



TOWN OF HUDSON

Library Board of Trustees



194 Derry Road • Hudson, New Hampshire 03051 • Tel: 603-886-6030 • Fax: 603-816-4501

Hudson Library Board of Trustees Approved Meeting Minutes For November 15, 2023

Present:

Trustee, Mary Guessferd, Chair
Trustee, Donna Boucher, Treasurer
Trustee, Lisa Weber
Alternate Trustee, Margaret St. Onge
Linda Pilla, Library Director

Excused:

Selectman, Kara Roy
Trustee, Karen Bohrer, Member-At-Large
Trustee, Erin Henderson, Vice Chair

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

Correspondence: None

Treasurer's Report: We have spent 36% of the budget to date (remaining recording inaudible).

Donations: None

Selectman Liaison's Report: None

Director's Report: See attached.

Friends' Report: None

Department Heads' Meeting: There will be an all staff meeting this Friday. The Department Heads meeting has been rescheduled to 11-27-23 at 1:00 p.m.

Old Business:

Hills Building Update: There is a leak in the bathroom on the main floor and Skyline Roofing is coming to try and find the leak on the roof. They are clay roof specialists. Trustees discussed using the Capital Reserve Fund set up for the benefit of Hills Memorial Library Building to cover repairs.

New Business:

Political Activity Policy:

Motion by Trustee Boucher to accept the Political Activity Policy as presented. Seconded by Trustee Weber. All in favor. Motion passed.

Conflict of Interest Policy: Additional edits to be made and will be brought to the BOT at the next regular meeting for discussion/approval.

Budget Committee Review: Director Pilla and Trustee Boucher did a great job presenting the budget.

Staff Appreciation Dinner: Trustee Boucher has requested an additional \$800 to cover the cost of the Dinner.

Motion by Trustee Guessferd to approve an additional \$800 for Staff Appreciation Dinner to be drawn on account ending 0350. Seconded by Trustee Weber. All in favor. Motion passed.

Trustee Comments

Trustee Boucher: Happy Thanksgiving. I hope everyone gets to be with their loved ones and enjoy their time together. Stop at the library, we have so much going on.

Alternate Trustee St. Onge: I am thrilled to be here. Thank you. Check out the library for new recipes and cooking ideas for the holidays. There are baking pans to do exciting cakes.

Trustee Weber: So happy to be here. I look forward to being part of the group. Regarding museum passes, you can go to the MFA and see the Sargent exhibit for \$10. It is normally \$34. Also, I love the newsletter we get.

Trustee Guessferd: Welcome to both of you. We are very excited you are here. Your energy and enthusiasm are wonderful. I love that you have promoted things we don't normally talk about. We are always adding to our Library of Things so come into the library and test them out before you buy. In addition to the books I tell you to read every month, try some of the other stuff. Thank you for all of the support you provide to our programs. Keep coming to the library, we love having you.

Future Agenda Items: Trustees to email Director with items.

Next Meeting scheduled for January 17, 2024.

Meeting adjourned at 6:40 p.m.

Respectfully submitted,

Terri Cicia
Reporter
Rodgers Memorial Library

Rodgers Memorial Library Director's Report

Activities for October 2023

We are very happy to announce that the Hudson Times, the brand new Hudson print newspaper, can be picked up from Rodgers Memorial Library each week. We will make use of their calendar to list our events and will add paid advertising for our larger events. Linda had an opportunity to show the owners of the Hudson Times around the library and talk with them about the exciting opportunities that lie ahead.

Activities for the Library Director in October 2023 included:

PRIMEX training with Terri Cicia. Attended a class on the documents that should (and shouldn't) be included in the Employee Handbook

Processed a Right to Know Request from a Hudson resident.

Hosted the United Ways "Coffee and Causes," event.

Attended the bi-monthly NHLA Executive Meeting. October was an online meeting.

Met with Tanya to discuss the RML's vision and mission. The goal is to include staff input. This will form part of the November 17 All-Staff meeting agenda.

Taught the October Fiber Arts class: "Crochet for Beginners"

Attended the SEE Science Center Event: Bridging the STEM Divide - hosted by former RML Library Trustee, Flo Nicolas.

Participated in the monthly GMILCS Board meeting

Led the monthly Mystery Lovers Book Club

Led two additional ad-hoc book groups for New Hampshire Big Read - "The Bear."

Regular IT meeting

New Staff hires:

RML is delighted to add Emma Roberts as our newest employee. Emma will be the new Youth Services Programming Assistant. Emma plans to have a career in libraries and we are very glad to have her here at RML as she embarks on her new adventure.

Applications for a new Circulation Assistant closed last Friday. Dana and Linda will conduct interviews this week.

Museum Pass Usage:

RML is delighted to provide for the Hudson community a wide selection of Museum passes. Each pass is different; each experience is different. However, there are numerous occasions when a pass doesn't get used. I have been exploring the possibility of creating a "Standby" program. The passes would be made available for pickup by anyone

after 11:00 AM. Currently, the department heads have been discussing the possibilities and the difficulties of making this a reality.

Excerpt from Director Pilla’s presentation to the Board of Selectmen and Hudson Budget Committee:

“I think you have heard me say that a library needs an experienced customer-centric staff. Clearly the libraries around us have taken that to heart as we have lost numerous experienced employees to our local “competitors.” It is not enough to say that we will keep an employee for a couple of years, before we lose them to a higher paying equivalent job at one of our neighboring libraries. The last person who left for higher pay had been with us for only 7 weeks! Rodgers Memorial Library is a town treasure. Successful public libraries in general are considered to be a mark of a healthy and vital community. We are determined to advocate for this Hudson community by providing for them a professional and committed library staff.”

PROGRAMMING REPORT - Tanya Moesel

with Carrie Loring and Marissa Sweeney

PROGRAMMING REPORT SUMMARY	<i>Events</i>	<i>Participants</i>	<i>Average</i>
Adult Programming Totals	30	406	14
In-person programming	26	278	11
Passive programming	2	101	51
Virtual programming	2	27	14
Outreach	0	0	0
Children’s Programming Totals	27	1080	40
In-person programming	22	601	27
Passive programming	5	479	95
Virtual programming	0	0	0
Outreach	0	0	0
Tween/Teen Programming Totals	10	141	14
In-person programming	2	5	3

Passive programming	8	134	17
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	67	1627	24

ADULT/ALL AGES PROGRAMMING

This month's highlight was Carol Leary's Jazz Trio. It was an after-hours concert with 25 people attending. Everyone expressed their delight in both the concert and our beautiful library! Linda had a fabulous turnout for Crochet for Beginners. Registration was set for a maximum of 10 participants, and we saw 12-16 people at each session. Carrie is working on increasing our passive programming both in the library and on our Facebook page. She is coordinating with Mark and Tanya to make sure social media posts are spread out during the week and posted at times that will result in the most views and more engagement from the community.

Program # of events	Target Age	Participants (average)	Description
In-Person Programs		events, Total	
Stitchers Group 4 events	Adults	47 people (average 12)	People come in to share their ideas, chat, and work on their current projects. <ul style="list-style-type: none"> • 10/6: 9 participants • 10/13 12 participants • 10/20 12 participants • 10/27 14 participants
Dungeons & Donuts 2 events	All ages	21 people (average 10)	Patrons of all ages come to the library to play Dungeons & Dragons and eat delicious donuts. <ul style="list-style-type: none"> • 10/7 9 participants • 10/21 12 participants
Crochet for Beginners 4 events	Adults	45 people (average 11)	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. <ul style="list-style-type: none"> • 10/3: 12 people • 10/10: 13 people • 10/17: 16 people • 10/24: 14 people

Rodgers Readers (10/5)	Adults	6 people	The Strange Case of Dr. Couney by Dawn Raffel
Access Wisdom Book Club (10/12)	Adults	9 people	Certified Life Coach Diane MacKinnon leads this book club highlighting books that help us gain more access to our own wisdom. The Artist's Way by Julia Cameron
Cookbook Club (10/24)	Adults	18 people	Fall Favorites
Genealogy Club	Adults	23	Getting Unstuck: Clair Smith
Mystery Lovers Book Club (10/16)	Adults	17 people	Death Overdue: A Haunted Library Mystery by Carrie Singleton
Books & Booze (10/30)	Adults	11 people	Pet Sematary by Stephen King
Afternoon Book Group (10/17)	Adults	16 people	The Five: Untold Lives of the Women Killed by Jack the Ripper by Hallie Rubenhold
True Crime Podcast Club (10/18)	Adults	4 people	Suspect
Benson's Hike: Autumn Edition (10/6)	Adults	5 people	Dana Benner, Circulation Librarian and outdoors guy, leads a one-hour hike along the trails at Benson's Park.
Guitar Improvisation Workshop (10/7)	Adults	1 people	A monthly two-hour workshop on guitar improvisation presented by Neil Santos
Borderline Spinners (10/3)	Adults	3 people	A group that meets to share their mutual interest in wool spinning and all kinds of yarn-based art projects.
Coffee & Causes (10/6)	Adults	22 people	Organized by the United Way of Nashua. A community conversation series for seniors. This month's topic, "Advocacy for Seniors"
Stitchers Circle with Oonagh Williams (10/14)	Adults	12 people	Monthly get-together to stitch/cross stitch, blackwork, embroider, etc.

NH Big Reads: The Bear Art Project (2 events)	Adults	11 people (average 5)	Create a four seasons "Tree of Life" painting <ul style="list-style-type: none"> • 10/10 1 participant • 10/20 10 Participants
Candy Poker (10/26)	Adults	5 people	A monthly game of Texas Hold 'Em Poker
Autumn Jazz Concert (1 event) (10/28)	Adults	25 people	Carol Leary Trio
Passive Programs			
Monthly Book Raffle	Adults	46	Stephen King's "Holly"
Halloween Quilt Raffle	All Ages	55	Raffle to win a Halloween quilt
Virtual Programs			
Genealogy Club (10/13)	Adults	23 people	Getting Unstuck: Working Through Research Problems presented by Claire Smith (virtual)
Author Talk with Marie Benedict 10/4	Adults	4 people	

CHILDREN'S PROGRAMMING

The youth services team is very excited to add Emma Roberts as a Youth Programming Assistant. Emma is new to library services but very excited about this opportunity. Emma will be taking on most of the teen programming.

Candy Land Adventure was a wonderful success. Patrons appreciated that it ran all day so they could drop in as they had time. Children enjoyed showing off their costumes. We're back to children's programming. Storytimes are running smoothly. We tried to run only one Movers & Shakers, but that age group definitely needs two. Our elementary age kids are asking about more programming, which we hope to add in January after Emma is trained.

This month the children's room has worked on getting the library organized after a very busy summer. We weeded picture books and are checking on our lost and missing books by calling patrons to remind them they are overdue and their fines can be forgiven if the items are brought back in good condition. Books have been pouring back in. We cleaned out all the old donations in the basement with the help of tech services. We added many new items to the collection. The children's team is meeting monthly to show appreciation for each other, communicate questions and information, and set goals. Tanya is meeting with each staff person monthly to discuss goals and accomplishments. These team meetings have been a great way to keep everyone on the same page. We are looking into ways to document the reference questions we are answering in order to improve service to patrons. We're also working on offering more passive programming. In October, we had a pumpkin scavenger hunt. In November we are celebrating DINO-ember. Dinosaurs are making mischief in the children's display case each day. We also have a dinosaur scavenger hunt and a gratitude tree.



Program # of events	Target Age	Participants (average)	Description
In-Person Programs		22 events, 601 total	
Candy Land Adventure (2 All Day) 10/30, 10/31	All Ages	225 (112 Average)	Follow the trail and pick up treats along the way Halloween Trick or Treat.
Curious Kids (2 Events)	Ages 2-6	22 people (11 Average)	Explore learning centers with your preschooler <ul style="list-style-type: none"> • 10/20 17 people • 10/21 5 People
Adventurers Storytime (4 Events)	Ages 3-5	84 People (21 Average)	Join Ms. Tanya for stories, songs, games and activities <ul style="list-style-type: none"> • 10/3 22 • 10/10 21 • 10/17 17 • 10/24 24
Movers and Shakers (8 Events)	Ages 1-3	204 People (25 Average)	Join Miss Marissa for stories, songs, games and activities <ul style="list-style-type: none"> • 10/4 26 31 • 10/11 32 15 • 10/18 32 21 • 10/25 23 24

Songs and Snuggles (4 Events)	Ages Birth-18 Months	40 people (10 Average)	Join Ms. Tanya for songs, snuggles, and baby free play <ul style="list-style-type: none"> • 10/5 9 • 10/12 9 • 10/19 10 • 10/26 12
Candy Corn Catapults	Ages 6-10	8 people	Build a catapult from popsicle sticks and use it to shoot candy corn into a basket.
Haunted House Paper Craft	Ages 6-10	18 people	Create a haunted house using paper.
Passive Programs		5 programs, 479 Total	
Take & Make Crafts	Preschool & early elementary	366 projects	Prepared crafts to do at home <ul style="list-style-type: none"> • Cats 104 • Mickey Jack-o-lantern 100 • Brooms 100 • Ghosts 62
Scavenger Hunt	Everyone	113+ people	Find 10 Pumpkins and Find 5 well Hidden Pumpkins

TEEN/TWEEN PROGRAMMING

The tweens that attended the Anime and Cosplay party were very enthusiastic and had amazing costumes.

Teens still visit us after school, but now that school is in full swing our numbers have dropped off a bit. We plan to start the Friends of the Library sponsored Cocoa Station weekly in November. Emma will slowly start to work on teen programming in December.

Program # of events	Target Age	Participants (average)	Description
Passive Programs		8 events, 134 Total	
Dino the Therapy Dog (3 events)	All ages	45 total 11 average	Come meet Dino, the therapy dog. Dino is a St. Bernard who loves to be pet. <ul style="list-style-type: none"> • 10/3 - 12 • 10/10 - 13 • 10/17 - 9 • 10/31 - 11

After school snacks and juice	Grades 8-12	89 total 22 average/wk 4 average/day	Snacks and juice for teens. <ul style="list-style-type: none"> • 10/2 19 • 10/9 23 4 day week • 10/16 20 • 10/23 21 • 10/30 6 2 day week
In Person Programs			2 events, 7 total
Tween Anime Club (1 Event) 10/27	Grades 4-8	5	Watched Spirited Away and Ate Ramen Coloring pages that matched the anime
Teen Scary Movie and Popcorn (1 Event) 10/31	Grades 8-12	2	Popcorn and Candy

SCHOOL OUTREACH

We have not done any school outreach yet. There has been a lot of turnover in the schools among teachers and administrators, so it's been hard to make connections. 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 school year.

REFERENCE REPORT - Mark Stawecki

Museums

It was a low month for museums; none were in the double digits for checkouts. The most was nine for the Zoo New England. Overall, there were 50 checkouts. With the weather cooling off, we'll most likely see a downtick in outdoors places like Zoo New England and Davis Farmland.

Mark and Linda discussed a "standby" museum program to help boost checkouts of passes at risk of not being used. Mark did some brainstorming and emailed Linda his thoughts and concerns. One of his thoughts was to boost the marketing of passes that are date specific and that don't need to be returned.

Social Media

Rodger That! Google Analytics changed to a new format/version. It shows 130 users for a watch time of about 14 seconds. It's possible that they are only showing as "new" because of the change. No new reviews were added.

YouTube We have 79 subscribers, one more than last month. There were 746 views total and about seven hours of total watch time. No new content was generated. HCTV filmed and posted a video of Dana doing a container gardening tutorial which was saved to one of the library's playlists.

Facebook 1,720 followers; 33 posts; The post with the most Engagement was promoting the Candy Land program for Halloween. The one with the most Reach was an ad for an open Circulation position.

Twitter 578 followers, one more than last month; 16 tweets; The tweet with the most Impressions was a listing for a Circulation Assistant.

Instagram Five posts; 289 followers (gained five); 45 accounts engaged

Room Statistics

Non-Library Programs

GROUP	DATE	ATTENDANCE
GS Troop 59012	Oct. 3 and Oct. 17	27 total
GFWC	Oct. 4	15 (plus 3 online)
GS Troop 62658	Oct. 10	10
Hudson Youth Baseball	Oct. 10	9
Rotary Club	Oct. 12	16
Greater Nashua Mobility Management	Oct. 12	No numbers available.
Hudson Democrats	Oct. 12	7
Hudson United Soccer	Oct. 19	7
Hudson Electric Aggregate	Oct. 18	4
RISE (met in study room)	Oct. 16	7
RISE (met in study room)	Oct. 30	8

Total attendance = 110

The Rotary Club canceled one meeting. A Girl Scout troop requested the room but later canceled their request.

Study Room/Study Carrel Usage

Study Rooms	59 instances, 105 attendees Unable to Book = 1
Study Carrels	16 instances
Patron PCs	193 (94 Guest users)

Other: No tests proctored. Mark notified the circulation staff that when they let someone into a study room to please check for ID. Mark volunteered for a new group, the Ad-hoc Adult Programming Committee, which will be run by GMILCs librarians. The first meeting is November 4th.

Monthly Goal

Characters & Cocoa is listed on the events calendar for 5:30pm on November 16. There are currently five registrants.

Mark is working on an introductory program about A.I. Next month's goal is to have it completed and on the events calendar.

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, and/or ask for directions and more from our Business Profile on Google.

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

- Business Profile interactions: **880, -3.4%**
- Calls (calls made from our BP): **85, -9.6%**
- Directions (direction requests made from our BP): **142, +1.4%**
- Website clicks (website clicks made from our BP): **653, -3.5%**

Business Profile (BP) Views

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

- Views: **1,549, -27.9%**

Business Profile (BP) Searches

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

- Searches: **1,041**, **-14.7%**

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 fewer offered this year due to staff shortages.

Website

- There were **98 changes** to the website in September 2023.

Telephone calls

- Incoming: 566
- Outgoing: 236
- Total: **802**

Technology Tickets

- We responded to **18 requests for IT help** from staff

Library H3lp (chat program)

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

Additional Tasks

October

- In Aspen, removed the link to the old catalog.
- Promoted Banned Books Week all month with a display in the front display case of our Banned Books collection.
- Worked with GMILCS Metadata Integrity Group (MIG) to standardize and reduce the number of collection codes to 30 total.
- Began cataloging Library of Things (LoT) items.
- Worked on migrating current collection codes to the 30 unanimously approved by MIG.
- Vicky was on vacation October 10/6-13/2023.

November Projects

- Continue LoT items.
- Upload LoT images and database placards to catalog.

Technical Services

- Additions (physical items): **288**
- Better World Books: **97**
- Changes to GMILCS items: **626**
- Deletions/Withdrawals: **130**
- Graphic novels: **80**
- Mending: **160**
- OCLC records obtained: **111**

CIRCULATION REPORT - Dana Benner

SPECIAL EVENTS/NEWS

Library visitors were 5,161 in October - down 19% from September 2023 (6,384)

Notary Service(s): 23

Hours: The library was open **240** hours during October. We were closed on October 9 in recognition of Columbus Day/ Indigenous Peoples' Day. We also closed at 5:00 PM on Halloween (October 31).

We issued **63** new patron cards in October. Total active patrons stand at 7,481

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

Circulation

Print

	Oct 2023	Sept 2023	Increase/Decrease		Oct 2022	Increase/Decrease
Adult	2,602	2,738	-5%		2,581	1%
YA	260	296	-12%		286	-9%
Children's	3,210	3,265	-1.7%		3,085	4%
Tween	288	342	-16%		238	21%
TOTAL	6,360	6,641	-4%		6,190	2.7%

Downloadable eAudiobooks, eBooks and ePeriodicals

	Oct	Sept	Percent Change
eAudiobooks	1,032+59=1091	1066	2.3%
eBooks	551+65=616	665	7.4%
ePeriodicals	385	176	119%

Interlibrary Loan

COMPARE Sep 2023 & Oct 2023		Oct 2023	Sept 2023	Percent Change
Materials requested by Hudson patrons	Requested	116	169	-31%
	Filled	113	99	14%
	Percent filled	97%	59%	
Materials lent by RML to other libraries	Requested	102	91	12%
	Filled	77	76	1%
	Percent filled	75%	84%	

Respectfully Submitted:

Linda Pilla
Library Director