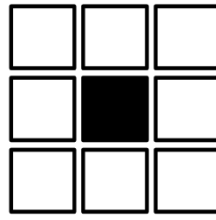


July 2, 2025
Outdoor Discovery Center Visit



DIRECTOR'S REPORT

July 2025

July 28, 2025
STEAM Workshop @ Drenthe



Library Events/Programming Highlights

- SRP events included:
 - Tuesday Summer Movies every Tuesday in July
 - Outdoor Discovery Center at Lawrence Street Park
 - Ottawa County Agriculture visit and County Fair Program
 - Tween Doodles and Donuts
 - Cupcake decorating for Adults and Teens
 - Ottawa County Fair Children's Day storytime event
 - Teen Henna workshop
 - Family Pet Show in Vande Luyster Park
 - Pony & Perler Bead event for kids
 - Wine glass decorating workshop – Adults
 - Watercolor workshop - Adults
 - Drenthe Grove Park STEAM event - Family
 - Wimee variety show for all ages
- Weekly summer storytimes continued with Miss Julie holding court for preschoolers in Vande Luyster Square and Miss Jess hosting the lap time crowd at the library.

Staff Highlights

- Amanda Hanson and Julie Russell presented a storytime for families at the Ottawa County Fair as part of our continued outreach programming to continue to promote awareness of literacy and library activities. Approximately 175 kids and 100 adults visited our table.
- Program Specialist Jessica Volkers was assisted by Kim DenBesten at the outreach program held at Drenthe Grove in Zeeland Township to host a STEAM workshop with 37 participants.

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

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 concluded our weekly development meetings with the developer and designers are working on the final pages. We plan to have a period of site performance testing before launching the site. Target date for site launch to the public may be pushed back a week or so to accommodate this activity. Shooting for launch in late September.

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.

- Working with Ben Kiewiet to obtain quotes from vendors.
- Project on hold while Facilities staff focus on elevator repairs.

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.

- Yellow Lime Creative marketing agency has developed and implemented a marketing plan including a heightened awareness campaign through online posts, stickers and interactive engagement activities.

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.

- Facebook ad statistics for the

HMPL Awareness Summer 2025 campaign by Yellow Lime Creative:



- Reach: 33,356 (Number of accounts that saw your ad once)
- Impressions: 98,766 (The number of times ads were on-screen)
- 115 clicks to view more information
- “**Check Out Your Local Library**” sticker campaign began with 1,000 stickers available to distribute at programs and service desks

Update on HML Strategic Plan Goals

1. Strengthen community engagement through robust core services.

Outcome indicator: Expand outreach services and community collaborations to better reach new audiences and create lifelong library users.

- We have added 5 new community partners to increase our programming outreach. These partners include:
 - Creation Ridge
 - Aqua Tots Holland
 - Critter Barn
 - Visser Farms
 - Family Bound Foster Care
- We have increased activities with Zeeland Township by hosting programs at Drenthe Grove Park and planned activities in Van Zoeren Woods.

Looking Forward

- Final statistics from the Summer Reading Program challenge to be tallied after August 2, 2025
- Second Library Page position to be filled as of August 1, 2025
- Website usability study to occur in August to test new website
- Staff Development Day with Renew Therapeutic Riding Center will happen on Monday August 18 – the library will be closed.

HML by the Numbers – July 2025

	July		
	2025	2024	% Change
Visitors	11,393	10,742	6%
Curbside Delivery	9	18	-50%
Digital Downloads	7,416	5,752	29%
Physical Items (Circulation)	33,714	35,241	-4%
Computer Sessions	549	434	26%

Children's Programs:

- 27 programs – 1,245 participants

Adult Programs:

- 3 programs – 31 participants

Outreach Programs:

- 2 programs – 349 participants

Passive Programs:

- 7 programs – 1,652 participants