

Director's Report for Board Meeting April 16, 2025

Vision: *Welcoming, Inspiring and Connecting our Community.*

Mission: *We serve as a community hub by connecting our patrons to all forms of literacy, lifelong, learning and growth.*

[RCL Monthly Calendar](#)



Robust Collections

- ★ Provide barrier-free access to resources for the community that are most in demand.
 - These statistics below illustrate the distribution of library cardholders, with residents comprising the majority of library users, while reciprocal cardholders make up a notable portion as well:

Educator Cards: 19 (0.6%)
Paid Members: 26 (0.8%)
Reciprocal Cardholders: 569 (17.4%)
Resident Cardholders: 2,648 (81.2%)
 - Reciprocal cardholders make up 13.6% of total circulation, highlighting the value neighboring communities place on our library services and the success of our borrowing partnerships.
 - Our new Adult Romance Book Club kicks off next week with its first offsite meeting at Ned's. With 20 people registered, it shows interest in social programming. We're able to provide 20 copies of the same title thanks to our interlibrary loan service (MeL), highlighting the power of resource sharing across 400+ Michigan libraries.



Enriching Programs

- ★ Provide opportunities to create, learn, be entertained and come together.
 - [Adults](#) : Our recent Adult Team Trivia event drew 30 participants, emphasizing community interest in fun, social, and intellectually engaging programs.
 - [Teens](#): Art Night brought together 30 participants, reflecting our efforts for more all-ages family programming.
 - [Children's](#): Seventeen kids joined us at our latest LEGO Masters Challenge, showing ongoing enthusiasm for this monthly program.



Broad Outreach

- ★ Expand meaningful partnerships with local organizations to strengthen community inclusion.
 - Ways to increase the library's visibility are branded marketing materials: RCL-logo mugs, pens, totes, and t-shirts will be used for outreach and public relations efforts.
 - VITA Tax Service expressed appreciation for RCL as a host site this tax season and has confirmed interest in partnering with the library again next year.
 - The Gull Lake Area Rotary has generously volunteered to assist with a Flowerbed Refresh Service Project for our downstairs patio, enhancing the library's outdoor space and contributing to the library's beautification.
 - Eight staff members have signed up to help run the library table at the Farmer's Market - showing the many faces of the library staff.
 - Library Hop is a month-long event in April. Patrons can pick up a "passport," earn stamps by visiting participating libraries - highlighting the unique offerings of each library while strengthening the spirit among public libraries in the local area.



Strong Operations

- ★ Ensure sustainable funding sources for operating hours, collections, services, programs and staff.
 - Our 13-month CD with Consumers Credit Union matures on April 26, 2025. A new 13-month CD at a confirmed rate of 4.25% will be renewed, ensuring continued growth of library funds.
 - McNally Elevator Company inspection completed on 4/10/25, as part of the required inspection conducted once every three years.



Additional Information outside the scope of the RCL Strategic Plan.

- The RCL Meet Michigan Author Series has confirmed NYT bestselling author Angeline Boulley for August 2025, celebrating both the 15th anniversary of MMA events and the library's 50th anniversary. Boulley is best known for her debut novel, *Firekeeper's Daughter*, which became a #1 New York Times bestseller and is being adapted into a Netflix series.
- The Seed Library is now open for the season, offering a variety of free seeds for patrons to take home and plant. This initiative promotes sustainability, food literacy, and hands-on learning for all ages.
- Summer Reading 2025 Planning: This summer, explore what's beyond the bookshelves. Our library isn't just for borrowing books - it's a place to create and connect. Join us to meet new friends and discover all that your library has to offer. Let's make this summer one for the books!

