

Monroe Free Library
Executive Director's Report
June Stats for July 2026 MFL Board Meeting

Children's

The following programs were offered:

Babies & Toddlers	Children	Adult	Total
Baby sign x2	3	5	8
Bouncing Babies x 2	20	19	39
Toddlers & Preschoolers			
Romper Room x2	23	19	42
Pre K-1/ K-2			
Colorful Sand Art Creations	10	3	13
Extreme Fun	23		
2-5			
Make Your Own "Toy Story" Toy	9		
Teens			
Teen Anime Club			
Prom Prep: Press On Nails	6		
Teen Book Club: All Boys Aren't Blue	0		
Community/Family			
Chess w/Wes x3	9		
Origami Club	5		
Movies on the Lawn			57
Summer Reading Kick off Party			120

Total # of Children's & Community Program attendance comparison	
2026	2025
279	296

Children's Reference Statistics

Stats/service/outreach	usage
Outreach MPP	0
Teen volunteer Shifts	62 shifts 54 vols
Take & Makes	24
Reference Questions	22

Program Questions & Registration	28
Phone Calls	34
Star wars (first 2 weeks) Scavenger Hunt	22

Community Room reservations

Room A: 55 (62)

Room B: 61(63)

Adult Programs & Services

Reference Stats	Usage
Computer Users	468
Computer Help	19
Printing (Remote & From Phones)	409
Copy Assistance	101
Scanning	47
Faxing	39
Reference Questions Answered	64
Walk in Tech Help x 4	1
Genealogy	2
Book a Librarian	1
Take & Makes	N/A
Public Computer Sessions	468

Museum Pass	# Of Check Outs
Bethel Woods	1
Boscobel	0
DIA Beacon	1
Empire Pass	2
Mohonk Preserve	1
Museum of the Hudson Highlands	0
Museum Village	1
Storm King Art Center	4
9/11 Museum	1
Intrepid	1

Stonecrop	1
Mid-Hudson Children's Museum	0
Hudson River Museum	0

<u>Program</u>	<u>Attendance</u>
Bingo	3
Craft & connect	6
Sew Happy Workshop	4
Google Earth: America 250	11
Walk in Genealogy	1
Linocut Crafts	5
Garden Club	5
Thriller Book Club	11
The Best Seasons in Baseball: 1998	NA
Tech, Talk & Help	0
Basket Weaving	9

Total # of Adult & Community Program attendance comparison	
2026	2025
51	82

Circulation & Patrons Statistics

Circulation Stats	2026 Usage	2025 Usage
New card holders	83	63
Door Count	5,351	**only started counting on 2/13/26
Total # of Library Card Holders	8,995	8,416
Total Items Circulated	6,713	6,229
Overdrive Audio & ebooks & Magazines	1,894	1,642
ILL Borrows	1,391	1,312
ILL Loans	996	1,016

Video Game Collection	148	136
Discovery Kits	7	4
Laptops	0	3
MWCSD Active patrons	76	56
MWCSD Circulation	443	255
O&R Home boost kits	1	-
CD's	142	109
DVD's	941	801
CD Audiobooks	34	56
Home Bound	2	2

Library Operations

Young Adult Services Coordinator Position filled

Alyana Depalma has started as our Young Adult Services Coordinator. She is already executing programs, staffing the desk and proactively helping our patrons in the children's area.

Summer Reading

We had our summer reading kick off on Saturday June 27. Despite it being a rainy day, we still had a great turn out and signed up 75 children. At our kickoff we had a live local band, games and sweet treats for our community.

Movies on the Lawn

Movies on the lawn have returned and on June 26, we had 57 attend our first movie. These outdoor movies continue to be a popular summertime program with our patrons. Our next movies is Friday, July 17th and we will be showing The Garfield Movie.

Proposed 2027 MFL Budget

See attachments 1& 2 for the MFL 2027 Budget Narrative and 2027 Proposed MFL Budget. As you will see from my narrative, this budget continues to provide a realistic income, provides several salary scenarios to anticipate the upcoming union negotiations and reallocation of funds where needed based on last years trends and what we know about next years needs.

Financials

See **Attachments 3-5** June Financials

2027 Budget increase and petition ballot for 2026 Election

We have our required signatures for the ballot. The board must pass a resolution (see verbiage below) to accept the signatures, and I will then forward them to the Town Clerk this week.

“WHEREAS there has been presented to the Board of Trustees of the Monroe Free Library a petition signed by qualified voters of the Town of Monroe in a number exceeding 25, asking that the following question be placed upon the ballot and voted on at the next general election of the Town of Monroe :
SHALL THE ANNUAL CONTRIBUTION OF THE [Town of Monroe] FOR THE OPERATING BUDGET OF THE [Monroe Free Library] BE INCREASED BY [\$25,000 DOLLARS TO THE SUM OF
\$ 1,561,325 DOLLARS ANNUALLY,

and

WHEREAS the endorsement of this Board of Trustees of the Monroe Free Library is required before such

question may be placed upon the ballot

NOW, THEREFORE, BE IT RESOLVED that this Board of Trustees hereby endorses the petition presented to it and directs that the following question be voted on at the next general election of the Town of Monroe:

SHALL THE ANNUAL CONTRIBUTION OF THE Town of Monroe FOR THE OPERATING BUDGET OF THE Monroe Free Library BE INCREASED BY \$30,000 DOLLARS TO THE SUM OF 1,561,325 DOLLARS ANNUALLY”

2025 Audit

The 2025 Audit has begun. Deana was in the library all last week. She will continue her work, and we are hoping this year to present the completed audit to the board earlier this year.

PR, Outreach & Fundraising/ Grants

Skoufis Grant

We received an email from the office of Senator Skoufis that the library would be receiving \$8,928 to be put towards Youth programs. They anticipate we will receive the funds in early 2027.

Print Ads

These ads were published for this month:



Photo News Press release

Our [summer reading press release](#) and our [movies on the lawn press release](#) were both published in the print and online format in the Photos News Newspaper.

New Patron Email Campaign

The new patron email campaign is set to launch. This campaign will include a series of 3 spaced out emails to introduce our library to new patrons and to encourage them to actively use their library card. This will launch in the upcoming week. We can only send these emails to patrons who agree to receive our emails but this will allow us to see if our campaign is making a difference since we will be able to compare their card use to the new patrons who do not receive these emails.

Movie Theatre Marketing Campaign

We were approached by the company who creates the ads that play before the movie to see if we were interested in advertising. We met with a representative to get the logistics and pricing. The pricing model would be:

- 30 second ad that would run up to 3x per movie and include one 5 second “billboard”
- Ads would run in all of the movies playing at flagship
- We could change the ad as often as we like
- We could lock in for 28 weeks (\$791) or 52 weeks (\$1,600)

Email Blast Statistics (Open rates)

Emails this month	How many emails sent	How many received emails	How many opened	How many clicked on the links
5	12,238	12,238	3,815 (Top Opens: Movies on the Lawn)	51 (Top Link Clicks: Adult June Programs)

Social Media & Email Blasts

Engagement	Facebook	Instagram
Content Reach	30,028	12,394
Individual Viewers	8,678	1,232
Page Visits	1,203	199
New Page Likes	32	15
Content Interactions	373	381
Link Clicks	134 (Top Link Clicks: Teen position opening & Boogie, Books & Bubbles)	10

MISC.

Upcoming RCLS workshops

- [October 29](#): **Duties and Responsibilities of Key Officer Roles**, Panel Discussion moderated by Trustee Handbook Co-author Rebekkah Smith Aldrich

Comments from Patrons & Tutor.com