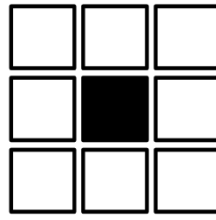


April 2025
Young reader earning the 1,000 Books
Before Kindergarten Certificate



DIRECTOR'S REPORT

April 2025

April 9, 2025
Air Zoo Presentation



Library Events/Programming Highlights

- We hosted 4 fun-filled events during the week of Spring Break including a visit from the folks at the Air Zoo who offered a presentation on liquid nitrogen.
- We completed our storytime programming for the Spring for toddlers and preschoolers. We will take the month of May off to prepare for the Summer Reading Program events beginning in June.

Staff Highlights

- The library staff enjoyed an appreciation luncheon hosted by the Library Advisory Board in celebration of the Library Appreciation Week, April 6-11, 2025.
- Amy Raab started as our new Librarian I for 20 hours/week on April 21, 2025. She has previous library experience at Herrick District Library.
- Amanda Hanson and Lynel Danckaert have begun attending weekly strategy meetings with our website development team at Library Market. We are in Phase I, Discovery, of the project and are working to determine a blueprint for how to move forward with the website changes.

City of Zeeland 2025 Strategic Action Plan – Library Operational Goals Updates

New operational goals for the Library for 2025 include:

1. **Select a website content manager and designer to redesign the Library website and begin to reimagine our content**

Outcome indicator: Determine which provider is best for library purposes with input from City IT and Marketing.

Outcome indicator: Work with content manager to streamline website Information.

We have begun working with Library Market on the Library website build. Weekly Zoom meetings will take place during the first phase of the project: Discovery.

2. Explore sound-absorption options for library to treat acoustic issues

Outcome indicator: Obtain multiple quotes from vendors for design, purchase and installation of acoustic panels for wall surfaces, hanging baffles throughout spaces and insulation above ceiling tiles over study room area.

2 sound specialists visited the library to offer suggestions on how to best lessen the noise levels throughout the building. This was a preliminary conversation to learn about different options and their costs, but no official quotes were provided at this time for work or products.

- This project is on hold until the FY 25-26 budget is approved by City Council in May.

3. Raise public awareness of benefits of library services for all service areas

Outcome indicator: Develop a media campaign to highlight the benefits and services provided by HML to our patrons

Outcome indicator: Find a library marketing consultant to develop a community marketing campaign to increase patron awareness of the wide variety of benefits accessible through library services.

- We had our first creative meeting with Yellow Lime Creative consultants to develop a mood board and strategy for the marketing campaign which will take place over the Summer 2025.

Looking Forward

- During May staff will be occupied with preparing the library for Summer Reading Program Activities. We will also host several classroom visits from area schools to help promote continued reading throughout the summer months.

HML by the Numbers – April 2025

	April		
	2025	2024	% Change
Visitors	9,225	8,791	5%
Curbside Delivery	16	12	33%
Digital Downloads	6,087	5,586	9%
Physical Items (Circulation)	29,535	27,668	7%
Computer Sessions	385	340	13%

Children's Programs:

- 18 programs – 754 participants

Adult Programs:

- 2 programs – 51 participants

Outreach Programs:

- 0 programs – 0 participants

Passive Programs:

- 1 program – 129 participants