

CHATTANOOGA PUBLIC LIBRARY
1001 BROAD STREET
CHATTANOOGA, TENNESSEE

MINUTES
BOARD MEETING-JULY 19, 2022
12:00 p.m.

The Board of Directors of the Chattanooga Public Library met on July 19, 2022 at 12:00 p.m. with Board Chair, William Sundquist, presiding.

Mr. Ken Jones called the roll. The following members were present:

Erik Broeren
Jess Friedowitz
Kim Gavin
Tom Griscom
Ken Jones
William Sundquist

Also present: Corinne Hill, Executive Director; Richard Beeland, Deputy Executive Director; Jason Sullivan, Chief Administrative Officer; Sheldon Owens, Operations Manager; Richard Groves, Assistant Director of Technology; Natalie Phillips, Finance Manager; Christina Sacco, Public Relations Coordinator; Michael Watson, Development Director; Aamna Khan, Fiscal Technician; and Karen Brown, Executive Assistant.

Mr. William Sundquist, Board Chair, called the meeting to order.

APPROVAL OF THE MINUTES OF THE JUNE 21, 2022 ANNUAL & REGULAR BOARD OF DIRECTORS' MEETING

Ms. Kim Gavin made a motion that the minutes of the June 21, 2022 Annual & Regular Board of Directors' meeting be approved. Mr. Erik Broeren seconded the motion. The motion was approved and carried.

TREASURER'S REPORT:

Ms. Natalie Phillips, Finance Manager, reported:

RECEIPTS: -3% remaining of the operating budget to be received for the fiscal year 2021-2022

EXPENDITURES: 1% remaining of the operating budget to be expended for the fiscal year 2021-2022

NOTES:

Financials pending closure of FY '22

FOUNDATION REPORT:

Ms. Meg Beene, Foundation Chair, gave the Foundation report. The report is attached and made a part of the minutes.

Ms. Beene wanted to mention a couple of items in addition to the report. The Foundation has launched a membership campaign and is hoping to add new Foundation memberships and help with operating expenses. Ms. Beene reported that the Foundation is continuing to work on sponsorships for Americans in the Holocaust exhibit coming in early 2023. We are doing extremely well with that effort so far and it looks like we will be able to raise about \$60,000 in overall sponsorships to allow for very rich additional programming. This money will support special opening guest speakers as well as really wonderful educational content for 8th grade students and above. Mr. Michael Watson, Development Director/Foundation Liaison, reported that the Foundation will be holding a book sale August 5, 6, and 7th at Venue 701 adjacent to

St. Mark's United Church at 701 Mississippi Avenue in North Chattanooga. In addition to books there will be craft vendors and food trucks.

DIRECTOR'S REPORT

Ms. Corinne Hill presented the changes to the library strategic plan requested by the Board at the June board meeting. It was requested that we add a fifth pillar to the plan with a focus on being stewards of resources. Ms. Hill requested a motion to approve the library strategic plan. Mr. Tom Griscom thanked Ms. Hill for a job well done regarding the strategic plan. Ms. Hill requested a motion to approve the library strategic plan.

Ms. Jess Friedowitz made a motion to approve the library strategic plan. Mr. Ken Jones seconded the motion. The motion was approved and carried.

Ms. Corinne Hill commented that one of the things the Board requested at last month's meeting was a report about the programming we are doing and the end of the year statistics report. Ms. Hill informed the Board that we have a slide of photos and programs that happened throughout the system in FY'22. Ms. Hill also shared some graphs regarding, programming, circulation, and digital vs. physical expenditures for FY'21-FY'22. The slides and charts are attached and made a part of the minutes.

The first chart compares FY'21-FY'22 digital versus in person programming. Ms. Hill wanted to remind everyone that we closed to the public on March 14, 2020 and digital programming went live on March 21, 2020. Purchasing was actually stalled or halted in the early days of the shutdown and didn't resume until June 1, 2020. Curbside, which allowed patrons to pick up print materials, came into being on June 16, 2020. Keep in mind there were several times we opened and then shut down again. Normal operations came back in June of 2021 but without any programming beyond digital. Programming came back to the main library in November of 2021, it came back to the branches in May 2022. If you look at attendance, the blue line, which is digital, started at 1,132, as you can see it declined in FY'22. Digital programming is down because the world opened back up. Digital programming attendance is declining as we open back up and in person programming returns. Also, the special licensing agreements provided by publishers that allowed us to use children's materials without violating copyright has been rescinded. As you can see there is still opportunity for digital programming, but not at the level it was at the height of the pandemic.

Ms. Jess Friedowitz asked what motivated the change in the licensing agreement. Ms. Hill responded that everything opened back up. Ms. Friedowitz asked if the original licensing

stipulation was a product of the pandemic? Ms. Corinne Hill responded that yes, it was. Ms. Christina Sacco replied that reading a book cover to cover on video only is the same copyright violation as copying a book.

The next slide is family attendance versus adults for programming in FY '22. Our adult attendance dropped significantly. This is essentially due to opening back up from the pandemic and people going back to work. We had wonderful attendance in FY'21 at 17,909. We believe this stemmed from adults needing options of things to do during the pandemic.

Ms. Hill informed the Board that she created this next slide in response to their request for physical versus digital expenditures. We spent \$344,418 in digital in FY '21. We had been building our digital collection for the last decade. When we shut down in March of 2020 we already had a rich digital collection in the 500,000 range. We weren't in a purchasing panic. We continued to add to that collection, while still adding to our physical collection. As you can see from the statistics, the physical book is holding its own. During the pandemic we provided curbside pickup. In FY'22 we spent significantly more in digital, which includes two streaming services: Hoopla and Overdrive. We continue to spend well in both physical and digital. The funding we have received from the State in the last two years has made a difference in how much money we were able to spend on materials and we got even more funding for FY '23.

If you look at total circulation, you can see we are back with over a million circulations and didn't do too badly for FY'21. Ms. Jess Friedowitz asked if that number was physical or digital? Ms. Hill responded it is everything. Digital circulation accounts for 237, 613 of the 1,000,000 circulation total.

Mr. Erik Broeren asked a question in regards to digital spending. Which book format costs more, digital or physical? Ms. Hill responded that we pay more for our ebooks and audio. The digital publishers reason that we have the ability to check that format out multiple times. The streaming services are going up. Everytime someone uses Hoopla we are charged for that service.

Mr. Ken Jones commented that spending was up about 25% higher in FY '22 than FY'21 spending. He asked if FY'22 was more of the norm? Ms. Hill replied that it was higher than the norm because three years ago the four state metro libraries started getting funding from the state for materials. It had to be a collection purchase, physical or digital. This year will be the highest funding yet at \$430, 000 from the state. Mr. Ken Jones asked if this is in addition to the money we get from the city each year for our budget. Ms. Hill replied yes.

Mr. William Sundquist commented that our legislature votes for this funding. So please keep that in mind and thank them for it.

Ms. Christina Sacco gave the monthly public relations report. The report is attached and made a part of the minutes.

Ms. Hill shared with the Board that our passport agents have been very busy assisting one hundred welders in obtaining passports this past couple of weeks. Their company is sending them to France. They chose the library because we offer night and weekend appointment times, and we can expedite their passports quickly and efficiently.

The travel report is attached and made a part of the minutes.

Ms. Corinne Hill informed the Board that the next board meeting will be Tuesday, August 16, 2022.

Mr. William Sundquist spoke about Chuck Sherrill, our state librarian, who recently retired. He was a public servant who cared about serving the public. He is from Cleveland, Tennessee and has been instrumental in organizing meetings with Corinne and the other metro library directors in regards to securing state funding. If you get an opportunity on Facebook or Linked In, please make a post and thank him for his service. I wanted to make sure our appreciation for his service to libraries in the state is part of the public record.


Mr. William Sundquist spoke with the Board regarding the library's strategic plan that has just been approved by the Board. He mentioned the fact that one of our initiatives is to be a good steward of resources. Mr. Sundquist believes that board attendance is a part of that. Mr. Sundquist stated that the Board is here to serve at the pleasure of the Mayor and City Council. We are here to serve the community and the public. Staff put a lot of time and effort into these meetings, and I think it's important that we show up. This group here always shows up and communicates to Karen. Don't be surprised if in the future you receive some harsher emails from your Board Chair. Attendance is important, we have to show up. Please communicate with us if you can't attend or you are going to be late. There are thousands of ways to show up and communicate these days. We need to hold ourselves accountable, if we can't do that then we are not a true governance board performing at a high level.

Ms. Jess Friedowitz asked if there are other ways that board members can support the library besides attendance? Ms. Corinne Hill and Ms. Christina Sacco responded that Ms. Jess Friedowitz and Mr. Tom Griscom have been so much help providing guidance in the library marketing initiatives. Ms. Christina Sacco replied that Ms. Friedowitz is always willing to sit

down and talk with her about ideas. Her guidance has been invaluable. Ms. Dionne Jenkins also assists with diversity and equity initiatives especially with policy review. Mr. Michael Watson, Development Director replied that anytime library board members wanted to volunteer for the Foundation they could use the helping hands. Ms. Hill stated that board members' expertise in particular fields has been invaluable to the library.

Mr. Ken Jones made a motion to adjourn the meeting. Ms. Kim Gavin seconded the motion. The motion was approved and carried.

Mr. William Sundquist, Board Chair, adjourned the meeting at 12:40 p.m.

A handwritten signature in cursive script that reads "Sara McManus". The signature is written in dark ink and is positioned above a horizontal line.

Ms. Sara McManus, Board Secretary



Foundation Board Report- July 2022

Dear Library Board,

Finance Committee- Mr. Dunham

- We are finishing up TOPS and ARPA Grant Spending and Michael and Ashley will be working on the reimbursement process.
- Line of Credit was secured through SmartBank and has been used this month to recover upfront costs of ARPA spending
- Finishing up the 990, after extension.
- The Committee met on June 3rd regarding Restricted Account Changes from Pinnacle to Smart Bank. There were several that were historically restricted by past boards. The Finance Committee will be using these to help with operational cash flow.
- 10% Operational/admin fee starting on future grants to help with admin costs and efforts during grant processing.
- May saw \$15k in Revenue and \$19k in Expenses.

Governance Committee- Ms. Watson

- Sujata Singh, Board Recommendation, has been out of town but wants to meet after the Holiday to discuss Board Position.
- Board Member, Gina Dhanani is resigning immediately for personal reasons and time constraints. This opens up a 2nd available seat on the Board.
- Mr. Watson brought forth the need to formally adopt a diversity and inclusion policy. There is one drafted up that will be brought to the Governance Committee and then the Board.

Marketing Committee- Mrs. Cooke

- Membership Campaign Mailers were approved and the list was approved for purchase.
- Indicia Application has been filed. Awaiting approval. We did reach out to printer for permit quote.

Signature Sponsorships- Mrs. Beene

- Letters and Packets for the Americans and the Holocaust Program are being perfected. Betsy, Caroline and Meg will be meeting in July to get this going.

Friends of the Library Committee- Mrs. Sanders & Mrs. Paul

- Honor Sales locations need to be restocked.
- Retail space is still in the conversation/planning stage. We have said no to Northgate at this time.

Office Manager Report- Mrs. Paul

- Michael and Ashley will be heading to Eastgate and Northgate to revamp their Honor Sales bookcases. We are just waiting on the carpet project to complete.
- July 16- Councilwoman Coonrod asked the Foundation to bring books for a Community Event in East Chattanooga. We will be bringing hundreds to pass out. It is from 12-3pm at Greenwood Terrace Apartments.
- Ashley is checking on a venue for a possible book sale before school starts. Will update the board with those details as they come.



Executive Director Report- Mr. Watson

- On Behalf of Corinne:
 - City Council passed a budget of \$7.3 million with some contention. We have a lot of education to do with Community outreach and visibility of both the Library and the Foundation.
 - The Library was awarded a \$10,000 Grant for the “Here We Grow” Campaign which was accepted by Corinne and Christina in DC. This will be used for much needed technology upgrades in the 4th floor meeting space.
 - Annual Meeting was last week. They did a deep dive of the State of the Library review and strategic plan, which will be going public soon.

Library Director’s Report- Mr. Watson

- The City will be sending a new facilities use agreement for the Foundation areas (1st Floor & Basement)

New Business

- Thanks to Alexis for showing us the Patten Parkway retail space. Michael and Ashley will be creating a proposal for a subsidized rent program.

Old Business

- Office Space: We have received 2 quotes (\$30/\$40k) with increases cited due to inflation and glass prices.
- Michael is working on a Lyndhurst Grant for the Holocaust Program as well as a Tennessee Arts Commission Grant for adult programming. It has a 50% Match with the max award being \$3500.



Chattanooga

Public Library

FY'23 - FY'24 STRATEGIC PLAN

INTRODUCTION

In 2021, the Chattanooga Public Library completed its FY'17-FY'19 Strategic Plan. Accomplishments from this plan included a new HVAC system, a new roof for the Main/Downtown Library, energy-efficient lighting, ceiling repairs, wheelchair-accessible bathrooms, and automatic doors. It also included strengthening the Library's partnership with HCDE through outreach and reading lists, introducing food literacy programs, developing a tool library and seed exchange, laptop and hotspot checkouts, a new library branch in the Avondale Community Center, and building new partnerships with local businesses and nonprofits.

PUBLIC FEEDBACK

For FY'23-FY'24, the Library has created a new strategic plan. Using data gathered from over 1,500 public surveys and 4,000 comments, this plan was created with both library administrators and staff, under the guidance of Bridge Innovate. Rating and comments from the survey indicated a demand for the following:

- More adult programs
- More education courses
- More books
- More outreach events
- Better access to services and materials
- More nontraditional checkout items, such as outdoor gear
- New building layouts with quiet, comfortable spaces
- More services for people with disabilities

FY'23-FY'24 STRATEGIC PLAN

The Library has created a new 2022 Strategic Plan to set initiatives for Fiscal Years 2023 through 2024. These initiatives address feedback from library users and systemic issues identified in Mayor Tim Kelly's One Chattanooga Plan. Our five strategic initiatives are:

1. Library for All
2. Library Navigator
3. Literacy Beyond
4. Spark Curiosity
5. Stewards of Resources

To achieve all aspects of these initiatives, the Library will make significant changes to its buildings, presence in the community, collections, technology, staff, services, and management procedures. Capital and Operating Budgets will be affected by these changes, in addition to funding that will be pursued by the Chattanooga Public Library Foundation.

In the following pages, you will see a snapshot of what these initiatives will look like in practice, as well as each one's goals and impact on current library operations.

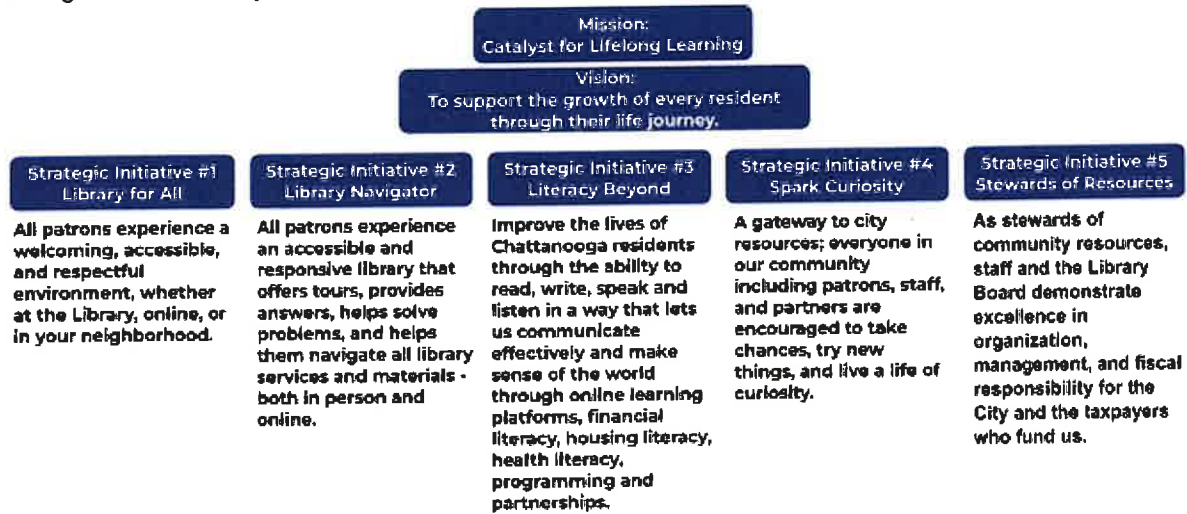


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ALIGNMENT WITH ONE CHATTANOOGA

To best serve Chattanooga, The Library has aligned all FY'23-FY'24 strategic goals with One Chattanooga. By doing so, we ensure that we're working together to address the major issues facing our community.



Customer Experience Amplification will be defined for each Strategic Initiative

Alignment to One Chattanooga	Alignment to One Chattanooga	Alignment to One Chattanooga	Alignment to One Chattanooga	Alignment to One Chattanooga
<ul style="list-style-type: none"> Close the Gaps in Public Health Provide Responsive and Effective Local Government Improve Local Infrastructure 	<ul style="list-style-type: none"> Close the Gaps in Public Health Build a Competitive Regional Economy Build a Universal Path to Early Learning Ensure Accessible Housing Choices for All Chattanoogaans 	<ul style="list-style-type: none"> Close the Gaps in Public Health Provide Responsive and Effective Local Government Build a Universal Path to Early Learning Catalyze Economic Vitality in the Black Community 	<ul style="list-style-type: none"> Build a Competitive Regional Economy Build a Universal Path to Early Learning Catalyze Economic Vitality in the Black Community Ensure Accessible Housing Choices for All Chattanoogaans 	<ul style="list-style-type: none"> Provide Responsive and Effective Local Government

OVERALL METRICS

The Library will track the success of these initiatives with both existing and new modes of data collection. Metrics that are specific to an initiative will be explained on each of the following pages. Overall metrics will be taken from the following:

- Door counters
- Website traffic
- Program attendance
- Circulation
- Comment cards/ online surveys
- Number of programs, services, and collection items
- Board performance



Chattanooga

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#1 STRATEGIC INITIATIVE: LIBRARY FOR ALL

All patrons experience a welcoming, accessible, and respectful environment, whether at the Library, online, or in your neighborhood.

...AT THE LIBRARY

When you walk through the doors of any Chattanooga Public Library branch, you feel instantly welcomed and comfortable. There are no accessibility barriers, signs and staff to direct you to the right place, and spaces that provide you with anything you need. From work spaces to quiet spaces, busy spaces and everything in between, this is your library.



...ONLINE

Whether you need to reserve a book for pickup, download an audiobook, or use an online database, chattlibrary.org has everything you need and is accessible wherever you are. Our catalog is easy to search and even offers recommendations. You can access what you want right now. And if you don't have a device or internet at home, you can come check out the necessary tools!

...IN YOUR NEIGHBORHOOD

Our five branches are strategically located throughout Chattanooga to make it easy for you to access your library. But even if we are still too far out of reach, we will come to you! Through community partnerships, outreach events, and our mobile library, we bring a sampling of our programs, equipment, and collections out to your neighborhood.

GOALS

- Ensure all spaces are attractive, welcoming, and accessible
- Improve navigation, accuracy and responsiveness of website
- Establish a consistent and exciting presence in neighborhoods

NEW SERVICES

- New library branch in 37421
- ADA-accessible shelving
- New furniture for workspaces and meetings
- Mobile library
- New collections management software

MEASURES OF SUCCESS

- Conduct ADA/accessibility audits
- Track usage increases



Chattanooga

Public

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#2 STRATEGIC INITIATIVE: LIBRARY NAVIGATOR

All patrons experience an accessible and responsive library that offers tours, provides answers, helps solve problems, and helps them navigate all library services and materials - both in person and online.

WELCOME TO YOUR LIBRARY!

Not sure where to start? Our Navigators can help! Just stop by a Navigation Desk at one of our library branches or on our website.

Looking for housing assistance? Our Navigators will connect you with a community partner who can help.

Want to make a wedding present for your brother? Our Navigators will give you a tour of our 4th Floor Makerspace and set you up with a Maker Specialist who can help.

Need ways to further develop your professional skills? Our Navigators can provide you with a list of library classes, show you our online resources for job seekers, and connect you with low cost or free options through a community partner.

GOALS

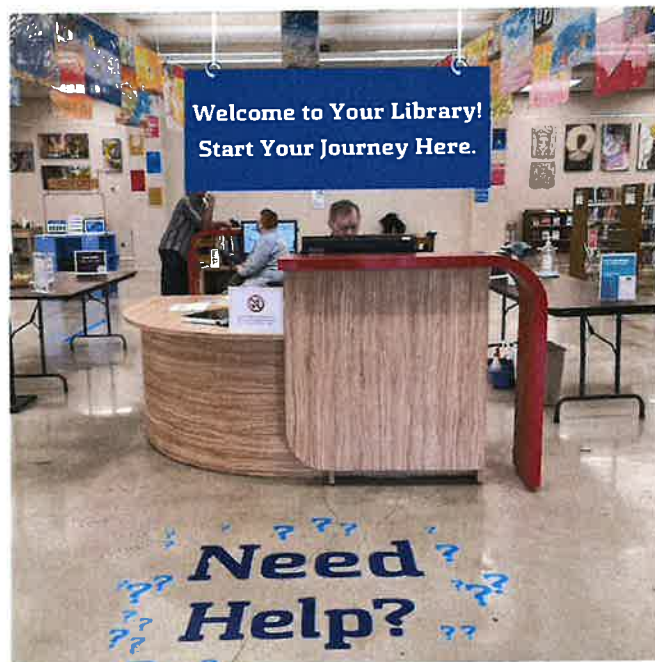
- Ensure the public knows everything the library has to offer them.
- Provide a personalized experience for our patrons.
- Offer the highest level of customer service.

MEASURES OF SUCCESS

- Track the number of tours offered.
- Track the number of navigation requests, both in person and online.

NEW SERVICES

- Online chat service/help desk
- "Navigation Stations"
- Customer service training for staff





Chattanooga
Public Library

#3 STRATEGIC INITIATIVE: LITERACY BEYOND

Improve the lives of Chattanooga residents through the ability to read, write, speak, and listen in a way that lets us communicate effectively and make sense of the world.

WELCOME TO THE KNOWLEDGE GYM

The Library's commitment to literacy does not stop at reading and writing. We offer programs that support financial, housing, health, parenting, food, adult, and senior living literacy. Start your learning journey here where you can sign up for a variety of classes in the library, through our community partners, and online.

Need to learn about your health? Stop in to see our nurse! Interested in building your savings or buying a house? We have classes for you and can connect you to community resources. New parent? Don't worry! We have classes, tools, and books that will guide you and your little one through life.



GOALS

- Increase access to all literacies
- Support the development of the whole person
- Expand interactive programming

MEASURES OF SUCCESS

- Evaluate follow-up surveys for all programs and services

NEW SERVICES

- A full-time adult services librarian
- Mobile programming and class technologies
- Increase in non-traditional collections
- Health and well-being classes



Chattanooga

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#4 STRATEGIC INITIATIVE: SPARK CURIOSITY

Everyone in the community is encouraged to take chances, try new things, and live a life of curiosity through services, programming, and partnerships that invite people to use their imaginations and community resources.

A MORE CURIOUS CHATTANOOGA

When your library is the Chattanooga Public Library, you can learn anything! We make cultivating your curiosity free, fun, and accessible, even on a tight schedule. We offer numerous ways for you to spark your curiosity regardless of your age, and if you can't make it to us, we'll come to you!

Looking for a way to spark curiosity with your workplace team? Book a free development course with our 4th Floor Makerspace, or come over as a group for lunchtime learning!

Interested in learning a new sport, hobby, or professional talent? We have classes you can take, tool and technology collections for you to check out, and the space for you to learn. Plus, if there's something you need that we don't have, just request it!

GOALS

- Engage "never users"
- Offer innovative outreach experiences
- Provoke a culture shift in workplaces
- Become a source for innovative training

MEASURES OF SUCCESS

- Maintain planned attendance at 80-100%
- Survey city employees and private company employees

NEW SERVICES

- New marketing initiatives
- New non-traditional collections
- Curiosity Cooperative program for city employees
- Lunchtime learning programs
- Curiosity Cooperative Development courses for businesses





Chattanooga

Public

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#5 STRATEGIC INITIATIVE: STEWARDS OF RESOURCES

As stewards of community resources, staff and the Library Board demonstrate excellence in organization, management, and fiscal responsibility for the City and the taxpayers who fund us.

EXCELLENCE AND TRANSPARENCY

Not sure what your tax dollars support within the Chattanooga Public Library? Let us show you! From our staff to our Board of Directors, we are all committed to efficiency and effectiveness when it comes to state and local funding.

Our strategy is to focus on what matters most to our community. Through monthly reporting, we analyze key metrics to determine what library materials and services are most beneficial to our community.

We are also committed to working with the City of Chattanooga to provide the highest level of responsive and transparent government. We ensure members of the Library Board are qualified representatives from the community, and provide both City Council and the Mayor with a monthly status of budget, data reports, and our strategic plan progress.

GOALS

- Ensure clear communication with the community and City
- Maintain the highest level of fiscal responsibility
- Act as stewards of taxpayer resources

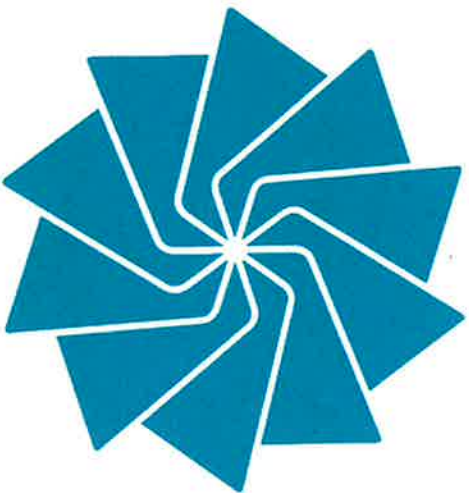
MEASURES OF SUCCESS

- Engagement with the City and community
- Strategic Plan updates

NEW SERVICES

- Quarterly reports to the public, City Council and the Mayor
- Metrics that track financial resources and their uses
- Data measures that analyze Board performance





Chattanooga

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JUNE 2022 PROGRAMS



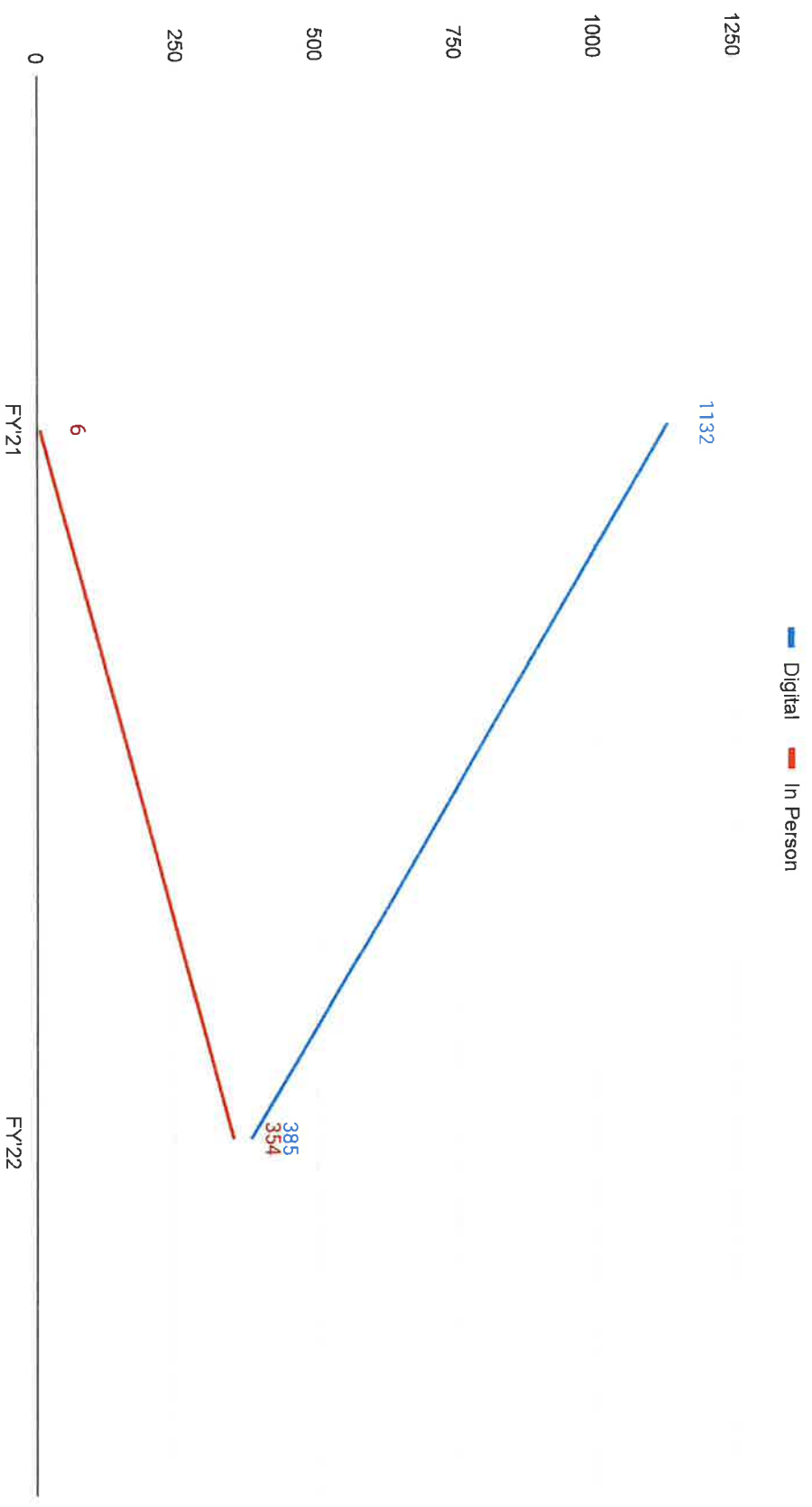




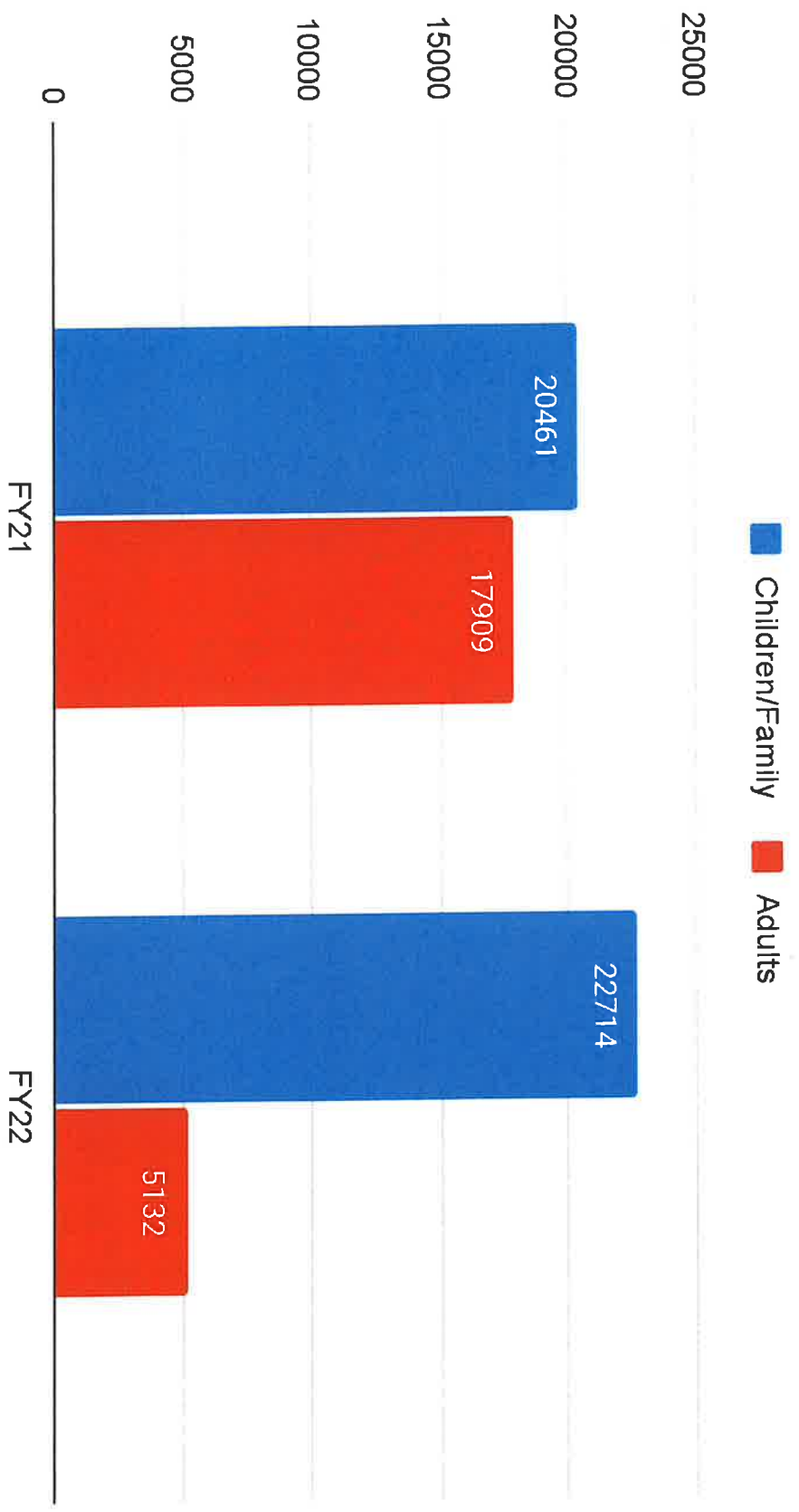




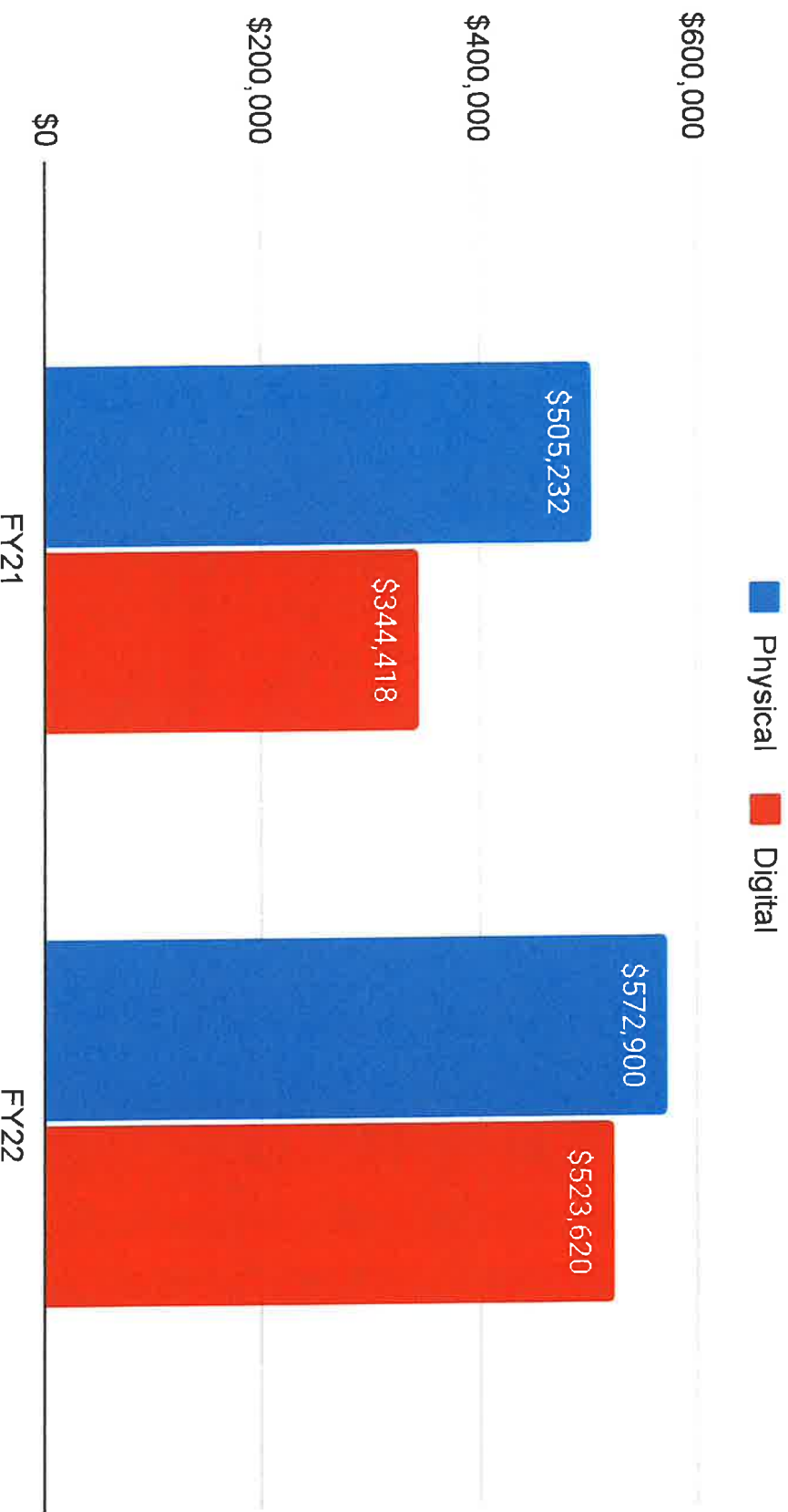
Programming Digital vs. In Person FY'21-FY'22



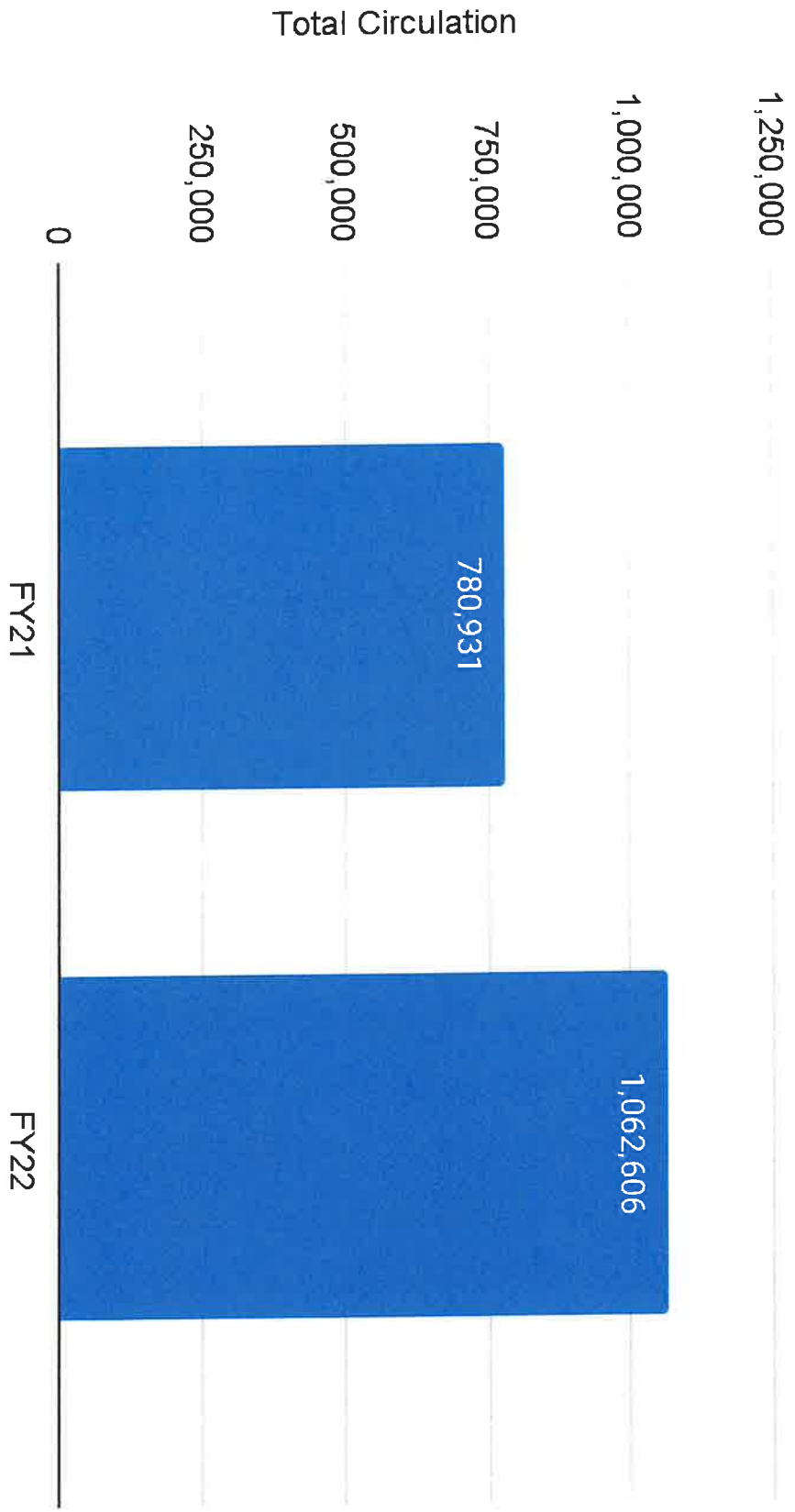
Program Attendance Family vs. Adult Specific, FY'21-FY'22



Expenditure, Physical vs. Digital, FY'21 vs FY'22



Total Circulation FY'21-FY'22



Chattanooga Public Library

Fiscal 2022 Final Statistics

		Avondale		
		2021	2022	%
Items Owned		2878	5257	
Circulation				
Adult				
AV				
Juvenile				
Teen				
Total		545	1272	
Programs				
Count			27	
Attendance			409	

		Downtown		
		2021	2022	%
Items Owned		114,807	114,439	0%
Circulation				
Adult		44,587	89,956	102%
AV		18,369	31,093	69%
Juvenile		82,428	227,238	176%
Teen		10,064	20,690	106%
Total		185,448	368,977	137%
Programs				
Count		8	233	3783%
Attendance		361	11559	3102%

		Eastgate		
		2021	2022	%
Items Owned		28,699	28,930	1%
Circulation				
Adult		36,588	38,600	6%
AV		15,387	14,915	-9%
Juvenile		65,625	70,675	6%
Teen		6,712	6,867	2%
Total		126,309	131,057	4%
Programs				
Count			15	
Attendance			688	

		Northgate		
		2021	2022	%
Items Owned		40,440	40,721	1%
Circulation				
Adult		85,718	74,243	-13%
AV		41,046	24,079	-41%
Juvenile		155,887	134,099	-14%
Teen		16,517	13,363	-19%
Total		299,168	245,784	-18%
Programs				
Count			30	
Attendance			846	

		South Chatt		
		2021	2022	%
Items Owned		13,891	14,188	2%
Circulation				
Adult		13,626	17,441	28%
AV		13,220	7,839	-41%
Juvenile		49,653	49,579	0%
Teen		3,861	3,044	-21%
Total		76,499	77,903	2%
Programs				
Count			49	
Attendance			1604	

		Borrowers		
		2021	2022	%
Adult		51,235	34,519	-32.63%
Juvenile		37,684	31,496	-16.42%
Total		88,919	66,015	-25.76%
Overdrive				
HCDE Users		2,138	3,838	80%
New Users		3,641	4,343	19%
Unique Users		33,344	40,403	21%
hoopla				
New Users		1,229	1,831	49%
Unique Users		19,292	20,208	5%

		Digital Branch		
		2021	2022	%
Items Owned		564,424	573,553	2%
Circulation				
Audio		80,086	117,051	46%
Ebooks		87,182	110,637	27%
Comics		2,460	3,823	55%
Movies/TV		5,188	5,149	-1%
Music		1,540	953	-38%
Total		176,456	237,613	35%
Programs				
Count		1,134	385	-66%
Attendance		99,609	8,344	-92%

		System		
		2021	2022	%
Items Owned		765,049	775,593	1%
Circulation				
Adult		180,516	220,685	22%
AV		89,022	78,104	-12%
Juvenile		354,593	482,032	36%
Teen		37,154	44,172	19%
Digital		176,456	237,613	35%
Total		837,741	1,062,606	27%
Programs				
Count		2,749	739	-73%
Attendance		82,144	23,041	-72%

		Website		
		2021	2022	%
Visitors		247,405	290,278	17%
Visits		567,054	597,970	5%
Pageviews		2,869,307	2,443,352	-15%

Programming by Audience						
	Children and Families			Adults/All Ages		
	2021	2022	%	2021	2022	%
	Count	689	455	-34%	469	284
Attendance	20461	17909	-12%	22714	5132	-77%

Programming by Format						
	Digital			In-person		
	2021	2022	%	2021	2022	%
	Count	1134	385	-66%	8	354
Attendance	99609	8344	-92%	361	14,697	3971%

June 2022 Public Relations Report for Board of Directors

Press Releases:

- Sent 1 release about the John Cotton Dana Award.

Media mentions:

- 24 from the following outlets: Local 3 News, WTVC Channel 9 News, WUTC, *Chattanooga Pulse*, *The Chattanooga*, *Times Free Press*, Patch.com and NOOGAToday.

Interviews:

- 2 interviews with Channel 9 News and This n That, both about the Library Care Clinic.

Social Media Metrics:

- 23,331 Followers - increased by 351 from May.
- 18,379 Engagements (likes, comments and shares) - increased by 6,500 from May.
- 231,780 People Reached - decreased by 38,082 from May (typical for summer months).

2022 Awareness Campaign Performance

- Website Visitors: 28% more than previous year
- New Cards: 40.9% more new cards than previous year
- Updated Accounts: 9% more than previous year
- YouTube: Reached 7,690 people, with 4,180 watching the entire video.
- Facebook: Reached 10,816, with 7,007 watching the video and 288 clicking on the website button.

Notable News

- Patron Point email read rates continue to rise slightly; currently at 29.8%.
- [Chatt Library TV](#): Subscriber count continues to increase; currently at 989.
- Programming schedule is nearly back to pre-pandemic levels.
- Christina and Corinne accepted the John Cotton Dana Award for excellence in PR at the 2022 ALA Conference on June 26. They will also be accepting the International Library Marketing Award at the IFLA Conference on July 27.
- Recently, LifeSpring informed us that 310 vaccines have been administered at the Library since September of 2021.
- Creative Discovery Museum passes are coming soon for every library branch.
- A partnership is in the works with the Hunter Museum for a free library card day each month, starting in August.

TRAVEL REPORT

Corinne Hill, Executive Director

July 24 – August 1, 2022 Attending the International Federation of Library Associations conference to accept the IFLA Press Reader Marketing Award in Dublin, Ireland. Paid for by the Chattanooga Public Library Foundation and the IFLA Press Reader Marketing Award

Christina Sacco, Library Public Relations Coordinator

July 24 – August 1, 2022 Attending and presenting at the International Federation of Library Associations conference to accept the IFLA Press Reader Marketing Award in Dublin, Ireland. Paid for by the Chattanooga Public Library Foundation and the IFLA Press Reader Marketing Award