

MLD Trustees Meeting – July 8, 2025
TENTATIVE AGENDA – SUBJECT TO ADDITIONS AND/OR CHANGE
(* - Action Items)

Call to Order/Attendance

Adoption of agenda*

Minutes – June -2025*

-Motion to approve the June meeting minutes

Finance Report -

-Motion to approve abstract of vouchers*

Director's Report –

Committee Reports –

- Long Range Plan- No Report
- Policy/ By-Law- No Report
- Building and Grounds- No Report
- Budget- No Report

Old Business:

- Absentee Ballot Schedule Approval:
 - Motion to approve the presented schedule for the 2025 election regarding absentee ballots

New Business:

- New Library Mascot
 - Motion to move forward with the mascot design and MOU development with artist Elana Sahagun

Policy review/ revisions:

Bulletin Board Policy

- Motion to approve the amended Bulletin Board Use Policy as presented/amended

Privilege of the Floor - Public Comment- 3-minute limit per person

Adjournment

MLD Trustees Meeting Minutes - June 10, 2025

Call to Order/Attendance

Meeting called to order at 6:01pm

Present: Trustees Patricia Andersen, John Buying, Jennifer Holmes, Pamela Mann, Pamela Rice, Chelsea Roth, and Director Cheryl Jones

Absent: Mark Tourtellott (excused)

Adoption of Agenda

Motion by: Jennifer Holmes

2nd: Pamela Mann

Voted against: John Buying

Abstain:

Motion passed

Approval of Minutes – May 2025

Motion by: Chelsea Roth

2nd: Jennifer Holmes

Voted against: John Buying

Abstain:

Motion passed

Finance Report

Motion to approve abstract of vouchers

Motion by: Chelsea Roth

2nd: Pamela Mann

Voted against:

Abstain:

Motion passed

Director's Report

- Friends of the Library purchased Library/Friends logo tablecloths for events
- Story Trail is officially opened!
- Seed library has given out over 70 seed packets already
- Media Report- entering summer w/ positive upswing in reaching patrons and broadening audience

Committee Reports

- No Committee Reports

Old Business

- Discussion with artist regarding mural process and potential changes to final mural design

New Business

- Schedule for Trustee Election/Budget Referendum**

Motion to approve the election schedule as presented

Motion by: Pamela Rice

2nd: Pamela Mann

Voted against: John Buying

Abstain:
Motion passed

Motion to appoint Barbara Semonite as Election Secretary
Motion by: Chelsea Roth
2nd: Pamela Rice
Voted against: John Buying
Abstain:
Motion passed

- John Buying to research laws regarding absentee ballots and present findings at July Meeting

•**Annual Report to the Community**

Motion to approve Annual Report to Community as amended
Motion by: Pamela Mann
2nd: Chelsea Roth
Voted against: John Buying
Abstain:
Motion passed

•**Newsletter to be mailed late June**

Motion to approve Newsletter as presented
Motion by: Pamela Rice
2nd: Jennifer Holmes
Voted against:
Abstain: John Buying
Motion passed

Policy Review/Revisions

None

Privilege of the Floor- Public Comment- 3 minute limit per person

Adjournment

Motion to adjourn and immediately reconvene to vote on July BOT meeting date
Motion by: John Buying
2nd: none
Motion died

Motion to adjourn
Motion by: Jennifer Holmes
2nd: Chelsea Roth
Voted against: John Buying
Abstain:
Motion passed. Meeting ended at 7:05pm

Respectfully Submitted,
Pamela Rice

Mamakating Library

Budget vs. Actuals: Thru June =50%

January - December 2025

| | TOTAL | | |
|---|------------------|------------------|-----------------|
| | ACTUAL | BUDGET | % OF BUDGET |
| Income | | | |
| A1049 REAL PROPERTY TAXES | | | |
| A1001 Real Estate Taxes | 390,263 | 390,300 | 100.00 % |
| Total A1049 REAL PROPERTY TAXES | 390,263 | 390,300 | 100.00 % |
| A2499 USE OF MONEY & PROPERTY | | | |
| A2401 Interest & Earnings | | 12,000 | |
| Total A2499 USE OF MONEY & PROPERTY | | 12,000 | |
| A2649 FINES & FORFEITURES | | | |
| A4050 Fines income | 243 | 400 | 61.00 % |
| Total A2649 FINES & FORFEITURES | 243 | 400 | 61.00 % |
| A2799 MISCELLANEOUS LOCAL SOURCES | | | |
| A2770 Miscellaneous income | 2,961 | 4,500 | 66.00 % |
| Total A2799 MISCELLANEOUS LOCAL SOURCES | 2,961 | 4,500 | 66.00 % |
| A3089.6 Restricted Grants & Donations | 7,745 | 0 | |
| A3099 STATE AID | | 3,100 | |
| A3089.1 Grant income- LLSA grant | 331 | 0 | |
| A3089.2 State Aid- Grant | | 0 | |
| A3089.3 Sullivan County Grant | | 0 | |
| A3089.4 Sullivan Cty Public Lib. Grant | | 0 | |
| A3089.5 SRP Grant | | 0 | |
| Total A3099 STATE AID | 331 | 3,100 | 11.00 % |
| A4060 UNRESTRICTED DONATIONS | | 0 | |
| A4061 Donations - Unrestricted | 10,291 | 0 | |
| Total A4060 UNRESTRICTED DONATIONS | 10,291 | 0 | |
| A4999 Assigned Fund Balance | | 15,000 | |
| Total Income | \$411,833 | \$425,300 | 97.00 % |
| GROSS PROFIT | \$411,833 | \$425,300 | 97.00 % |
| Expenses | | | |
| A7999 CULTURE & RECREATION | | | |
| A7410.1 Library- Personal Services | | | |
| 7410.11 Clerical | 67,966 | 140,220 | 48.00 % |
| 7410.12 Librarian | 38,915 | 78,200 | 50.00 % |
| Total A7410.1 Library- Personal Services | 106,881 | 218,420 | 49.00 % |
| A7410.2 Library- Equipment | | | |
| 7410.21 Equipment expense | 1,974 | 2,000 | 99.00 % |
| Total A7410.2 Library- Equipment | 1,974 | 2,000 | 99.00 % |
| A7410.4 Library- Contractual Expenses | | | |
| 7410.41 Books | 6,470 | 15,000 | 43.00 % |
| 7410.405 Digital Media | 4,887 | 11,500 | 42.00 % |
| Total 7410.41 Books | 11,358 | 26,500 | 43.00 % |
| 7410.42 Periodicals | 151 | 500 | 30.00 % |
| 7410.43 Audio/Visual | 946 | 2,200 | 43.00 % |

Mamakating Library

Budget vs. Actuals: Thru June =50%

January - December 2025

| | TOTAL | | |
|---|------------------|------------------|---------------------|
| | ACTUAL | BUDGET | % OF BUDGET |
| 7410.47 Cleaning Service | 3,200 | 8,200 | 39.00 % |
| 7410.48 Elections | | 200 | |
| 7410.51 Legal fees | | 1,000 | |
| 7410.52 Memberships | 594 | 500 | 119.00 % |
| 7410.53 Miscellaneous expense | 425 | 600 | 71.00 % |
| Reimbursed payments to other libraries | | 0 | |
| Total 7410.53 Miscellaneous expense | 425 | 600 | 71.00 % |
| 7410.54 Professional Fees | | | |
| 101 Accounting Fees | | 7,500 | |
| Total 7410.54 Professional Fees | | 7,500 | |
| 7410.55 Postage and Delivery | 98 | 4,670 | 2.00 % |
| 7410.56 Program | 3,901 | 4,000 | 98.00 % |
| 7410.565 Program Supplies | 524 | 510 | 103.00 % |
| Total 7410.56 Program | 4,425 | 4,510 | 98.00 % |
| 7410.57 DEBT Service Principal & Interest | | 25,000 | |
| 7410.58 Building & Grounds R&M | | | |
| 7410.581 Repairs | 1,020 | 6,000 | 17.00 % |
| 7410.582 Maintenance | 2,171 | 3,500 | 62.00 % |
| 7410.583 Landscaping | 1,805 | 4,500 | 40.00 % |
| Total 7410.58 Building & Grounds R&M | 4,996 | 14,000 | 36.00 % |
| 7410.59 Office expense | 2,118 | 4,000 | 53.00 % |
| 7410.60 Telecom | 1,860 | 6,750 | 28.00 % |
| 7410.61 Utilities | 3,813 | 10,000 | 38.00 % |
| 7410.62 Technology | 10,325 | 19,900 | 52.00 % |
| 7410.85 RCLS Service Fee | | 2,200 | |
| 7410.86 Meetings & Conference | 1,710 | 3,850 | 44.00 % |
| 7410.87 Travel & Mileage | 106 | 250 | 42.00 % |
| Total A7410.4 Library- Contractual Expenses | 46,123 | 142,330 | 32.00 % |
| Total A7999 CULTURE & RECREATION | 154,979 | 362,750 | 43.00 % |
| A9199 EMPLOYEE BENEFITS | | | |
| A9010.7 Payroll Taxes | | 17,300 | |
| A9030.8 Insurance | | | |
| 9030.81 Disability | | 1,400 | |
| 9030.82 Hospitalization | | 15,000 | |
| 9030.83 Workers' Compensation | 2,360 | 1,600 | 148.00 % |
| 9030.84 Property Liability | | 4,000 | |
| 9030.85 Directors and Officers | 1,008 | 1,150 | 88.00 % |
| Total A9030.8 Insurance | 3,368 | 23,150 | 15.00 % |
| A9040.0 Pension Expense | | 18,000 | |
| Total A9199 EMPLOYEE BENEFITS | 3,368 | 58,450 | 6.00 % |
| Capital Reserve | | 6,000 | |
| Total Expenses | \$158,347 | \$427,200 | 37.00 % |
| NET OPERATING INCOME | \$253,486 | \$ -1,900 | -13,341.00 % |

Mamakating Library

Budget vs. Actuals: Thru June =50%

January - December 2025

| | TOTAL | | |
|-------------------------------|------------------|------------------|---------------------|
| | ACTUAL | BUDGET | % OF BUDGET |
| Other Income | | | |
| A2405.1 NYLAF Dividend Income | 5,122 | 0 | |
| Total Other Income | \$5,122 | \$0 | 0% |
| NET OTHER INCOME | \$5,122 | \$0 | 0% |
| NET INCOME | \$258,609 | \$ -1,900 | -13,611.00 % |

| July 2025 | | | |
|---------------|---------------------------|---------------------|---------------------|
| Voucher # | Payee | Amt | Note |
| 0725-01 | Orange & Rockland | \$ 594.57 | Autopays 7/26 |
| 0725-02 | Frontier | \$ 626.68 | autopays 7/14 |
| 0725-03 | VISA (CJ) | \$ 584.85 | autopays 7/21 |
| 0725-04 | OverDrive | \$ 519.84 | ebooks/audio books |
| 0725-05 | Wells Fargo | \$ 103.00 | autopays 7/21 |
| 0725-06 | Baker & Taylor | \$ 1,059.73 | Books |
| 0725-07 | Robert Hrabowsky | \$ 720.00 | Cleaning |
| 0725-08 | Midwest Tape | \$ 399.90 | Hoopla Balance |
| 0725-09 | RefKo | \$ 260.00 | Landscaping |
| 0725-10 | Patiana McMahon | \$ 1,450.00 | Grant Money |
| 0725-11 | ARSL | \$ 20.00 | Prof. Membership |
| 0725-12 | RCLS | \$ 617.58 | E-content, MS365 |
| 0725-13 | Williamson Law Book Co. | \$ 162.31 | Election Supplies |
| 0725-14 | Star Press | \$ 1,164.11 | Newsletter Postage |
| 0725-15 | Star Press | \$ 2,950.00 | Newsletter Printing |
| 0725-16 | Rose Memorial Library | \$ 13.00 | Lost Book |
| 0725-17 | Kristi J. Romolo | \$ 2,875.00 | Bookkeeping |
| 0725-18 | Village of Wurtsboro | \$ 82.69 | Water Bill |
| 0725-19 | Shawangunk Journal | \$ 66.00 | 2025 Subscription |
| 0725-20 | Whiteman, Osterman, & Har | \$ 500.00 | 3Q Retainer |
| 0725-21 | | | |
| 0725-22 | | | |
| 0725-23 | | | |
| 0725-24 | | | |
| Total: | | \$ 14,769.26 | |

Mamakating Library

Board of Trustees Meeting

July 1st, 2025

Director's Report



Building & Grounds:

- Hoses replaced for front and back of library, both had holes in them—seemingly from animals in the shed this winter.
- Hose Aerator on front of building was cracked and corroded. A new one has been ordered to replace it.
- Fiber internet was installed and both staff and patrons notice a difference in speed.
- Possible building project for next year: re-lamping with maintenance and energy savings in mind. To be discussed with building committee
- Muralist has begun work on the mural as of 6/30. It will be completed by 7/12



Closings/Service Interruptions & Generator Statistics:

- Generator has run for 47.9 hours total as of 6/1 (< 2 hours in June)
- Library Closed 6/19 for Juneteenth
- Library will be Closed 7/4 for Independence Day

Programming:

Community Partnership Programs:

- Canal Bi-Centennial Planning: 26 Participants
- Dental Health Storytime: 25 Participants (CCE)
- Local History Walking Tour: 30 Participants (w/ Mam. Historical Society)

Stand-alone programs

- British Invasion Concert: 26 Participants
- Sewing Machine Workshop: 3 Participants

Series programs

- Books & Tea Discussion : 5 Participants
- Keep It Short...Stories (KISS) Group: 5 Participants
- Culinary Club: 8 Participants
- Writers' Group: 4 Participants
- Malcolm's Tech Topics: 3 Participants
- Patiana's Art Program: 23 Participants
- Classic Sci-Fi Movie Night: 8 Participants
- LEGO Club: cancelled this month
- Read to Mocha: 11 Participants
- Storytime: 55 Participants (3 Sessions)
- LSC Author Visits: 12 Live (3 Programs)

Program Totals:

- 16 Adult Programs serving 155 patrons
- 10 Patrons received dedicated Tech Help time
- 6 Youth Programs serving 90 patrons
- 1 Teen volunteers completed 5 hours of community service at the library



British Invasion Cello Concert



Kindergarten visits the library!



Local History Walk

- Kindergarten from Emma C. Chase School visited on June 10th.
- Summer Reading registration began on 6/23. As of 7/1 we have 75 children/teens registered.

Press:

- Full report about June Media outreach will be included in Board Packet
- Article regarding the seed Library was printed in the Shawangunk Journal this month

IT/ILS & Technical Services:

- Computer Users: 145 uses
- Wi-Fi Users: 1669 uses
- Koha is still experiencing slowdowns occasionally, though it has been much better since our system opted to move behind the cloud flare wall. Bot activity is still being seen and investigated daily. This is a nationwide issue not limited to RCLS or even to Koha only.
- Fiber Internet was installed 6/4. RCLS IT assisted in ensuring that our systems were safely routed through their sonic wall system properly after the upgrade.

Circulation/Registration:

Previous Month's Physical Circulation

| | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|--------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| January | 2206 | 2231 | 2487 | 2400 | 1823 | 2040 | 1882 | 2195 | 2006 |
| February | 1973 | 1956 | 2088 | 2169 | 1335 | 1840 | 1531 | 1925 | 2124 |
| March | 2414 | 2225 | 2093 | 1180 | 1929 | 2110 | 1734 | 2264 | 2288 |
| April | 2331 | 2013 | 2064 | -- | 1710 | 1751 | 1705 | 2165 | 1977 |
| May | 2121 | 2161 | 2180 | -- | 1644 | 1636 | 1667 | 2026 | 2034 |
| June | 2539 | 2288 | 2292 | 233 | 1909 | 1836 | 1818 | 1963 | 1932 |
| July | 3150 | 2640 | 2682 | 939 | 2225 | 2232 | 2628 | 2457 | |
| August | 2941 | 2760 | 2742 | 948 | 1870 | 2195 | 2822 | 2307 | |
| September | 2440 | 2015 | 2310 | 1224 | 1904 | 1597 | 2276 | 2075 | |
| October | 2166 | 2273 | 2239 | 1323 | 1969 | 1404 | 2029 | 2045 | |
| November | 2214 | 2309 | 1956 | 1496 | 2126 | 1492 | 1947 | 1964 | |
| December | 1704 | 2000 | 1924 | 1600 | 1991 | 1362 | 1918 | 1764 | |
| TOTAL | 28,199 | 24,871 | 25,133 | 13,512 | 22,435 | 23,517 | 24,004 | 25,150 | 12,361 |

Previous Month's New User Registrations

| | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|-----------|------|------|------|------|------|------|------|------|------|
| January | 29 | 14 | 19 | 19 | 9 | 17 | 19 | 17 | 21 |
| February | 16 | 18 | 12 | 20 | 8 | 16 | 12 | 12 | 11 |
| March | 12 | 22 | 9 | 4 | 15 | 12 | 12 | 14 | 33 |
| April | 28 | 23 | 18 | 2 | 8 | 21 | 11 | 31 | 16 |
| May | 24 | 16 | 15 | 3 | 6 | 21 | 16 | 22 | 17 |
| June | 24 | 30 | 28 | 0 | 12 | 16 | 30 | 17 | 30 |
| July | 34 | 32 | 32 | 8 | 34 | 41 | 42 | 39 | |
| August | 28 | 22 | 31 | 12 | 28 | 35 | 48 | 24 | |
| September | 26 | 14 | 31 | 9 | 23 | 21 | 22 | 18 | |
| October | 28 | 16 | 21 | 8 | 10 | 19 | 62 | 36 | |
| November | 28 | 10 | 11 | 6 | 12 | 20 | 21 | 22 | |

| | | | | | | | | | |
|--------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|
| December | 28 | 11 | 8 | 7 | 10 | 12 | 8 | 12 | |
| TOTAL | 305 | 228 | 227 | 98 | 175 | 251 | 303 | 264 | 128 |

Digital Collections:

| Overdrive Circulation | | | | | | | |
|-----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
| January | 323 | 305 | 394 | 486 | 603 | 658 | 598 |
| February | 264 | 229 | 429 | 400 | 508 | 635 | 591 |
| March | 334 | 298 | 444 | 439 | 552 | 642 | 632 |
| April | 293 | 475 | 338 | 448 | 564 | 544 | 604 |
| May | 291 | 497 | 408 | 495 | 537 | 600 | 627 |
| June | 344 | 409 | 362 | 559 | 448 | 547 | 634 |
| July | 296 | 373 | 404 | 552 | 438 | 640 | |
| August | 284 | 311 | 474 | 578 | 522 | 596 | |
| September | 272 | 314 | 427 | 499 | 524 | 565 | |
| October | 236 | 323 | 367 | 510 | 582 | 579 | |
| November | 205 | 334 | 419 | 506 | 569 | 583 | |
| December | 209 | 320 | 405 | 546 | 537 | 599 | |
| Total | 3142 | 4188 | 4871 | 6018 | 6384 | 7188 | 3686 |

| Unique Patron Access Hoopla | | | | |
|--------------------------------|------------|------------|------------|------------|
| | 2022 | 2023 | 2024 | 2025 |
| January | 32 | 36 | 54 | 67 |
| February | 27 | 42 | 53 | 61 |
| March | 33 | 49 | 55 | 64 |
| April | 28 | 35 | 44 | 62 |
| May | 20 | 36 | 56 | 58 |
| June | 21 | 37 | 59 | 62 |
| July | 31 | 39 | 58 | |
| August | 34 | 38 | 60 | |
| September | 33 | 36 | 68 | |
| October | 26 | 50 | 67 | |
| November | 33 | 37 | 53 | |
| December | 35 | 39 | 62 | |
| Total: | 353 | 474 | 687 | 374 |

| Overall Circulations Report Hoopla | | | | |
|---------------------------------------|-------------|-------------|-------------|-------------|
| | 2022 | 2023 | 2024 | 2025 |
| January | 108 | 131 | 178 | 185 |
| February | 98 | 133 | 179 | 160 |
| March | 112 | 137 | 162 | 176 |
| April | 98 | 127 | 167 | 162 |
| May | 63 | 94 | 160 | 183 |
| June | 60 | 127 | 160 | 168 |
| July | 116 | 90 | 149 | |
| August | 124 | 116 | 172 | |
| September | 113 | 118 | 163 | |
| October | 87 | 169 | 194 | |
| November | 118 | 111 | 146 | |
| December | 128 | 115 | 198 | |
| Total: | 1225 | 1468 | 1524 | 1034 |

Director's Meetings & Trainings:

- 6/6 SLI office hours
- 6/11 Director's Association Meeting
- 6/13 SUPLA Meeting
- 6/14 FOL Meeting
- 6/16 System Services Committee Meeting
- 6/24 ILS Sub-Committee Meeting

Staff Development:

- All Staff Completed RCLS Road Trip Training

Friends of the Library News:



- The Story Walk kick off event was cancelled due to thunderstorms, but we will be hosting 3 guided walks this summer.
- The Seed library has been re-stocked multiple times with donations from local gardeners and businesses. Over 130 seed packets have been give out to-date.
- The Friends purchased bracelets and gibbets as summer reading incentives for the library.
- The Library Speakers Consortium that the FOL funded for us in February has been a big hit with presentations viewed over 4800 times since its first offering.

Other News:

- June Patron Count: 3037
- Positive feedback from multiple patrons regarding a pride month display

Director's Activities:

- Summer Mailed Newsletter went out to the community and we have received wonderful feedback, with patrons calling, emailing and stopping in to tell us how great it looked. We've made twice the number of library cards we usually make in a month, with many people saying the newsletter inspired them to stop in.
- Extra newsletters have been dropped off in local businesses and town & village hall.
- Work on Mascot design in progress
- Work with Bi-Centennial Committee on July 13th event
- Began compiling a site plan for the building committee to look at soon.
- Conversations with Lawyer regarding mailed absentee ballots.
- The library may host a graduate LIS student from Three Rivers College for an internship this fall. (75 hours).

Incidents:

- Director stung by a wasp while opening water spigots for the year. Director is allergic and had to leave for the day to administer epi-pen and get checked out. Wasp nest has since been removed.

Upcoming Programs of Note:

- Virtual Author visits:
 - Raul the Third 7/8 @ 2pm
 - Rex Ogle 7/23 @ 4pm
 - Pria Anand 7/31 @ 2pm
- Active Art Afternoon 7/9 @ 2pm
- Coffee Klastch for Parents @ 2:30pm (Every Thursday)
- Founder's Day Foam Party 7/12 @ 12pm
- Sewing Machine Workshop 7/17 @ 5:00pm
- Fearless Foodies 7/15 @ 1pm
- Book Club 7/15 @ 2:30pm
- Teddy Bear Picnic 7/18 @ 11:00am
- Sci-Fi with the Science Guy: 7/24 @ 5pm
- Science with Frank Thursdays @ 11am in July
- Non-Fiction Book Club 7/30 @ 2:00pm
- Local Writer's Group 6/27 @ 10:30am
- Builder's Brigade Mondays @ 3:00pm
- Global Arts Tuesdays @ 11am



Library Patrons attending a guided tour at
Dia:Beacon

Reminders:

- RCLS Trustee Training Sessions for 2025 have been released and are detailed below. Register through the RCLS website calendar. You should complete a minimum of 2 hours of training per calendar year, plus harassment training.

| Trustee Education Session Title | Date | Day Of Week | Time | Credit Hours |
|---|-------------|--------------------|----------------|---------------------|
| Accessibility (Presenter: Meaghan Doyle) | 07/21/25 | Monday | 6:30 PM | 1.00 |
| Library Social Media & Marketing (Presenter: David Cosco) | 08/05/25 | Tuesday | 6:30 PM | 1.00 |
| Digital Inclusion in Libraries (Presenter: Meaghan Doyle) | 09/25/25 | Thursday | 6:30 PM | 1.00 |
| Library Financial Reports (Presenter: Stephen Hoefer) | 10/14/25 | Tuesday | 6:30 PM | 1.00 |
| Intermediate Library Trustee Education 102 (Presenter: Grace Riario) | 11/03/25 | Monday | 6:30 PM | 1.00 |
| Advocacy - <i>Title TBD</i> (Presenter: Jen Park) | 12/03/25 | Wednesday | 7:00 PM | 1.00 |
| Open Meetings Law and Library Governance (Presenter: Grace Riario) | 12/11/25 | Thursday | 6:30 PM | 1.0 |

Respectfully submitted,
Cheryl Jones, Library Director
July 1st, 2025

Media & Press Report

JUNE 2025

Facebook:

| | Jan | Feb | Mar | April | May | June | July | Aug | Sept | Oct | Nov | Dec | Total |
|-----------------|------|-------|-------|-------|-------|-------|------|-----|------|-----|-----|-----|-------|
| Reach | 2.8K | 3.4K | 5.2K | 2.2K | 2.2K | 1,742 | | | | | | | |
| Engagement | 265 | 422 | 594 | 344 | 317 | 346 | | | | | | | |
| Likes | 1.1K | 1.1K | 1,167 | 1,167 | 1,172 | 1,178 | | | | | | | |
| New Likes | | | 7 | 4 | 5 | 5 | | | | | | | |
| New Follows | 11 | 2 | 15 | 5 | 12 | 8 | | | | | | | |
| Original Posts | 27 | 45 | 72 | 30 | 36 | 29 | | | | | | | |
| Total Followers | 1.3K | 1,324 | 1,339 | 1,339 | 1,347 | 1,357 | | | | | | | |

Facebook Notes:

- Monday, June 23 was a big day for us on Facebook. This was the highest views of any other day at 1,223 views total. With a total of 40 content interactions, we can believe that the two most popular posts of the day; Frank Coviello's pictures of the Historic Wurtsboro Guided Tour and our Weekly Flyers were the reason for the jump in numbers.
- Continuing with June 23, our page also experienced a new stat spike: Link Clicks. There was a 66.7 percent increase in people clicking the links in our content posts in the month of June. Most of the clicks occurred on June 23, proving our programs, staff, and marketing are working together encouraging even more positive attitudes toward our library.

Instagram:

| | Jan | Feb | Mar | April | May | June | July | Aug | Sept | Oct | Nov | Dec | Total |
|----------------------|-------|-------------|------------|------------|------------|------------|------|-----|------|-----|-----|-----|-------|
| Views | 1,708 | 3,259 | 3,454 | 4,058 | 3,902 | 3,669 | | | | | | | |
| Engagement/ Reach | 241 | 185/ 455 | 63 /368 | 69/ 669 | 72/ 813 | 56/ 374 | | | | | | | |
| Interactions | 114 | 234 | 256 | 213 | 216 | 177 | | | | | | | |
| Profile Visits | 47 | 62 | 87 | 63 | 77 | 33 | | | | | | | |
| OriginalPosts | 15 | 42 | 39 | 94 | 47 | 71 | | | | | | | |
| Total Followers | 470 | 478 | 490 | 503 | 517 | 526 | | | | | | | |

Instagram Notes:

- The top three posts were June 25 (RCLS Road Trip), 6 (Story Trail Unveiling with Cheryl), and 23 (pictures from the Historic Wurtsboro walk). The first two most viewed posts had combined views of 466 with each post reaching over 50 percent non-followers, proving we are experiencing more of a reach on Instagram.
- Our follower number on Instagram is steadily rising. We are focusing on interacting with other accounts and considering some partner posts.

Press:

- June press release sent was the new non-fiction book club, Perspectives & Pages to the River Reporter, WJFF, Sullivan County Democrat, and Shawangunk Journal on 6/9/25.

Other Notes:

- After attending the Marketing Minds meeting with Dave Cosco, we are considering purchasing ads on social media. As head of marketing at RCLS, Dave has noticed generous results for a nominal fee. Dave gave a case for paid social ads. If we can pinpoint areas we would like action in (ie location in our district we'd like to see more library cards usage), the price is worth it to target that area.

Respectfully Submitted,
Alethea Pape

(7/3/25)

| Date | |
|--------------------------------|--|
| August 5 th , 2025 | Board to Approve Ballot for 8/19 Election & Budget Referendum |
| August 6 th , 2025 | Absentee Ballots available at Library Circulation Desk, or by calling/emailing the library. (This information is in the public notices posted, and will be in the legal notice sent to the SC Democrat). |
| August 19 th , 2025 | Election Day. Absentee Ballots must be received by 8/19 |

Draft Legal Notice:

LEGAL NOTICE MAMAKATING LIBRARY

Notice is hereby given that Town of Mamakating residents who are registered voters living within the Pine Bush, Monticello or Minisink Valley school districts will cast ballots on one proposition and elect two members of the Board of Trustees.

Proposition:

The trustees of the Mamakating Library shall be authorized to increase the tax levy in the amount of \$34,700 in 2026.

Election:

Voters will be asked to elect two members of the Board of Trustees for a four year term of office; petitions submitted by ????

Voting will take place on Tuesday, August 19th from 3:00 to 8:00pm at the Mamakating Library, 128 Sullivan Street, Wurtsboro, New York.

Absentee ballot applications may be requested in person at the Mamakating Library, by phone at 845-888-8004, or by email at mam@rcls.org. Absentee ballots must be received by the close of voting on August 19th.

By order of the Board of Trustees of the Mamakating Library
Barbara Semonite, Election Secretary

Mascot Design Chosen by the Friends of the Library:



Artist: Elana Sahagun

Elana is a patron of ours who moved to the area a few years back. She was inspired in this design by local flora/fauna (the mascot is a black bear cub, native to our area) and our seed library. If this design is approved, she would like to create an outfit for each season for the mascot. She will also give us a simplified version, black and white version, and a head-only version to use in any marketing we like.

If we choose to move forward, the library will create an MOU regarding use of Ms. Sahagun's artwork.

The library would also like to involve the Emma C. Chase students in the naming of our mascot.



MAMAKATING

LIBRARY

POLICY FOR BULLETIN BOARD USE

There are five (5) ~~two~~ bulletin boards in the library for public use.

The bulletin boards in the front foyer (Sullivan Street side of the building) are ~~is~~ for business and employment related announcements. One board is designated for Job Postings, one is designated for local business cards, and the last is for other local interest or business flyers. Individuals ~~are welcome to post such items without seeking permission from library staff~~ posting flyers should seek approval from library staff before posting. Library staff members have the right to remove material deemed unsuitable for viewing by children who enter the library and any items having been posted for more than 30 days.

The bulletin boards in the rear foyer (Pine Street side of the building) is for cultural activities sponsored by non-profit organizations and public announcements of general interest to the community, subject to the following guidelines:

- Posters, notices, and material for posting are subject to staff ~~members'~~ determination of eligibility based on status of sponsoring organization and suitability of viewing by children.
- Staff will date all posted material.
- Material will be posted until the date of the event, or for 30 days, whichever is applicable.
- Flyers will be ~~discarded~~ ~~(recycled)~~ upon removal.
- Posting of material does not imply endorsement by the Library.
- These guidelines shall be applied to the distribution of non-profit materials in the Library, as well.
- Announcements of ongoing services will be retained longer than 30 days, as long as they can be accommodated within the limited space of the bulletin boards.

Adopted 12/2/09 Mamakating Library Board of Trustees

Revised and adopted April 14, 2021

Amended July 8th, 2025