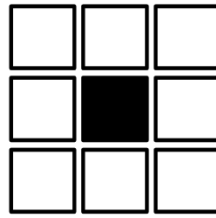


May 2025
HML Info Tabel at OAISD Fun Day Event



DIRECTOR'S REPORT

May 2025

Summer Promotional
Sticker



Library Events/Programming Highlights

- We hosted 7 school visits for elementary grade students. A total of 152 students and 43 adults visited.
- Miss Julie represented the Library at the annual OAISD Fun Day event held in Lawrence Street Park every spring. A total of 81 children and 60 adults visited the Library's information table.

Staff Highlights

- Haven Smith joined the staff as our newest Librarian I on May 19, 2025. She will take over the hours vacated by Carol Talsma who left on April 26, 2025. Haven will be working 10 hours a week.
- Elise Kornoelje joined the staff as our new Library Page on May 27, 2025 working 6-9 hours/week. She will take over the hours vacated by Ellaryn Kraak who will take on the Seasonal Librarian I role as of June 3 for 28.5 hours/week.

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 begun working with Library Market on the Library website build. We are beginning the second phase of the project: Design. We are beginning to determine content types, layout designs, and style characteristics that will complement the new City website design.

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.

- Meetings throughout the month resulted in a marketing plan for the project which will run through the Summer months and include sticker distribution, Library Love Notes campaign, and a scheduled social media campaign.

Looking Forward

- SRP 2025 Color Our World begins in full swing June 1, 2025. This year we will have drawing prizes for all ages, including adults and teens. Patrons who complete their reading goals will be given a raffle ticket to enter a drawing for the grand prize of their choice. Prizes will be on display on the main level of the library throughout the program.
- The Library staff will present a storytime for families at the Ottawa County Fair in July.

HML by the Numbers – May 2025

	May		
	2025	2024	% Change
Visitors	9,262	9,008	3%
Curbside Delivery	11	12	-8%
Digital Downloads	6,177	5,699	8%
Physical Items (Circulation)	25,215	25,927	-3%
Computer Sessions	541	323	67%

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