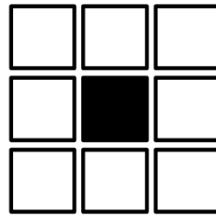


October 2025
Story Walk® @ Van Zoeren Woods



DIRECTOR'S REPORT

October 2025

October 2, 2025
Pumpkinfest Storytime



Library Events/Programming Highlights

- New Library website launched to the public on 10/15/25.
- Installation of the month-long Story Walk® at Van Zoeren Woods highlighting the book, The Little Old Lady Who Wasn't Afraid of Anything.
- Julie Russell led the Pumpkinfest Storytime for preschoolers to kick off the City weekend festivities.
- Amanda Hanson represented the library at the South Olive Christian School Walk-A-Thon event on October 17 and gave out bookmarks and stickers to promote library services and next year's Summer Reading Program.

Staff Highlights

- Lauren Bosma started as our new Library Page on October 7. She works an average of 6-9 hours per week.
- Kim DenBesten, Julie Russell, Jessica Volkers, and Amanda Hanson and Erin Barkel of the Community Center participated in the Pumpkinfest Parade with the City on October 4 to promote the library and highlight the dinosaur theme of SRP 2026.



- Lynel Danckaert and Susan Downing attended the Michigan Library Association Conference on October 30.

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 - COMPLETED**

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.

Successful website launch on 10/15/25.

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

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.
- Ben Kiewiet of Facilities to perform sound testing with acoustic absorption materials on October 30 (half day for ZPS).

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

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

- Library participated in the Pumpkinfest Parade in October.
- Library will sponsor a Storywalk® in Van Zoeren Woods during the month of October.
- Library attended the South Olive Christian School Walk-A-Thon event October 17.

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.

- Summer library awareness campaign completed by the efforts of Yellow Lime Creative consulting.

Update on HML Strategic Plan Goals

1. Strengthen community engagement through robust core services

Outcome indicator: Library Market to complete the design and content updates to the HML website.

- Website complete and launched.

2. Enhance library spaces and operations for maximized usage

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

- Library staff participated in 2 community events this month: Pumpkinfest and South Olive Walk-a-thon.

- Elevator issues continue to be addressed by the repair company as elevator service for the public and staff remains intact but troublesome.

3. Prioritize organizational culture

Outcome indicator: Focus on optimizing organizational effectiveness by cultivating internal trust, equity, and collaboration.

- 2 staff members attended the Michigan Library Association Conference in Lansing on October 30.

Looking Forward

- Lakeshore Big Read events in November
- HML to host the Youth Summer Reading Program Workshop for the Lakeland Library Cooperative youth librarians on November 21.
- Amanda Hanson, Director, to attend the Blendon Township Board of Trustees meeting in November with Mary Cook, Director of the Gary Byker Memorial Library in Hudsonville, to discuss the library services contract which expires June 30, 2026

HML by the Numbers – October 2025

	October		
	2025	2024	% Change
Visitors	11,249	9,953	13%
Curbside Delivery	15	11	36%
Digital Downloads	6,432	5,041	28%
Physical Items (Circulation)	28,295	25,257	12%
Computer Sessions	574	438	31%

Children's Programs:

- 20 programs – 774 participants

Teen Programs:

- 3 programs – 105 participants

Adult Programs:

- 3 programs – 41 participants

Outreach Programs:

- 1 program – 160 participants

Passive Programs:

- 1 program – Unknown number of participants (Storywalk®)