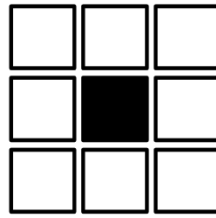


June 11, 2025
SRP Kick Off Event – Magic at the Park



DIRECTOR'S REPORT

June 2025

June 12, 2025
Mixed Media Workshop



Library Events/Programming Highlights

- SRP began with a successful magic program at Lawrence Street Park and WoodTV was there to report on the scene. Librarians and patrons were interviewed about the library, its services and the Summer Reading Program.
- Weekly Storytimes began with Miss Julie holding court for preschoolers in Vande Luyster Square and Miss Jess hosting the lap time crowd at the library.

Staff Highlights

- Pam Haan joined the staff as our new Library I. She will be working 20 hours/week. The library is now full staffed for the Summer 😊.
- Leann Parker and Lynel Danckaert assumed leadership roles while Amanda H. was out for a 2-week vacation.

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 are into the development stage of the project. Content is being added to the structure and the Calendar is being completed by staff.

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.

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.

- The ads on Facebook began and an I Love My Library Because... campaign began in earnest. Patron responses to why they love the library will be included in a display at the library throughout the summer months.

- WoodTV's Maranda attended the SRP kick-off event at Lawrence Street Park and interviewed staff and patrons to help promote libraries and the Summer Reading program on tv. Link to segment:

<https://www.woodtv.com/abc4/maranda/great-lakes-crossing/open-a-book-and-explore-this-summer/>

Looking Forward

- Elevator repair work is scheduled to occur in July. This will put the elevator out of service for 2-3 weeks. The building will remain open with some service modifications made to accommodate those who cannot navigate stairs.
- The Library staff will present a storytime for families at the Ottawa County Fair in July.

HML by the Numbers – June 2025

	June		
	2025	2024	% Change
Visitors	10,850	10,055	8%
Curbside Delivery	8	8	0%
Digital Downloads	6,179	5,775	7%
Physical Items (Circulation)	31,379	32,664	-4%
Computer Sessions	520	329	58%

Children's Programs:

- 16 programs – 736 participants

Adult Programs:

- 1 programs – 5 participants

Outreach Programs:

- 0 programs – 0 participants

Passive Programs:

- 0 programs – 0 participants