



TOWN OF HUDSON

Library Board of Trustees



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Hudson Library Board of Trustees

Approved Meeting Minutes For October 18, 2023

Present:

Trustee, Mary Guessferd, Chair
Trustee, Donna Boucher, Treasurer
Trustee, Erin Henderson, Vice Chair
Trustee, Karen Bohrer, Member-At-Large
Linda Pilla, Library Director

Excused:

Selectman, Kara Roy

Call to Order: Trustee Guessferd called the meeting to order at 6:00 p.m. and led the pledge of allegiance.

Reports:

Motion by Trustee Bohrer to accept the Public and Non-Public Minutes of September 27, 2023. Seconded by Trustee Boucher. All in favor. Motion passed.

Correspondence: Thank you from Margaret Femia regarding our Art presentation programs.

Treasurer's Report: We do not have any donations. We are on track with our current budget. Last month we approved the Investment Policy for non-appropriated funds. This week I would like to go ahead and move on that and use our account with TD Bank and go ahead and invest 75% of that fund into a 6-month CD and see how it goes. The current interest rate for CDs is 4.75%. The current interest rate on this account is 2.19%.

Motion by Trustee Boucher to invest 75% of the funds held in account ending xx-1182 in a CD. Seconded by Trustee Bohrer. All in favor. Motion passed.

BOS Budget Review: Trustee Boucher presented the BOT approved budget to the Selectmen. She thought it was well received. We will be presenting budget to the Budget Committee next month.

Donations: None

Selectman Liaison's Report: None

Director's Report: See attached.

Friends' Report: The Friends will be meeting in November when they are going to have a big book sale.

Department Heads' Meeting: The meeting has been rescheduled to November 2 at 1 p.m. due to conference conflict.

Old Business:

Hills Building Update: The BOT is waiting for the Historical Society to set a date for a meeting.

Public Input Policy:

Motion by Trustee Boucher to approve the Public Input Policy as presented. Seconded by Trustee Bohrer. All in favor. Motion passed.

Collection Development and Maintenance Policy:

Motion by Trustee Boucher to approve the Collection Development and Maintenance Policy as amended. Seconded by Trustee Henderson. All in favor. Motion passed.

Reconsideration of Materials Policy:

Motion by Trustee Bohrer to approve the Reconsideration of Materials Policy as amended. Seconded by Trustee Boucher. All in favor. Motion passed.

Alternate November Meeting Date:

There is a conflict regarding the date of the next regular meeting. The BOS has scheduled the presentation of the library budget on November 15. Director will reach out to the BOS to see if the date for presentation can be changed.

Public Input: Lisa Weber and Margaret St. Onge interviewed for the vacant Trustee position. Further discussion will take place in non-public session between Trustees.

Next Meeting scheduled for October 18, 2023.

Future Agenda Items:

-Filling Vacant Trustee Position Policy

Trustee Comments

Trustee Bohrer: I would agree with Donna the importance of talking to the Selectmen here in Hudson and making everyone in the community making known how they feel about the library and how important it is to continue to support the library that does such amazing programming and has such wonderful materials available.

Trustee Henderson: There are a lot of things happening so if you have the ability to get into the library to see what is going on, you will be pleasantly surprised.

Trustee Guessferd: I want to thank everyone for all the things going on at the library. Our staff is just rocking it and we have so many people coming in and so many programs happening at the library. We came in third in the state for new library card sign-ups. That's fantastic. I'm really happy that things are happening and people are participating. I would like to encourage more and more participation because the more we have our townspeople participate, the more we can provide. Thank you everyone and read a book.

Consideration to enter into Non-Public Session.

Motion by Trustee Guessferd to enter into Non-Public Session at 7:17 p.m., in accordance with RSA91-A:3 II (a), the dismissal, promotion, or compensation of any public employee or the disciplining of such employee, or the investigation of any charges against him or her, unless the employee affected (1) has a right to a public meeting, and (2) requests that the meeting be open, in which case the request shall be granted. Seconded by Trustee Henderson. All in favor. Motion passed.

Roll Call Vote

Trustee Henderson - Yes
Trustee Boucher – Yes
Trustee Guessferd – Yes
Trustee Bohrer – Yes

Returned to Public Session at 7:38 p.m.

Motion by Trustee Guessferd to seal the Non-Public Minutes of October 18, 2023. Seconded by Trustee Boucher. All in favor. Motion passed.

Roll Call Vote

Trustee Henderson - Yes
Trustee Boucher – Yes
Trustee Guessferd – Yes
Trustee Bohrer – Yes

Meeting adjourned at 7:40 p.m.

Respectfully submitted,

Terri Cicia
Reporter
Rodgers Memorial Library

Rodgers Memorial Library Director's Report

Activities for September 2023

It's budget season again. Rodgers Memorial Library Director, Linda Pilla, and Board of Trustees are scheduled to meet with the Hudson Board of Selectmen on October 17, 2023. The meeting will begin at 7:00 PM.

The next "All Staff" meeting has been scheduled for November 17 at 8:00 AM

September was a pretty quiet month. Staff vacations and children returning to school always results in a reduction in library programs. The programming staff is reevaluating our most successful programs and plans to add more passive programming as it has been incredibly popular with our youngest patrons.

Victoria Sandin led off the Tuesday night Craft Classes with a "How to Knit a Sock Class." As ever, we were astonished to see a full roster of people ready to learn this skill. The whole class successfully knitted a (small) sock and they are ready for the next step.

Tanya has started leading regular meetings for the programming committee, marketing committee, and children's staff. She reports the discussions from these meetings at Department Head meetings and by sharing the agenda and meeting notes with the director.

PROGRAMMING REPORT - Tanya Moesel

with Carrie Loring and [Marissa Sweeney](#)

September 2023

PROGRAMMING REPORT SUMMARY	<i>Events</i>	<i>Participants</i>	<i>Average</i>
Adult Programming Totals	20	369	18
In-person programming	17	314	18
Passive programming	1	30	30
Virtual programming	2	25	13
Outreach	0	0	0
Children's Programming Totals	11	522	47
In-person programming	6	142	24
Passive programming	5	380	76

Virtual programming	0	0	0
Outreach	0	0	0
Tween/Teen Programming Totals	4	159	40
In-person programming	0	0	0
Passive programming	4	159	40
Virtual programming	0	0	0
Outreach	0	0	0
School Outreach Totals	0	0	0
In-person programming	0	0	0
Passive programming	0	0	0
OVERALL TOTALS	35	1050	30

ADULT/ALL AGES PROGRAMMING

Carrie Loring stepped into the role of Adult Programming Librarian this month. After almost two years at the circulation desk, she has been busy acquainting herself with all things programming: reading books, attending webinars, and learning from her capable colleagues. This month most of our book groups participated in the NH Big Read, and we saw higher than average attendance in each group. Our Tuesday evening fiber series continues to be popular. Several people have already requested a reprisal of sock knitting and beginning knitting, as well.

Program # of events	Target Age	Participants (average)	Description
In-Person Programs		events, Total	
Stitchers Group 5 events	Adults	72 people (Average 14)	People come in to share their ideas, chat, and work on their current projects. <ul style="list-style-type: none"> ● 9/1: 17 participants ● 9/8: 16 participants ● 9/15: 15 participants ● 9/22: 15 participants ● 9/29: 9 participants
Dungeons & Donuts 4 events	All ages	48 people (average 12)	Patrons of all ages come to the library to play Dungeons & Dragons and eat delicious donuts. <ul style="list-style-type: none"> ● 9/2: 12 participants ● 9/16: 16 participants ● 9/23: 9 participants

			<ul style="list-style-type: none"> 9/30: 11 participants
Intermediate Knitting Class: Socks! 4 events	Adults	35 people (average 9)	<p>Do you know how to knit and purl? How to cast on? Then you're ready to learn about knitting socks. Learn the basics of knitting a sock in this 4-week class.</p> <ul style="list-style-type: none"> 9/5: 9 people 9/12: 9 people 9/19: 9 people 9/26: 8 people
Rodgers Readers (9/7)	Adults	12 people	NH Big Read: The Bear
Access Wisdom Book Club (9/14)	Adults	6 people	Certified Life Coach Diane MacKinnon leads this book club highlighting books that help us gain more access to our own wisdom. Quiet: The Power of Introverts in a World That Can't Stop Speaking
Cookbook Club (9/12)	Adults	15 people	Recipes from "The Savory Baker" by America's Test Kitchen
Mystery Lovers Book Club (9/18)	Adults	18 people	NH Big Read: The Bear
Books & Booze (9/18)	Adults	20 people	Come to Luk's to discuss Things We Do in the Dark by Jennifer Hillier
Afternoon Book Group (9/19)	Adults	16 people	NH Big Read: The Bear
True Crime Podcast Club 9/20	Adults	6 people	The Prosecutors
Benson's Hike: Autumn Edition (9/1)	Adults	9 people	Dana Benner, Circulation Librarian and outdoors guy, leads a one-hour hike along the trails at Benson's Park.
Guitar Improvisation Workshop (9/2)	Adults	8 people	A monthly two-hour workshop on guitar improvisation presented by Neil Santos
Borderline Spinners (9/5)	Adults	2 people	A group that meets to share their mutual interest in wool spinning and

			all kinds of yarn-based art projects.
Stitch/Cross Stitch/Blackwork/Embroidery Group (9/9)	Adults	13 people	Monthly get-together to stitch/cross stitch, blackwork, embroider, etc.
Challenge of Wilderness Living (9/16)	Adults	5 people	Tim and Susan Caverly took participants deep into the woods of Maine to experience the demands of everyday ranger life
NH Big Reads: The Bear Art Project 2 events	Adults	6 people Average 3	Create a four seasons "Tree of Life" painting <ul style="list-style-type: none"> • 9/23: 2 participants • 9/27: 4 participants
Candy Poker (9/28)	Adults	7 people	A monthly game of Texas Hold 'Em Poker
Passive Programs			
Monthly Book Raffle	Adults	30	"The Housemaid"
Virtual Programs			
Genealogy Club (9/8)	Adults	21 people	Finding your Great Britain Ancestors: presented by Joleen Aitchison (virtual)
Jackson Pollock, Lee Krasner, and Abstract Expressionism (virtual) (9/21)	Adults	4 people	Jane Oneail presented this virtual program exploring the relationships of the artists, their work, and the enduring legacy in this revolutionary movement.

CHILDREN'S PROGRAMMING

We took a break from children's programming for most of September. This gave our department time to interview and train new staff, work on organizing and developing the collection, creating a plan for mentoring and staff development, and implementing a new plan for regular youth services programming. We accomplished a lot this month, including cleaning up the storage collection, weeding DVDs, sorting old donations, and creating space for regular meetings to improve communication and team-building. Tanya is starting to train Marissa in collection development. Marissa is starting with the juvenile graphic novel collection.

In October, the children's room is proud to present the Candy Land Adventure which will take place October 30th and 31st. Families will be invited to dress up and follow the trail to find snacks and treats throughout the library. We hope this will be a simple way to provide a fun library interaction and draw attention to library programs and resources.

Program # of events	Target Age	Participants (average)	Description
In-Person Programs		6 events, 142 total	
Bubbles and Balloons 9/14	All Ages	56 people	Fun with music, bubbles and balloons
Curious Kids 9/22	Ages 2-6	17 people	Explore learning centers with your preschooler
Adventurers Storytime 9/26	Ages 3-5	21 People	Join Ms. Tanya for stories, songs, games and activities
Movers and Shakers 9/27, 2 events	Ages 1-3	39 People	Join Miss Marissa for stories, songs, games and activities <ul style="list-style-type: none"> • 21 • 18
Songs and Snuggles 9/28	Ages Birth-18 Months	9 people	Join Ms. Tanya for songs, snuggles, and baby free play
Passive Programs		5 programs, 380+ Total	
Take & Make	Preschool & early elementary	311 participants	Bagged craft to do at home. Snails: 100 Surprise: 111 Skunk: 100
Guess Who	Everyone		Mario UP Ellie and Carl
Leaves	Everyone	69 participants	Coloring leaves for our library tree

TEEN/TWEEN PROGRAMMING

School has started. We have a new batch of teens visiting after school. They are comfortable hanging out in the children's room and asking for the things they need. We offer snacks and drinks to Alvirne students after school and this has given us the opportunity to get to know them a bit.

We are hopeful that we will find a new library assistant to help with teen services soon. Marissa has planned a tween anime club and a teen scary movie for the month of October.

Program # of events	Target Age	Participants (average)	Description
Passive Programs		4 events, 159 Total	
Dino the Therapy Dog (3 events)	All ages	35 people 11 average	Come meet Dino, the therapy dog. Dino is a St. Bernard who loves to be pet. <ul style="list-style-type: none"> • (9/5) 10 people • (9/12) 13 People • (9/19) 12 people
After school snacks and juice 19 school days	Grades 8-12	124 total 31 average/wk 7 average/day	Snacks and juice for teens. School started 8/28 and we already have a regular after school crowd. <ul style="list-style-type: none"> • Week 1. 31 • Week 2. 34 • Week 3. 30 • Week 4. 29

SCHOOL OUTREACH

We do not have enough staffing for school field trips right now, but we are hopeful that we'll have another staff person soon. We would love to reach out to Freshman English classes to get them cards and tell them about library resources. We also hope to visit all the second grades this fall/winter.

REFERENCE REPORT - Mark Stawecki

Museums

At the end of the month we received our free codes from the NH Philharmonic along with two comp tickets to the October 14th concert. These were advertised through a giveaway on Facebook.

Zoo New England and The State Parks are the only two that came in at double digits for Checkouts at 12 and 10 respectively (Reservations Placed were also 12 and 10 respectively). Surprisingly, the NE Aquarium fell to third. There will be a "batch" of museums to renew come December.

Social Media

Rodger That! Google Analytics shows 29 users, 29 sessions for an average viewing duration of about 1 minute, 16 seconds. There were two new reviews:

- Once Upon a Time in Holly wood (Fiction)
- She Said (movie)

YouTube We have 78 subscribers, three more than last month. There were 549 views total with a five-hour watch time. There was not content. However, HCTV uploaded some videos of Dana's programs, and Mark created a playlist on the library's channel called "Fun Programs" where he added them. Right now, the list has five videos, two from last month.

Facebook 1,713 followers.; 21 posts. The post with the most Reach and Engagement was the post offering two passes to the Philharmonic. The one with the most Reactions was a photo of donated books.

Twitter 577 followers, one less than last month; 14 tweets. The tweet with the most Impression was a movie review. These tend to do well because their topic allows for broader, more popular hashtags.

Instagram 5 Posts; 284 followers (gained five); 31 accounts engaged

Genealogy - No genealogy requests this month.

The event was online for "Finding Your Great Britain Ancestors) by Joleen Aitchison. 21 people attended, a higher turnout than average. A patron sent a complimentary email about the program and club. There was a bit of a worry for September since the speaker was taking so long to get back to us, but she finally did.

Non-Library Programs

GROUP	DATE	ATTENDANCE
GFWC	Sept 6	15
Alvirne High Project Based Learning	Sept 7, Sept 8	15, 8
Eagle's Nest Estates	Sept 12	32
Parkland Terrace Condominiums	Sept 13	9
Rotary Club	Sept 14	15
Hudson Democrats	Sept 14	7
GMILCS YouthNet	Sept 15	10

GS Troop 59012	Sept 19	10
Hudson United Soccer	Sept 21	0
Hudson Electric Aggregate	Sept 27	5
RISE (met in study room)	Sept 11, Sept 26	6, 6
Total	13	138

It was a busy month for room bookings thanks most likely to the start of the school year. An Alvirne High School class booked the room twice on short notice because their room lost AC. No one showed up for the Hudson Soccer meeting. Mark emailed the organizer requesting that they let us know if they are going to cancel a meeting.

Study Rooms	46 instances, 76 attendees
Study Carrels	17 instances; Unable to Book = 1 Booked, but not first choice.= 1
Patron PCs	210 (98 Guest users)
Tests proctored	0

Other - Mark sold a short story! A patron emailed Mark regarding the Genealogy Club: ““Thanks again for all your efforts to bring us great speakers.” A patron walked by the Reference Desk and complimented Mark on his movie reviews

Monthly Goal - Last month’s goal was to post four times on Instagram. There were five posts. Mark is currently working on a writers’ program called Characters & Cocoa. The goal is to have it up and running by mid-October.

IT/Tech Services Report - Victoria Sandin

Routine Tasks

GOOGLE SEARCH

From Google Business: Performance.

NOTE: Google Business has changed how it delivers and displays its data. See information below, which includes a description of each category.

Business Profile (BP) Interactions (vs. Sept 2022)

Interactions are when people:

- Call,
- Message,
- Book a space and/or
- Ask for directions and more from our Business Profile on Google.

Rodgers's BP interactions compared to last year at this time:

- Overview: **-0.9%**
- Calls (calls made from our BP): **79, -6.0%**
- Directions (direction requests made from our BP): **157, -19.9%**
- Website clicks (website clicks made from our BP): **707, +5.2%**

Business Profile (BP) Views

Views show how many people saw our BP on Google Search or Maps.

- Views: **1,753, -23.6%**

Business Profile (BP) Searches

Searches show the terms people used that returned our BP in the results.

- Searches: **1,083, -21.9%**

Analysis

Numbers overall dropped from their previous position a year ago at this time. Children's programming accounts for a large number of our calls and visits and there were very few offered in September. This drop is also reflected in our monthly total of phone calls (see below), which in September numbered 1,038 for total calls. Although there are fewer Children and Teen programs being offered October '23 than October '22, the Google interactions in the fall typically show an increase over August-September.

Website

- There were **46 changes** to the website in September 2023.

Telephone calls

- Incoming: 582
- Outgoing: 281
- Total: **863**

Technology Tickets

- We responded to **23 requests for IT help** from staff

Library H3lp (chat program)

- **7 chats** using the website Chat app.
-

Additional Tasks

September

- Aspen was implemented, with a link to the old Polaris catalog.
- Promoted Library Card sign-up month on all platforms, including the SAU digital signs and by distributing flyers and promotional postcards to town departments and various town businesses.
- Promoted the NH Big Read "The Bear" in alliance with New Hampshire Humanities.
- Acted as interim director during Linda's vacation 9/8-15/2023
- Worked with GMILCS Metadata Integrity Group (MIG) to standardize and reduce the number of collection codes to 30 total.

October Projects

- Vicky on vacation October 10/6-13/2023.
- Work on migrating current collection codes to the 30 unanimously approved by MIG.
- Begin cataloging (for real this time) Library of Things (LoT) items.
- Upload LoT images and database placards to catalog.

Technical Services

- Additions: **516**
- Better World Books: **152**
- Changes to GMILCS items: **1,442**
- Deletions/Withdrawals: **314**
- Graphic novels: **34**
- Mending: **61**

CIRCULATION REPORT - Dana Benner

SPECIAL EVENTS/NEWS

Library visitors were **6,384** in September - down 6% from August (6,807)

Notary Service(s): **14**

Hours: The library was open **228** hours during September
We issued **94** new patron cards in September and renewed **63**.

We have **6** patrons utilizing our Books by Mail program.

Circulation

Print

	Sept 2023	Aug 2023	Increase/Decrease	Sept 2022	Increase/Decrease
Adult	2,738	3,219	-14.9%	2,183	25%
YA	296	390	-24%	293	1%
Children's	3,265	4,188	-22%	2,937	11%
Tween	342	434	-21%	179	91%
TOTAL	6,641	8,231	-19%	5,592	19%

Downloadable eAudiobooks, eBooks and ePeriodicals (the additional number reflects Cloud Library usage)

	Sept	Aug	Percent Change
eAudiobooks	976+90 = 1066	1,204	-11%
eBooks	617+48 = 665	742	-10%
ePeriodicals	176	68	159%

Interlibrary Loan

COMPARISON BETWEEN August and September 2023		Sept 2023	Aug 2023	Percent Change
Materials requested by Hudson patrons	Requested	169	111	52%
	Filled	77	79	2.5%
	Percent filled	46%	71%	
Materials lent by RML to other libraries	Requested	92	62	48%
	Filled	66	49	35%
	Percent filled	72%	79%	

Respectfully Submitted:

Linda Pilla
Library Director