is April 1<sup>st</sup>.

Our next meeting is this week on Friday, February 14<sup>th</sup> and we'll be discussing various things from marketing within each library, implementation timeline for those libraries without RFID, and Hoopla implementation.

### **FRIENDS OF THE LIBRARY**

The Friends of the Library met last on January 15<sup>th</sup> and discussed their upcoming fundraiser which is Pi Day. Considering March 14<sup>th</sup> falls on a Saturday and the same day as a Winter Farmer's Market, they are considering selling pies the day before. I'll work with them to accomplish whatever it is they would like to do. They also pledged to renew and pay for the Milwaukee County Zoo pass as well as the Betty Brinn Children's pass which we circulate within The Thingery. They also donated \$3,000 towards the Cultural Showcase.

### **MEETINGS/OUTREACH**

I'll be attending for the first time Library Legislative Day in Madison on Tuesday, February 11<sup>th</sup>. This is a great way for engage in advocacy for libraries. Due to scheduling conflicts, I never had the ability to go so I'm pretty excited to attend this year. I'll be meeting with Representative Cody Horlacher and Senator Steve Nass.

I'll also be attending my first Public Library Association Conference (division of American Library Association) in Nashville February 24<sup>th</sup> – 28<sup>th</sup> and various workshops have already captured my attention concerning person-centered approach to providing library services, developing your advocacy assets, building CQ (shaping culturally intelligent libraries), digital libraries meeting the needs of their communities, creating diverse, patron-driven collections, to name only a few.

I've also heard from many of the Mukwonago area schools in regards to partnering for high interest days this year and creating new partnerships to showcase students' talents before the community. I'm currently working with Prairie View Elementary School as well to brainstorm creating some sort of standing appointment where students come to the library to assist with a community project or read with community members.

Most all staff will be present and assist for the Cultural Showcase on Saturday, February 15<sup>th</sup>. Our Innovators in Residence (Callie and Noah), Technology Supervisor (Craig), and myself will attend the Elkhorn Mini Maker Faire on Sunday, February 16<sup>th</sup>.

We will also continue to partner through the summer with Waukesha County Parks because of the amount of fitness events we offer here at the library. A meeting is scheduled for middle of March to discuss further initiatives among all of the organizations involved.

Youth Services Assistant, Michelle attended the Mock Awards on January 24<sup>th</sup> to discuss and vote on the best children's book of 2019.

### **OPERATIONS**

February is Library Lovers' Month and we currently have a raffle going on to help with more circulation. Checking out five or more items through the end of February, will earn you a raffle ticket to win either a book lovers' basket or a dinner/movie gift card.

Many patrons have indicated their interest in MCL acquiring Kanopy as a database. I have a conference call set-up with Kanopy to discuss options for MCL and to receive a quote. Kanopy is a streaming service to thousands of films for free. Kanopy would offer a different selection from Hoopla. Hoopla is aimed more at popular entertainment while Kanopy would focus more on documentaries, independent, and classic films and has more online learning content. Discussing with the other librarians at MCL, we all feel this would be an excellent addition to the resources we already offer here. I'll bring more information to the Board (March Board meeting) dependent upon the upcoming conference call and quote received.

Sundays continue to be very well-received by the community. It never fails that each Sunday there are several cars in the parking lot and people waiting for us to open the doors at 1:00 pm. For the six Sundays thus far in 2020, we've had a total of 1,175 in circulation, which comes out to an average of 196 each Sundays. Patron visits on Sunday average 97.