



BOARD OF TRUSTEES MEETING

December 16, 2025

The Missouri River Regional Library Board of Trustees Meeting will be held on Tuesday, December 16, 2025 at 6:00 p.m., 213 Adams Street, Jefferson City, MO 65101, in the Jefferson City Chamber's Board Room.

The agenda of this meeting includes a possible vote to close part of this meeting pursuant to RSMo 610.021 (1)(2)(3).

AGENDA

1. Roll Call of Members
2. Public Comment
3. Approval of November 18, 2025 Minutes
4. Treasurer's Report (Attachment A) and Approval of Monthly Expenditures (Attachment B)
5. Library Director's Report - Claudia Young (Attachment C)
6. Committee Reports
 - A. Capital Facilities Committee (Kay Kasiske)
 - B. Executive Committee (Bob Priddy)
 - C. Finance Committee (Kay Kasiske)
 - D. Foundation Liaison (Lori Bruce)
 - E. Marketing/Communications Committee (Jeff Briggs)
 - F. Planning Committee (Ithaca Bryant)
 - G. Bylaws Committee (Bob Priddy)

7. Unfinished Business

- A. Strategic Plan Update
- B. Election of 2026 Officers

8. New Business

- A. Director Evaluation
- B. Possible roll call vote to close meeting pursuant to RSMo 610.021
 - 1. RSMo 610.021 (1) Legal actions, or litigation involving a public governmental body.
 - 2. RSMo 610.021 (2) Leasing, purchase or sale of real estate by a public body.
 - 3. RSMo 610.021 (3) Hiring, firing, disciplining or promoting of particular employees by a public governmental body.

9. Adjournment

MISSOURI RIVER REGIONAL LIBRARY
Board of Trustees Meeting
213 Adams Street, Jefferson City Chamber Board Room
Jefferson City, Missouri
November 18, 2025

MINUTES OF THE MEETING

The regular Board of Trustees meeting was called to order at 6:02 p.m. by President Bob Priddy.

1. ROLL CALL OF MEMBERS

Members present: President Bob Priddy, Vice President John Gulick, Treasurer Kay Kasiske and members: Jeff Briggs, Lori Bruce, Ithaca Bryant, Becky Layton, Samantha Mebruer and Anne Rottmann

Member(s) absent: Jessica Davis and Bob Swift

Also present: Claudia Young, Library Director; Angie Bayne, Assistant Director of Public Services; Debra Winter, Chief Financial Officer; and Robin Coffman, Administrative Assistant

2. PUBLIC COMMENT

None

3. APPROVAL OF MINUTES

Jeff Briggs made a motion, seconded by Kay Kasiske, to approve the minutes from the October 21, 2025 meeting. Motion carried.

4. TREASURER'S REPORT AND APPROVAL OF MONTHLY EXPENDITURES

The Treasurer's Report for the month ending October 31, 2025 and the monthly expenditures were presented. Kay Kasiske made a motion, seconded by Anne Rottmann, to approve the Treasurer's Report and monthly expenditures, as presented. Motion carried.

5. LIBRARY DIRECTOR'S REPORT

Prior to the director's report, President Priddy announced that Jessica Davis has submitted her resignation from the Osage County Library District and the Missouri River Regional Library Boards effective upon a replacement being appointed.

Claudia reported that the advisory team has been reviewing Human Resources (HR) software modules. Moving to a more automated platform should increase efficiency, streamline HR and payroll activities, and improve storage of and access to employee files.

Claudia indicated that the library's annual Staff Day (professional development training) was a great success; and she highlighted that staff also attended critical incident training

put on by the Jefferson City Police Department. This came about as a result of a staff member being confronted by an overly aggressive and agitated patron who threatened bodily harm. Claudia also indicated that the library is increasing visual security in and around the library facility.

It was reported that there was another crack/breakage of the library's cast iron pipes. The repair costs totaled over \$20,000 for not only the plumbing issue, but also included repair to electrical wiring which was inadvertently cut during the replacement of the pipes. Claudia reported that all of the repair work and subsequent inconvenience to staff and patrons was shared with the public through social media posts.

Claudia explained MRRL is joining the Evergreen Library Consortium and the phasing out of the library's use of MOBIUS. Both, the advantages and disadvantages pertaining to the programs and the transition between them was discussed.

Claudia announced that the library is the recipient of a \$10,000 gift from the Carnegie Corporation as a descendant library. Carnegie libraries are receiving this gift in celebration of the 250th anniversary of the signing of the Declaration of Independence.

The topic of having vacancies on the Jefferson City/Cole County Library Board as well as on the Osage County Library Board was discussed regarding how and by whom (mayor and/or county commissions) the various appointments are made. Vacancies on both boards obviously have a related impact on the overarching regional board. Currently, there is one vacancy of over a year on the Jefferson City/Cole County Library Board with several other members' terms expiring this spring. The Osage County Library Board also has two vacancies with another member wishing to step off the board.

6. COMMITTEE REPORTS

A. Capital Facilities Committee (Kay Kasiske) No Report

B. Executive Committee (Bob Priddy) No Report

C. Finance Committee (Kay Kasiske) No Report

D. Foundation Liaison (Lori Bruce)

Claudia Young reported that the Foundation, to date, has received about \$15,000 from its annual appeal campaign from 65 donors; she noted that about 420 letters were mailed out. She also indicated that Foundation Directors are gearing up for the annual mini-golf fundraiser in February 2026.

E. Marketing/Communications Committee (Jeff Briggs) Jeff reported that the Marketing Committee met just prior to this evening's MRRL Board meeting. He indicated that the library's refreshed and improved website should be operational sometime near the first of the year.

F. Planning Committee (Ithaca Bryant) No Report

G. Bylaws Committee (Bob Priddy) No Report

7. UNFINISHED BUSINESS

A. 2026 Budget

Debra Winter provided copies of the 2026 draft budget and reported that no changes were made from the document reviewed by the MRRL Board in October. Jeff Briggs made a motion, seconded by John Gulick, to approve the 2026 budget as presented. Motion carried.

B. Nominating Committee

Kay Kasiske, chair, presented a slate of officers for the 2026 calendar year. It was noted that the vote on the 2026 officers will take place at the December meeting, after allowing for additional nominations from the floor. The proposed slate of officers include:

President - Lori Bruce	Vice President - Anne Rottmann
Treasurer - Bob Swift	Secretary - Samantha Mebruer

C. Strategic Plan Update

The report was postponed until the December meeting, so that it may include updates not only for the 3rd quarter, but also for the 4th quarter of 2025.

8. NEW BUSINESS

None

9. ADJOURNMENT

There being no further business, the Board adjourned at 6:50 p.m.

THESE MINUTES HAVE NOT BEEN APPROVED BY THE MRRL BOARD OF TRUSTEES AND THEREFORE ARE SUBJECT TO CHANGE.

MISSOURI RIVER REGIONAL LIBRARY

Treasurer's Report

A

To: Missouri River Regional Library Board.

Date: December 16, 2025

From: Kay Kasiske, Treasurer
Debra Winter, Business Manager/Accountant

Re: November 30, 2025 Treasurer's Report – Executive Summary

EXECUTIVE SUMMARY

Attached is the November 30, 2025 Financial Statement for the Missouri River Regional Library. Some highlights are as follows:

1. 98% of the total annual budgeted revenue has been received. We are currently earning 3.33% interest on our NOW account and 4.91% interest on our CD with Mid America Bank. We have Treasury Bills with yield prices of 4.157 on \$2M maturing in January, 3.693 on \$1M maturing in April, 3.999 on \$1M maturing in June, and 3.545 on \$1M maturing in September of 2026.
2. Property tax collections of \$13,152.66 and \$807.55 were received from Cole and Osage County respectively in October. Athletes and Entertainers tax revenue of \$34,927.34 was also received.
3. November represents 11/12 or 91.66% of the budget year. We have currently expended 75.6% of our total budget.
4. Included in this month's Accounts Payable listing are some invoices of interest.
 - Amazon Capital Services \$2,998.69 Collection, Programming, Office/Library Supplies, etc.
 - Bank Card Services \$1,923.93 Programming, Training & Travel, Vehicle, etc.
 - EBSCO Information Services \$8,503.00 Consumer Reports
 - General Printing Service \$1,377.20 Staff sweatshirts
 - Mid-MO Telecom & Security LLC \$2,563.00 Install new outdoor cameras
 - Motion Picture Licensing Corporation \$786.84 Licensing fee
 - Orangeboy Inc. \$2,500.00 Philanthropy Center subscription
 - OverDrive \$6,000.00 Deposit for content
 - Roto-Rooter Plumbers \$1,035.00 Drain work on downstairs bathroom
5. Overall, we should be pleased with our financial projections and position.

**Missouri River Regional Library
Operating Fund Balance Sheet
November 30, 2025**

CURRENT ASSETS

Petty Cash	\$	629.82
Cash - Checking	\$	1,834,758.21
Treasury Bills- Central Bank	\$	4,936,887.59
Cert of Deposit-Mid America Bank	\$	239,930.07
Prepaid Expense	\$	(1,081.02)
Property Tax Receivable	\$	172,158.24
Allowance for Uncollectible Taxes	\$	(29,715.38)
Interest Receivable	\$	<u>1,197.42</u>

TOTAL CURRENT ASSETS	\$	<u>7,153,567.53</u>
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TOTAL ASSETS	\$	<u><u>7,153,567.53</u></u>
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Missouri River Regional Library
Operating Fund Balance Sheet
November 30, 2025

CURRENT LIABILITIES

Accounts Payable	\$	67,864.03
Deferred Revenue	\$	125,737.42
Accrued State W/H	\$	-
Accrued Deferred Compensation	\$	2,820.00
Accrued Health Savings Account	\$	265.32
Accrued Health Insurance	\$	25,315.01
Accrued EAP Insurance	\$	(375.00)
Accrued Dental Insurance	\$	688.34
Accrued Vision Insurance	\$	95.78
Accrued Supplemental Insurance	\$	1,148.38
Accrued Life Insurance	\$	273.14
Accrued Retirement	\$	9,327.86
Accrued Friends Clearing Account	\$	(212.60)
Accrued Foundation Clearing Account	\$	<u>1,915.03</u>

TOTAL CURRENT LIABILITIES \$ 234,862.71

TOTAL LIABILITIES \$ 234,862.71

FUND BALANCE

Fund Balance - Operating Fund	\$	5,811,524.18
Excess Revenue over (under) Expenditures	\$	<u>1,107,180.64</u>

TOTAL FUND BALANCE \$ 6,918,704.82

TOTAL LIABILITIES AND FUND BALANCE \$ 7,153,567.53

Missouri River Regional Library
Fixed Assets and GASB 34 Fund Balance Sheet
November 30, 2025

ASSETS

FIXED and LONG TERM ASSETS

Automation Equipment	\$ 173,732.89
Accum Depreciation-Automation	\$ (148,733.74)
Books and Materials	\$ 3,716,641.27
Accum Depreciation-Books & Materials	\$ (3,170,955.10)
Building and Equipment	\$ 3,082,738.39
Accum Depreciation-Building & Equip	\$ (1,875,230.47)
Furniture and Equipment	\$ 676,920.82
Accum Depreciation-Furniture & Equip	\$ (585,299.68)
Land	\$ 322,095.00
Vehicles	\$ 267,586.44
Accum Depreciation-Vehicles	\$ (267,586.44)
Construction in Progress	\$ 382,361.82
Website	\$ 18,900.00
Accum Amortization-Website	<u>\$ (18,900.00)</u>

TOTAL FIXED ASSETS

\$ 2,574,271.20

TOTAL ASSETS

\$ 2,574,271.20
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Missouri River Regional Library
Fixed Assets and GASB 34 Fund Balance Sheet
November 30, 2025

LIABILITIES AND FUND BALANCE

LONG TERM LIABILITIES

Accrued PTO Payable	<u>\$ 190,158.30</u>
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TOTAL LIABILITIES	<u>\$ 190,158.30</u>
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FUND BALANCE

Investment in Capital Assets	\$ 2,574,271.20
Fund Balance - Fixed and L/T Asset Fund	\$ (326,444.30)
Fund Balance - Restricted for Pensions	\$ 136,286.00
Excess Revenue over (under) Expenditures	<u>\$ -</u>

TOTAL FUND BALANCE	<u>\$ 2,384,112.90</u>
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TOTAL LIABILITIES AND FUND BALANCE	<u><u>\$ 2,574,271.20</u></u>
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**Income Statement
For The 11 Periods Ended 11/30/2025
OPERATING FUND**

Missouri River Regional Library (MRL)

Revenue	Period to Date	ORIGINAL		Var %	Year to Date	ORIGINAL		Var %
		PTD Budget	Variance			Annual Budget	Variance	
Property Tax Revenue - JC/Cole	13,152.66	2,000.00	11,152.66	557.6%	3,120,735.93	3,260,218.00	-139,482.07	-4.3%
Property Tax Revenue - Osage	807.55	500.00	307.55	61.5%	431,661.53	475,004.00	-43,342.47	-9.1%
Financial Inst Tax - JC/Cole	0.00	0.00	0.00	0.0%	11,349.60	16,000.00	-4,650.40	-29.1%
State Aid - JC/Cole	0.00	0.00	0.00	0.0%	55,030.93	55,100.00	-69.07	-0.1%
State Aid - Osage	0.00	0.00	0.00	0.0%	9,452.51	12,300.00	-2,847.49	-23.2%
Non-Res Athl & Ent Tax Rev	34,927.34	0.00	34,927.34	0.0%	69,897.07	35,000.00	34,897.07	99.7%
Interest Revenue	25,699.02	16,666.66	9,032.36	54.2%	260,923.02	200,000.00	60,923.02	30.5%
Lost Books and Cards Revenue	100.59	583.33	-482.74	-82.8%	3,661.15	7,000.00	-3,338.85	-47.7%
Copier/Printer Revenue	1,313.85	1,166.66	147.19	12.6%	15,863.39	14,000.00	1,863.39	13.3%
Miscellaneous Revenue	318.35	333.33	-14.98	-4.5%	4,439.45	4,000.00	439.45	11.0%
Gift Receipts	93.20	0.00	93.20	0.0%	2,233.91	0.00	2,233.91	0.0%
Fine Revenue	1,122.52	1,416.66	-294.14	-20.8%	16,052.12	17,000.00	-947.88	-5.6%
Book Sale Revenue	0.00	0.00	0.00	0.0%	35,013.35	23,000.00	12,013.35	52.2%
Grants - General	0.00	0.00	0.00	0.0%	407.48	0.00	407.48	0.0%
Total Revenue:	77,535.08	22,666.64	54,868.44	242.1%	4,036,721.44	4,118,622.00	-81,900.56	-2.0%
Gross Profit:	77,535.08	22,666.64	54,868.44	242.1%	4,036,721.44	4,118,622.00	-81,900.56	98%
Expenses								
PERSONNEL								
Administration	18,789.34	23,488.88	4,699.54	20.0%	252,195.36	281,866.56	29,671.20	10.5%
Administrative Support	8,372.08	8,704.29	332.21	3.8%	94,180.42	104,451.47	10,271.05	9.8%
Maintenance	10,008.62	11,326.27	1,317.65	11.6%	123,052.28	135,915.16	12,862.88	9.5%
Youth Services	24,522.34	24,175.43	-346.91	-1.4%	270,722.04	290,105.12	19,383.08	6.7%
Adult Services	21,362.89	21,085.15	-277.74	-1.3%	236,385.33	253,021.80	16,636.47	6.6%
Circulation	26,617.52	29,188.40	2,570.88	8.8%	296,633.91	350,260.71	53,626.80	15.3%
Technical Services	13,293.11	15,697.09	2,403.98	15.3%	156,106.25	188,365.08	32,258.83	17.1%
Osage Branch	9,195.64	10,850.46	1,654.82	15.3%	108,334.49	130,205.53	21,871.04	16.8%
Employee Relations	1,697.20	500.00	-1,197.20	-239.4%	3,596.41	6,000.00	2,403.59	40.1%
Recruitment:OPER-ADMIN	0.00	83.34	83.34	100.0%	77.50	1,000.00	922.50	92.3%
Payroll Benefits- Emplr FICA	9,922.00	11,055.47	1,133.47	10.3%	115,566.33	132,665.64	17,099.31	12.9%
Payroll Benefits - Retirement	4,983.40	5,559.76	576.36	10.4%	53,801.94	66,717.03	12,915.09	19.4%
Payroll Benefits - Insurance	19,092.89	21,750.00	2,657.11	12.2%	200,521.60	261,000.00	60,478.40	23.2%
Payroll Benefits-Match DfrdCom	420.00	680.00	260.00	38.2%	4,720.00	8,160.00	3,440.00	42.2%
Unemployment Expense	0.00	166.67	166.67	100.0%	0.00	2,000.00	2,000.00	100.0%
Workers Comp:OPER-ADMIN	0.00	416.66	416.66	100.0%	0.00	5,000.00	5,000.00	100.0%
Total PERSONNEL:	168,277.03	184,727.87	16,450.84	8.9%	1,915,893.86	2,216,734.10	300,840.24	86.4%
Gross Profit:	77,535.08	22,666.64	54,868.44	242.1%	4,036,721.44	4,118,622.00	-81,900.56	98%

Income Statement
For The 11 Periods Ended 11/30/2025
OPERATING FUND

Missouri River Regional Library (MRL)

	Period to Date	ORIGINAL PTD Budget	Variance	Var %	Year to Date	ORIGINAL Annual Budget	Variance	Var %
BOOKS AND MATERIALS								
Adult Books - Non Fiction	1,648.57	858.34	-790.23	-92.1%	17,746.67	10,300.00	-7,446.67	-72.3%
Adult Books - Fiction	6,088.52	2,750.00	-3,338.52	-121.4%	47,423.53	33,000.00	-14,423.53	-43.7%
Adult Books - Reference	87.06	166.67	79.61	47.8%	3,560.09	2,000.00	-1,560.09	-78.0%
Adult Non-Book - Period/News	0.00	741.67	741.67	100.0%	9,497.45	8,900.00	-597.45	-6.7%
Adult Non-Book - Audio	1,055.28	358.34	-696.94	-194.5%	7,121.15	4,300.00	-2,821.15	-65.6%
Adult Non-Book - Video	1,310.49	750.00	-560.49	-74.7%	17,472.21	9,000.00	-8,472.21	-94.1%
Adult Non-Book - Ref Online	8,503.00	3,916.67	-4,586.33	-117.1%	41,512.66	47,000.00	5,487.34	11.7%
Adult Non-Book - Microforms	0.00	265.25	265.25	100.0%	0.00	3,183.00	3,183.00	100.0%
Downloadable Materials	6,000.00	8,762.50	2,762.50	31.5%	112,017.55	105,150.00	-6,867.55	-6.5%
Teen Books	1,436.99	583.34	-853.65	-146.3%	9,904.97	7,000.00	-2,904.97	-41.5%
Juvenile Book - Non Fiction	849.52	958.34	108.82	11.4%	12,605.17	11,500.00	-1,105.17	-9.6%
Juvenile Book - Fiction	3,877.52	2,625.00	-1,252.52	-47.7%	27,804.07	31,500.00	3,695.93	11.7%
Juvenile Non-Book - Audio	272.43	325.00	52.57	16.2%	9,405.70	3,900.00	-5,505.70	-141.2%
Juvenile Non-Book - Video	521.69	458.34	-63.35	-13.8%	6,641.81	5,500.00	-1,141.81	-20.8%
Public Use Software	0.00	83.34	83.34	100.0%	995.00	1,000.00	5.00	0.5%
Internet Access/Real Project	96.30	1,750.00	1,653.70	94.5%	11,454.67	21,000.00	9,545.33	45.5%
MOBIUS Fees	0.00	1,250.00	1,250.00	100.0%	14,445.68	15,000.00	554.32	3.7%
OCLC - Cataloging	740.00	2,670.42	1,930.42	72.3%	32,675.93	32,045.00	-630.93	-2.0%
Interlibrary Loan	0.00	75.00	75.00	100.0%	83.62	900.00	816.38	90.7%
Rebinding	0.00	0.00	0.00	0.0%	0.00	100.00	100.00	100.0%
Collection Agency Fees	422.30	345.84	-76.46	-22.1%	3,769.80	4,150.00	380.20	9.2%
Collection Development Tools	0.00	0.00	0.00	0.0%	496.31	3,600.00	3,103.69	86.2%
A&E Expense:OPER-ADMIN	0.00	2,916.66	2,916.66	100.0%	0.00	35,000.00	35,000.00	100.0%
Total BOOKS AND MATERIALS:	32,909.67	32,610.72	-298.95	-0.9%	386,634.04	395,028.00	8,393.96	97.9%
LIBRARY SERVICE EXPENSES								
Book Sale:OPER-ADMIN	0.00	0.00	0.00	0.0%	10,133.54	0.00	-10,133.54	0.0%
Bookmobile: OPER-BM	0.00	250.00	250.00	100.0%	2,082.37	3,000.00	917.63	30.6%
Library Automation Contracts	0.00	0.00	0.00	0.0%	14,205.46	76,000.00	61,794.54	81.3%
Library Supplies	745.69	1,500.00	754.31	50.3%	7,401.03	18,000.00	10,598.97	58.9%
Copier/Printer Expense	2,751.53	2,808.34	56.81	2.0%	29,298.13	33,700.00	4,401.87	13.1%
Programming - Adult's	534.28	812.50	278.22	34.2%	6,676.13	9,750.00	3,073.87	31.5%
Programming - Youth Services	714.92	1,258.34	543.42	43.2%	11,789.70	15,100.00	3,310.30	21.9%
Programming - Osage	402.28	375.00	-27.28	-7.3%	3,595.03	4,500.00	904.97	20.1%
Programming - Special Events	0.00	180.00	180.00	100.0%	8,833.82	6,000.00	-2,833.82	-47.2%
Programming - Supplies	65.94	70.84	4.90	6.9%	1,093.32	850.00	-243.32	-28.6%

**Income Statement
For The 11 Periods Ended 11/30/2025
OPERATING FUND**

Missouri River Regional Library (MRL)

	Period to Date	ORIGINAL PTD Budget	Variance	Var %	Year to Date	ORIGINAL Annual Budget	Variance	Var %
(Continued)								
LIBRARY SERVICE EXPENSES								
Public Information	13,424.10	3,750.00	-9,674.10	-258.0%	32,359.45	45,000.00	12,640.55	28.1%
Training and Travel & Assoc	582.86	1,666.66	1,083.80	65.0%	9,327.32	20,000.00	10,672.68	53.4%
Total LIBRARY SERVICE EXPENSES:	19,221.60	12,671.68	-6,549.92	-51.7%	136,795.30	231,900.00	95,104.70	59%
OVERHEAD EXPENSES								
State Aid Exp- JC/Co:OPER-ADMIN	0.00	4,591.66	4,591.66	100.0%	0.00	55,100.00	55,100.00	100.0%
State Aid Exp- Osga:OPER-ADMIN	0.00	1,025.00	1,025.00	100.0%	0.00	12,300.00	12,300.00	100.0%
Bank Charges	181.87	266.67	84.80	31.8%	2,136.40	3,200.00	1,063.60	33.2%
Custodial Supplies	1,908.95	916.67	-992.28	-108.2%	11,493.45	11,000.00	-493.45	-4.5%
Insurance - Business	0.00	0.00	0.00	0.0%	56,290.00	52,920.00	-3,370.00	-6.4%
Lease/Purchase:OPER-OSAGE	0.00	1,884.16	1,884.16	100.0%	22,608.24	22,610.00	1.76	0.0%
Maintenance - Building & Equip	4,382.80	11,083.33	6,700.53	60.5%	63,062.59	133,000.00	69,937.41	52.6%
Maintenance-Building & Equip:OPER-OSAGE	1,388.36	750.00	-638.36	-85.1%	26,232.95	9,000.00	-17,232.95	-191.5%
Maintenance - Furniture&Equip	419.17	833.34	414.17	49.7%	13,061.42	10,000.00	-3,061.42	-30.6%
Miscellaneous	0.00	0.00	0.00	0.0%	49.90	0.00	-49.90	0.0%
Office Automation	4,154.70	808.34	-3,346.36	-414.0%	10,859.33	9,700.00	-1,159.33	-12.0%
Office Supplies	105.07	833.34	728.27	87.4%	5,065.54	10,000.00	4,934.46	49.3%
Postage	-396.30	916.66	1,312.96	143.2%	10,342.93	11,000.00	657.07	6.0%
Professional Services	7,200.00	12,500.00	5,300.00	42.4%	107,078.69	150,000.00	42,921.31	28.6%
Rent - Capital Mail:OPER-ADMIN	0.00	100.00	100.00	100.0%	1,200.00	1,200.00	0.00	0.0%
Rent - Parking	0.00	1,041.67	1,041.67	100.0%	13,896.00	12,500.00	-1,396.00	-11.2%
Telephone	1,300.25	833.33	-466.92	-56.0%	18,096.51	10,000.00	-8,096.51	-81.0%
Telephone: OPER-OSAGE	0.00	142.50	142.50	100.0%	3,322.95	1,710.00	-1,612.95	-94.3%
Utilities	19,015.51	8,166.67	-10,848.84	-132.8%	163,423.32	98,000.00	-65,423.32	-66.8%
Utilities: OPER-OSAGE	851.55	916.67	65.12	7.1%	11,486.73	11,000.00	-486.73	-4.4%
Vehicle Operation/Passenger	327.03	416.67	89.64	21.5%	9,963.87	5,000.00	-4,963.87	-99.3%
Total OVERHEAD EXPENSES:	40,838.96	48,026.68	7,187.72	15.0%	549,670.82	629,240.00	79,569.18	87.4%
CAPITAL EXPENDITURES								
Building & Bldg Equipment	0.00	13,125.00	13,125.00	100.0%	31,271.80	157,500.00	126,228.20	80.1%
Contingency	0.00	0.00	0.00	0.0%	0.00	183,219.90	183,219.90	100.0%
Computer Equipment & Software	1,567.63	7,500.00	5,932.37	79.1%	53,041.30	90,000.00	36,958.70	41.1%
Library Furniture & Equipment	0.00	1,666.66	1,666.66	100.0%	8,153.70	20,000.00	11,846.30	59.2%
Office Furniture & Equipment	0.00	416.67	416.67	100.0%	216.84	5,000.00	4,783.16	95.7%
Vehicles & Equipment	0.00	0.00	0.00	0.0%	30,722.00	190,000.00	159,278.00	83.8%
Total CAPITAL EXPENDITURES:	1,567.63	22,708.33	21,140.70	93.1%	123,405.64	645,719.90	522,314.26	19.1%
Total Expenses:	262,814.89	300,745.28	37,930.39	12.6%	3,112,399.66	4,118,622.00	1,006,222.34	75.6%

Income Statement
For The 11 Periods Ended 11/30/2025
OPERATING FUND

Missouri River Regional Library (MRL)

	Period to Date	ORIGINAL PTD Budget	Variance	Var %	Year to Date	ORIGINAL Annual Budget	Variance	Var %
Net Income from Operations:	-185,279.81	-278,078.64	92,798.83	33.4%	924,321.78	0.00	924,321.78	0.0%
Earnings before Income Tax:	-185,279.81	-278,078.64	92,798.83	33.4%	924,321.78	0.00	924,321.78	0.0%
Net Income (Loss):	-185,279.81	-278,078.64	92,798.83	33.4%	924,321.78	0.00	924,321.78	0.0%

Check Register

Journal Posting Date: 12/17/2025

Register Number: CD-001343

Missouri River Regional Library (MRL)

Bank Code: A -							
Check Number	Check Date	Vendor	Invoice Number	Invoice Date	Invoice Amount	Discount Applied	Payment Amount
0000044956	12/17/2025	AMAZ575	Amazon Capital Services				Check Entry Number: 001
			117R-3YJJ-CCQD	12/3/2025	39.86	0.00	39.86
			13KR-RT4L-669F	11/21/2025	7.99-	0.00	7.99-
			13PJ-47V3-CQLQ	12/3/2025	106.80	0.00	106.80
			13XC-XH9P-X99Y	11/15/2025	10.49	0.00	10.49
			14QX-YM4T-K7CF	11/24/2025	195.07	0.00	195.07
			14XY-LARK-6DYF	12/8/2025	6.99	0.00	6.99
			163P-MGMR-43QX	12/1/2025	191.86	0.00	191.86
			16JN-N76G-3V3C	11/20/2025	247.37	0.00	247.37
			19C4-THX6-C4P9	12/10/2025	73.47	0.00	73.47
			19XL-WJD7-GTH1	12/8/2025	31.46	0.00	31.46
			1DKF-TPKH-9C6P	11/17/2025	136.44	0.00	136.44
			1DNN-CRPN-QV7X	11/26/2025	156.78	0.00	156.78
			1DTD-WT4P-JDWG	11/24/2025	218.61	0.00	218.61
			1DV3-6K3N-FKDR	12/9/2025	31.59	0.00	31.59
			1DXN-F4HP-6R1Y	11/21/2025	7.99-	0.00	7.99-
			1F74-4CN6-LPGW	12/1/2025	8.99-	0.00	8.99-
			1FDD-FGCX-7F9C	12/8/2025	203.31	0.00	203.31
			1FDN-LL1X-693F	11/22/2025	3.90-	0.00	3.90-
			1GCK-DRXW-1NPL	11/12/2025	30.48	0.00	30.48
			1GFV-JLYH-9GLG	11/22/2025	15.40-	0.00	15.40-
			1JC3-P79C-74QX	12/8/2025	31.51	0.00	31.51
			1K7V-XKY1-9Y1N	11/17/2025	274.40	0.00	274.40
			1KLH-TWMQ-6YWL	12/8/2025	13.98	0.00	13.98
			1KX1-Y74M-6TNH	11/22/2025	3.90-	0.00	3.90-
			1L3G-K1NG-1PC6	11/12/2025	44.37	0.00	44.37
			1LRY-J9VG-6NQH	11/25/2025	12.59	0.00	12.59
			1MYQ-FLTX-1JTX	12/1/2025	11.39	0.00	11.39
			1NNT-RGMQ-T33Q	11/26/2025	32.75	0.00	32.75
			1PGL-QCK9-7FP3	11/10/2025	27.99	0.00	27.99
			1PL6-CYD4-JQHK	12/9/2025	206.36	0.00	206.36
			1PX7-DHNC-C9X7	11/18/2025	47.98	0.00	47.98
			1Q11-1MY3-QKT6	11/21/2025	16.49	0.00	16.49
			1Q7C-QPKD-RD1P	11/23/2025	120.35	0.00	120.35
			1QLG-76M4-6F93	11/25/2025	132.60	0.00	132.60
			1R4J-6NQQ-PVTR	11/21/2025	81.33	0.00	81.33
			1RGQ-M6JL-NL17	12/1/2025	135.23	0.00	135.23
			1RJT-K4M9-7V4P	11/22/2025	15.40-	0.00	15.40-
			1V1R-JGGQ-T9RD	11/21/2025	17.52	0.00	17.52
			1V6R-VKXX-R6Q9	11/26/2025	39.34	0.00	39.34
			1VWJ-VJ3F-T697	11/29/2025	8.99	0.00	8.99
			1VY4-JARR-71XN	11/22/2025	8.46-	0.00	8.46-
			1WX4-6W13-43T7	11/20/2025	19.25	0.00	19.25
			1WY6-CM16-6197	11/20/2025	10.49	0.00	10.49
			1XNV-79GC-6P1K	11/21/2025	4.25-	0.00	4.25-
			1XP1-R4TJ-634L	11/18/2025	42.79	0.00	42.79
			1XWJ-DD3M-6YHC	11/10/2025	66.69	0.00	66.69
Check 0000044956 Total:					2,998.69	0.00	2,998.69
0000044957	12/17/2025	BANK080	Bank Card Services				Check Entry Number: 001
			ALA111425	11/14/2025	215.00	0.00	215.00

Check Register

Journal Posting Date: 12/17/2025

Register Number: CD-001343

Missouri River Regional Library (MRL)

Bank Code: A -

Check Number	Check Date	Vendor	Invoice Number	Invoice Date	Invoice Amount	Discount Applied	Payment Amount
			AMAZON112525	11/25/2025	320.00	0.00	320.00
			BOOKSHOP111925	11/19/2025	28.00	0.00	28.00
			BREAKTIME111425	11/14/2025	50.58	0.00	50.58
			BREAKTIMERBT111925	11/19/2025	0.51	0.00	0.51
			DOLLARGENERAL112125	11/21/2025	12.00	0.00	12.00
			DOLLARTREE110525	11/5/2025	11.47	0.00	11.47
			DOLLARTREE111425	11/14/2025	33.50	0.00	33.50
			DOMINOS111525	11/15/2025	134.54	0.00	134.54
			FIREKING110325	11/3/2025	150.00	0.00	150.00
			HOBBYLOBBY112525	11/25/2025	62.99	0.00	62.99
			MAINSTPIZZA112125	11/21/2025	43.73	0.00	43.73
			MOBILEBEAC110625	11/6/2025	120.00	0.00	120.00
			MOBILEBEAC111725	11/17/2025	600.00	0.00	600.00
			NINTENDODELTARUNE	11/6/2025	24.99	0.00	24.99
			NINTENDOHOLLOW	11/6/2025	19.99	0.00	19.99
			NINTENDOPOKEMON	11/6/2025	59.99	0.00	59.99
			NINTENDOUNDERTALE	11/6/2025	9.89	0.00	9.89
			OREILLY111925	11/19/2025	26.74	0.00	26.74
			PAPAJOHNS110325	11/3/2025	23.97	0.00	23.97
Check 0000044957 Total:					1,923.93	0.00	1,923.93
0000044958	12/17/2025	BCLE000	B-Clean Laundry & Drycleaning				Check Entry Number: 001
			19248	11/18/2025	20.00	0.00	20.00
0000044959	12/17/2025	BPI5825	BPI Supply Inc.				Check Entry Number: 001
			25-2121	11/21/2025	405.95	0.00	405.95
0000044960	12/17/2025	BRAN144	Brandt Heating & Air Conditioning				Check Entry Number: 001
			51014092852	11/4/2025	559.68	0.00	559.68
0000044961	12/17/2025	BROD027	BRODART, CO.				Check Entry Number: 001
			667395	11/24/2025	30.15	0.00	30.15
0000044962	12/17/2025	CAP1481	Capital Mall JC LLC				Check Entry Number: 001
			JANUARY2026	12/12/2025	100.00	0.00	100.00
0000044963	12/17/2025	COLE108	Cole County Commission				Check Entry Number: 001
			JANUARY2026	12/12/2025	703.00	0.00	703.00
0000044964	12/17/2025	DEMCO570	Demco, Inc.				Check Entry Number: 001
			7731694	11/25/2025	81.67	0.00	81.67
			7734714	12/3/2025	84.72	0.00	84.72
Check 0000044964 Total:					166.39	0.00	166.39
0000044965	12/17/2025	DOWN782	Downtown Jefferson City				Check Entry Number: 001
			EFCWNF4F-0001	6/1/2025	200.00	0.00	200.00
0000044966	12/17/2025	EBSC565	EBSCO Information Services				Check Entry Number: 001
			91011037389	12/9/2025	8,503.00	0.00	8,503.00
0000044967	12/17/2025	FALT170	Falter, Sarah				Check Entry Number: 001
			111725	11/17/2025	61.57	0.00	61.57
			112525	11/25/2025	8.74	0.00	8.74
Check 0000044967 Total:					70.31	0.00	70.31
0000044968	12/17/2025	GENE685	General Printing Service				Check Entry Number: 001
			128362	12/11/2025	1,377.20	0.00	1,377.20
0000044969	12/17/2025	GIBB700	Gibbs Technology Leasing				Check Entry Number: 001
			253530	11/21/2025	2,751.53	0.00	2,751.53
0000044970	12/17/2025	INGR025	Ingram Library Services				Check Entry Number: 001
			52299920	11/28/2025	193.60	0.00	193.60

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			91800409	11/7/2025	459.63	459.63
			91800410	11/7/2025	920.53	920.53
			91813601	11/7/2025	270.81	270.81
			91813602	11/7/2025	15.99	15.99
			91828574	11/9/2025	31.78	31.78
			91838409	11/10/2025	102.90	102.90
			91838410	11/10/2025	118.18	118.18
			91838411	11/10/2025	78.49	78.49
			91883641	11/11/2025	333.12	333.12
			91929395	11/12/2025	37.14	37.14
			91929396	11/12/2025	90.88	90.88
			91937973	11/12/2025	17.10	17.10
			91944625	11/13/2025	308.01	308.01
			91973318	11/14/2025	117.59	117.59
			92012152	11/17/2025	165.34	165.34
			92012153	11/17/2025	221.48	221.48
			92027169	11/17/2025	134.45	134.45
			92052373	11/18/2025	273.84	273.84
			92052374	11/18/2025	1,068.41	1,068.41
			92074624	11/18/2025	770.41	770.41
			92119104	11/20/2025	522.22	522.22
			92141866	11/21/2025	152.72	152.72
			92176779	11/23/2025	35.18	35.18
			92187883	11/24/2025	71.40	71.40
			92233339	11/25/2025	623.30	623.30
			92265052	11/25/2025	8.39	8.39
			92274082	11/26/2025	57.97	57.97
			92299921	11/28/2025	30.12	30.12
			92371208	12/1/2025	171.91	171.91
			92371209	12/1/2025	438.51	438.51
			92414168	12/2/2025	3,050.96	3,050.96
			92454896	12/3/2025	205.36	205.36
			92510388	12/4/2025	31.58	31.58
			92528940	12/5/2025	263.44	263.44
			92570204	12/7/2025	51.48	51.48
			92581670	12/8/2025	96.11	96.11
			92581671	12/8/2025	25.19	25.19
			92581672	12/8/2025	284.50	284.50
Check 0000044970 Total:					11,799.04	11,799.04
0000044971	12/17/2025	LUET439	Luetkemeyer Signs			Check Entry Number: 001
			20854	11/21/2025	106.30	106.30
			20876	12/2/2025	137.00	137.00
Check 0000044971 Total:					243.30	243.30
0000044972	12/17/2025	MEH484	Megan Mehmert			Check Entry Number: 001
			111925	11/19/2025	57.78	57.78
0000044973	12/17/2025	MID MO	Mid-MO Telecom & Security LLC			Check Entry Number: 001
			9993	12/4/2025	2,563.00	2,563.00
0000044974	12/17/2025	MIDW760	Midwest Tape			Check Entry Number: 001
			508001097	11/7/2025	45.74	45.74
			508001098	11/7/2025	14.24	14.24

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			508001099	11/7/2025	20.99	0.00	20.99
			508001100	11/7/2025	171.67	0.00	171.67
			508001101	11/7/2025	55.99	0.00	55.99
			508001102	11/7/2025	108.53	0.00	108.53
			508001104	11/7/2025	38.98	0.00	38.98
			508001105	11/7/2025	42.99	0.00	42.99
			508001106	11/7/2025	107.18	0.00	107.18
			508001107	11/7/2025	31.99	0.00	31.99
			508001108	11/7/2025	26.24	0.00	26.24
			508001109	11/7/2025	102.72	0.00	102.72
			508001110	11/7/2025	277.33	0.00	277.33
			508034270	11/14/2025	404.89	0.00	404.89
			508034272	11/14/2025	71.98	0.00	71.98
			508034273	11/14/2025	122.21	0.00	122.21
			508034274	11/14/2025	7.49	0.00	7.49
			508034275	11/14/2025	20.24	0.00	20.24
			508034276	11/14/2025	109.45	0.00	109.45
			508034277	11/14/2025	55.99	0.00	55.99
			508067397	11/21/2025	33.73	0.00	33.73
			508067398	11/21/2025	58.47	0.00	58.47
			508067399	11/21/2025	35.98	0.00	35.98
			508067400	11/21/2025	100.46	0.00	100.46
			508067401	11/21/2025	75.70	0.00	75.70
			508067403	11/21/2025	23.24	0.00	23.24
			508067404	11/21/2025	72.79	0.00	72.79
			508067405	11/21/2025	112.78	0.00	112.78
			508067406	11/21/2025	14.24	0.00	14.24
			508067407	11/21/2025	18.74	0.00	18.74
			508087015	11/25/2025	92.96	0.00	92.96
			508087016	11/25/2025	100.46	0.00	100.46
			508087017	11/25/2025	13.49	0.00	13.49
			508087019	11/25/2025	13.49	0.00	13.49
			508127351	12/5/2025	17.24	0.00	17.24
			508127352	12/5/2025	60.71	0.00	60.71
			508127354	12/5/2025	38.97	0.00	38.97
			508127355	12/5/2025	45.99	0.00	45.99
			508127356	12/5/2025	119.21	0.00	119.21
Check 0000044974 Total:					2,885.49	0.00	2,885.49
0000044975	12/17/2025	MOR1846	Mo River Reg. Lib. Friends				Check Entry Number: 001
			NOVEMBER 2025	11/30/2025	59.80	0.00	59.80
0000044976	12/17/2025	MPLC000	Motion Picture Licensing Corporation - MPLC				Check Entry Number: 001
			504468437	11/27/2025	786.84	0.00	786.84
0000044977	12/17/2025	ORAN245	Orangeboy Inc.				Check Entry Number: 001
			5621	12/1/2025	2,500.00	0.00	2,500.00
0000044978	12/17/2025	OSAG170	Osage County PWSO#3				Check Entry Number: 001
			113025	11/30/2025	53.92	0.00	53.92
0000044979	12/17/2025	OVER149	OverDrive				Check Entry Number: 001
			CD0223025362152	11/17/2025	6,000.00	0.00	6,000.00
0000044980	12/17/2025	PETE683	Peters Precision Lawn & Landscape				Check Entry Number: 001
			3166	12/3/2025	308.00	0.00	308.00

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0000044981	12/17/2025	PLUM042	Plumb Supply Company				Check Entry Number: 001
			S101358663.001	11/25/2025	41.26	0.00	41.26
0000044982	12/17/2025	ROTO694	Roto-Rooter Plumbers				Check Entry Number: 001
			107458	11/7/2025	1,035.00	0.00	1,035.00
0000044983	12/17/2025	ROYA456	Royal Papers Inc.				Check Entry Number: 001
			357707	11/20/2025	445.63	0.00	445.63
			358525	11/25/2025	346.12	0.00	346.12
			358525-1	12/9/2025	52.12	0.00	52.12
			359009	12/2/2025	796.70	0.00	796.70
			359737	12/2/2025	248.38	0.00	248.38
Check 0000044983 Total:					1,888.95	0.00	1,888.95
0000044984	12/17/2025	SCHU475	Schulte's Fresh Foods				Check Entry Number: 001
			111325-71	11/13/2025	20.35	0.00	20.35
0000044985	12/17/2025	STAP448	Staples				Check Entry Number: 001
			6049434316	11/30/2025	68.58	0.00	68.58
			6049434317	11/30/2025	117.19	0.00	117.19
Check 0000044985 Total:					185.77	0.00	185.77
0000044986	12/17/2025	STOK180	Stokes Electric Company, Inc.				Check Entry Number: 001
			39300	12/9/2025	784.80	0.00	784.80
0000044987	12/17/2025	THRE174	Three Rivers Electric Cooperative				Check Entry Number: 001
			112625	11/26/2025	420.40	0.00	420.40
0000044988	12/17/2025	UNIQ480	Unique Management Ser. Inc.				Check Entry Number: 001
			6147690	12/1/2025	422.30	0.00	422.30
0000044989	12/17/2025	UNIV504	University of MO-Columbia AR				Check Entry Number: 001
			INV0524735	11/24/2025	375.00	0.00	375.00
0000044990	12/17/2025	WALL358	Wallis Lubricant, LLC				Check Entry Number: 001
			CP-000025	11/30/2025	276.96	0.00	276.96
0000044991	12/17/2025	WEST445	Westlake Hardware				Check Entry Number: 001
			639527	10/31/2025	18.98	0.00	18.98
			639613	11/19/2025	46.96	0.00	46.96
Check 0000044991 Total:					65.94	0.00	65.94
0000044992	12/17/2025	YOUN241	Claudia Young				Check Entry Number: 001
			121225	12/12/2025	39.77	0.00	39.77
Report Total:					52,623.50	0.00	52,623.50

ADMINISTRATION

Staff: Claudia Young
Library Director

Report for November 2025:

The Public Libraries Survey (PLS) statistical report is an annual task that involves a significant amount of time for Debra, Angie and I to complete between mid-October and November. It is submitted to the Missouri State Library each year at this time. The PLS “examines when, where, and how library services are changing to meet the needs of the public. This data, supplied annually by public libraries across the country, provide information that policymakers and practitioners can use to make informed decisions about the support and strategic management of libraries.”

Debra, Angie and I completed the online meetings and demonstrations for the Human Resources and Payroll software. In order to gain better understanding, I set up an additional meeting with librarians in Illinois who relayed their experience with one of the top two choices. Another librarian from Jefferson County, MO sent us a helpful report on her experience with the other top contender. Due to this thorough process, we confidently chose Bamboo HR the week before Thanksgiving and began our 8-week training immediately. I am happy to report we are very pleased with our choice so far.

On November 19, Bob Priddy, John Gulick, and I attended the Downtown Association's Missouri Main Street Connection meeting with other local leaders to discuss a program that intends to improve and develop the Downtown area. I have included the News Tribune's article in this board packet for you to read.

By mid-November, the Library Foundation received just over \$28,000 heading into the Giving Tuesday campaign on December 2nd. Jennifer Schroeder, who is the Foundation Vice President and also a Central Bank Vice President, secured this year's \$2,000 Giving Tuesday match with Central Bank.

I am serving on the Downtown Living Windows committee for the 6th year in a row and have been attending meetings since early October. The library will once again be partnering with JEFFTRAN to provide the Polar Express for families. Santa's reindeer will also be back in our park, and Gerry Tritz and the Missouri Conservatory of Dance will be on our main floor. Likewise, the Osage County staff is also gearing up for their local holiday festivities. Sarah and her staff are always very busy this time of year with community engagement.

The website refresh work is starting to wrap up with the committee's final “homework” assignments due on December 15. After the last quarterly marketing meeting, I made the decision to proceed with purchasing advertising on a second city bus covering a westside route.

This is a one year investment of \$8,400. The initial cost for producing the bus graphic is \$1,500. Below, I have included a photo of our current bus that covers the downtown routes.



Leaders from Missouri Main Street Connection held a town hall with Downtown Jefferson City, Inc. on Wednesday night to discuss a program that intends to develop the downtown area.

Jefferson City was selected for a two-year community empowerment grant in July to help start a Main Street program.

Worth \$44,110, the matching grant has Missouri Main Street Connection (MMSMC) providing 70 percent, while Downtown Jefferson City provides the other 30 percent.

The Wednesday town hall at Venue 324 was meant to "bring more people in, get the energy going, get the excitement, and really lean into listening to the community," said Logan Breer, marketing and communications manager for MMSMC. It aimed to let residents and stakeholders share thoughts and ideas to guide the next steps, identify a volunteer base to carry out the economic development program and learn more about the grant.

The goal is to establish and enhance a local Main Street program to revitalize the downtown through economic and commercial development, while also preserving its history. For this project, the downtown district is considered to stretch from U.S. 50 to the Missouri River, starting at Lafayette Street and continuing to Highway 54.

"Everything we do at Main Street is focused on economic development, and bringing that vibrancy, that life back into downtown," said Ben White, senior program specialist at MMSMC.

Revitalizing the downtown is important, White said, because downtowns across the country support local independent businesses that in turn support local families, community projects and more.

"Everyone benefits from a strong downtown," White said.

Through the grant, MMSMC provides tools and education, but the city's residents drive the vision of the program. Although the service grant is for a period of two years, White said time will be used to build a foundation. Another aspect of this grant is training, mentoring and technical services provided to the city's stakeholders. The processes learned are repeatable, so Jefferson City can use them year after year.

MMSMC community liaison Julie Turnipseed said MMSMC works with business owners and property owners and other stakeholders to strengthen and grow the local economic base.

MMSC will also bring the community together through partnership and volunteerism.

Adding amenities such as benches, trash cans, planters and more are part of the revitalization efforts. White cited an example of planters in another downtown that had been built by students from a local school, which fostered a sense of community pride.

At the meeting, attendees split into groups according to the four pillars of the Main Street program approach to revitalization - organization, economic vitality, design and promotion.

The ideas generated at the meeting will shape what Downtown Jefferson City does with the grant money.

"We'll work on identifying an economic strategy based on those ideas we heard tonight," White said, "and see who needs to be at the table to develop and implement these ideas."

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ADULT SERVICES DEPARTMENT

Staff: Lisa Sanning
Adult Services Manager

Report for November 2025:

The month started off with managers and closers getting re-certified in CPR. It was important and I'm glad the library provides this valuable training.

The library's annual United Way Craft and Bake Sale was moved from December to November this year. It's always nice to take a couple of shifts to help out. So many MRRL staff are extremely talented with baking and crafting. Bonus in that I get to pick up gifts for family at the same time.

I attended a great video training for library staff presented by Ryan Dowd titled: *Self-Care for Burnout, Vicarious Trauma and Moral Injury: A conversation with therapist Gabrielle Juliano-Villani*. It was a great presentation, with many practical tips and advice. I hope other staff at MRRL were able to find time to attend the training.

I got started on weeding Adult Fiction. I'm making lots of space which is much needed. When shelves are less crowded, patrons are more likely to spend time browsing and finding what they need/want. It will be a long process but the results will be worth it. I continue to fill Book Boxes and cover reference desk shifts, among other duties.

Reference: 502

From the Stacks: For the JC News Tribune this month, Madeline reviewed *Paper Girl* by Beth Macy.

Forms Assistance: 0

Microfilm Reel Usage: 4

Shelf Indulgence: 7

Loosely Bound: 7

Yoga: 156

Programs: 8 Attendance: 170

Staff: Madeline Matson
Reference and Adult Programming Librarian

Report for November 2025:

November was a busy month with some fine programs and a satisfying amount of patron participation. The month's highlight was "Music in the Library," which featured Katie Dancer, a classically trained flutist. Her program incorporated beautiful music and a film backdrop from her travels throughout the country, primarily in spectacular natural areas. She's an adventurer whose solo travels provide the perfect accompaniment to her music. She's also a storyteller who shared some of the "adventures" she encountered while camping, kayaking, biking and

hiking—like bears and a serious injury requiring rescue from emergency workers. It was a wonderful evening and a perfect program. She's welcome here anytime, in my opinion.

The LU-MRRL Lecture Series featured Dr. Quinbo Yang from the College of Agriculture, who is working with a team on a research project focusing on PFAS, better known as forever chemicals. They're using mung bean sprouts, a fast-growing model plant, to understand how PFAS travel through plants and how this causes exposure to these harmful chemicals through the food chain. PFAS are man-made compounds found everywhere in items as diverse as clothing, non-stick pans, and packaging. Dr. Yang hopes the team's findings will guide changes in agricultural practices and policies that will ultimately benefit our health.

Anyone who has experience with a family member or friend who has a form of dementia knows this condition affects every aspect of life. Holidays can be an especially difficult time since holidays call to mind family traditions and often good feelings. How to deal with changes at this special time was the topic addressed by Teresa Brown from the Alzheimer's Association. With her compassionate attitude, she is the person one would want to lead a support group, which she does. I expected an informative and helpful program, and she certainly delivered good advice and understanding. The attendees constituted a smaller, more intimate group, and they shared their own experiences with dementia. The program seemed very helpful to them.

The art exhibit reception honored Pat Struempf, whose amazing photos of eagles provided an impressive showing. He spent more than a year on a farmer's property documenting an eagle family through the seasons. This exhibit has been quite popular and deservedly so.

The First Friday Film, "Three Days of the Condor," was a salute to Robert Redford and his longtime versatile career in acting, directing, and nurturing of independent film.

Other November activities included a book review for the *News-Tribune*, general program planning and book selection.

Total attendance for November's programs: 122

Staff: Heidi Jesse
New Adult Programming

Report for November 2025:

Junk Journaling met to make envelopes out of scrapbooking paper. Alexandria showed us how to make two different ones. We had 14 in attendance.

Knitting and Crocheting had 4 in attendance. Bridge met three times this month, due to the Thanksgiving holiday, and between all three sessions, we had 44 in attendance. We had four tables going multiple weeks, and if everyone comes, we might even have enough for five tables! At Book Bingo, I had 66 in attendance. We played five rounds, and everyone had a blast!

This month, I hosted a spelling bee! I had 9 in attendance. Six competed, and three watched. Everyone that came had a great time, and requested that I do it again! We shall see what the next year brings!

I hosted our quarterly puzzle swap, and had 39 in attendance. We had several repeat patrons, as well as several new patrons. I also took this time to go through my backstock of puzzles and remove some that haven't gone out the last couple of times afterwards, and put them towards the book sale.

TikTok Made Me Read It met to discuss *Deep End* by Ali Hazelwood. I had 12 in attendance. Several people really liked it, but were a little let down about the romance aspect of the book. Members are looking forward to our book exchange in December.

I also hosted a "True Crime Night" where people gathered in groups of four to play a Hunt-A-Killer game. I had six different games set out for people to choose from. Most everybody had fun! There were a couple people who thought that they were attending a murder mystery, and said that if they knew what they were getting themselves into, they wouldn't have come at the beginning. I think they did end up having a good time, though. Several others said that they hope I do it again! There were 15 in attendance.

Totals: 10 programs, 203 participants

Staff: Megan Mehmert
IT Programming

Report for November 2025:

-
- Android Basics: 7
- Tech Time 1: 6
- Microsoft Word for Beginners: 6
- Getting Library eBooks on Your Device: 2
- D&D: 25
- Managing Your Phone Storage: 18
- Windows 11 @ Osage: 3
- Designing Holiday Cards with Canva: 11
- Tech Time 2: 6
- Windows 11: 13
- 1-on-1 sessions: 6

Total: 97 participants Number of volunteers: 4 Number of volunteer hours: 12

Staff: Aidan Gallagher
Technical Support Specialist

Report for November 2025:

MRRL Tickets Created: 6

MRRL Tickets Closed: 39

Total: 49

Huber Tickets: 4

GFI Tickets: 1

MARKETING

Report for November 2025:

- 200 Jefferson City Adult, 200 Kid/Teen, 694 Osage, and 50 Technology calendars were printed and distributed throughout the community in November.

NEWS TRIBUNE

- LIR Thrives Because of its Volunteers (John Gulick-LIR president in 2026) *on November 3*
- Opinion (We've Normalized Hostility: Let's Choose Civility Instead - event to be hosted at MRRL) *on November 4*
- Parks & Recreation event - Poppies to the Park (MRRL a co-sponsor) *on November 5*
- Craft, Bake Sale to Benefit United Way (sale hosted by and at MRRL) *on November 6*
- LU Professor to Educate Public on Toxic Chemicals (LU-MRRL Lecture Series) *on November 7*
- Salvation Army Gets its Overnight Shelter Ready (MRRL is listed as only other warming center in Jefferson City) *on November 7*
- Lecture Series Expand Avenues for LU Faculty Exposure (cites partnership between LU and MRRL for its lecture series) *on November 8*
- Christian Nationalism Isn't Christianity (opinion, MRRL hosting event) *on November 10*
- Baptist Reverend: Christian Nationalism Targets Schools (MRRL hosted presentation) *on November 17*
- Parks & Recreation event - Poppies to the Park (MRRL a co-sponsor) *on November 19*
- Plenty to See During this Year's Living Windows *on November 23*
- Flutist Looks to Take People on Musical Journey *on November 24*
- LU Students to Share Original Poems with Public *on November 26*
- LU Professor Aims to Make Business Education More Accessible *on November 29*
- From The Stacks and Listing of New Books weekly
 - *Assassins Anonymous* Features 12-Step Program for Killers *on November 2*
 - Behind Friendship of Two Fantasy Icons (*The Mythmakers: The Remarkable Fellowship of C.S. Lewis & J.R.R. Tolkien*) *on November 9*
 - Macy Writes about Her Hometown, It's Struggles (*Paper Girl: A Memoir of Home and Family in a Fractured America*) *on November 16*
 - Anna Kendrick's Memoir is Pitch-Perfect (*Scrappy Little Nobody*) *on November 23*
 - Florida Summer Trip for Girls from Alaska (*Float*) *on November 30*
 - New Books at Missouri River Regional Library *on November 2*
 - New Books at Missouri River Regional Library *on November 9*
 - New Books at Missouri River Regional Library *on November 16*
 - New Books at Missouri River Regional Library *on November 23*
 - New Books at Missouri River Regional Library *on November 30*

UNTERRIFIED DEMOCRAT

- Osage County Library and LCBA Offer Pumpkin Painting (photographs) *on October 22*
- Senior Connections Lunch Draws 78 Participants *on November 26*

OSAGE COUNTY LIBRARY

Staff: Sarah Falter
Osage Branch Manager

Report for November 2025:

November went by really fast! We had three Senior Connections with the first one being in Freeburg at the American Legion Hall. Our numbers were lower, but everyone there really enjoyed the food by Aging Best and bingo. The other two Senior Connections were at the Barefoot Event Center. Legends Bank and Morton Chapel co-sponsored our community Thanksgiving meal with Annie's Station catering. We had a presentation on common money scams and frauds with an open discussion afterwards. Our seniors were very attentive and appreciative of the knowledge bestowed upon them. I learned a few things, too! The total served for November was 155.

Other outreach included hosting the Linn Community Christian Church's Monday Camp with 28 kids for two hours of storytime fun and hosting a paint night for their women's group.

We offered Medicare Open Enrollment counseling sessions with Aging Best, Happy Hookers, and a Windows 11 class with Megan. We had 14 teens for our game night who raced or danced the night away! Children's programming was pretty standard but had more kids participating in the scavenger hunts and a Wake-up Movie held on the day before Thanksgiving. We watched Despicable Me and ate popcorn.

The end of November was spent planning and creating bulletin board displays for our art gallery and decorating for Christmas. Christmas Around the World is the theme for our Christmas on Main Street this year. Each of the local businesses downtown are picking a country to represent, and we chose the USA. We had kids trace their hands on green construction paper and made a large handprint tree as a centerpiece. Our coloring contest will be going on through the middle of December.

I had a refresher on CPR with the other managers. Other tasks I am working on include planning with MU Extension for various classes in the beginning of 2026, coordinating art gallery bookings, and working on our reference and Missouri collections.

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PUBLIC SERVICES

Staff: Angie Bayne

Assistant Director of Public Services

Report for November 2025:

We moved the annual United Way Craft and Bake Sale to November instead of December. This allowed us to capture the attention of holiday shoppers before all the big holidays. We had a great collection craft and baked items for sale. Whether it was the new time of year or the quality of items for sale, we raised \$2,800 for United Way, which is over \$1,000 more than last year. We will continue to offer this fundraiser during the first part of November in the future. As always, the staff at the library were of great help during the sale as were several Friends of the Library who helped staff the booth.

Claudia, Tara and I continue to work on the website redesign. We are delving into fixing and/or updating current content now. We have seen a preview of the new design and it looks great.

Claudia, Debra and I have also been interviewing HR platforms and decided on one that we think will work best for us. We started training on it and hope to get it rolled out to staff during the first part of 2026.

Courtney Waters and I have started working on hiring storytellers for the 2026 Storytelling Festival. We now have enough storytellers in our roster to rotate them in and out yearly.

We had a CPR training session for managers and supervisors at the beginning of the month. This was a refresher course for most of us but was very beneficial.

Incidents (7):

11/02/25: Teens asked to leave for the day

11/06/25: Shouting match among patrons – JCPD called

11/13/25: Patron agitated – wellness check requested of JCPD

11/20/25: Patrons violating restraining order

11/25/25: Allergic reaction – EMS called

11/29/25: Blogger call

11/29/25: Patron called 911 for another patron

Technical Services:

Technical Services is working on cataloging and processing all the end-of-year orders. Leslie Williams continues to work with Allyson Nichols on the Missouri/Genealogy collection project.

Technical services processed 970 items in November.

We were able to send several staff (Tiffany, Sophey and Lydia) to Sedalia for a training session on book repair. They reported that they learned a lot during this free session and we will continue to look for these types of opportunities in the future.

Sophey Nivens took a cataloging course through ALA. Her wrap-up of the course follows:

In my Fundamentals of Cataloging 1 course, I was able to learn a plethora of details relating to MARC records. We covered some of the history of cataloging, where I learned more about AACR2 (Anglo-American cataloging rules), which was the previous cataloging standard and still used by some libraries. We dove heavily into the different aspects of RDA (resource description & access) cataloging as well, which our library currently uses. I was able to expand my knowledge on fields I catalog with everyday, and ones that we simply copy over.

We learned about the importance of putting our patrons first. Catalogers should always do their best to make a patron's experience cohesive and efficient. This can be achieved in various ways such as subjects vs. genres, and controlled access points.

I was able to condense my notes from the course for my everyday use. Even the smallest details in a record can make all the difference. I really appreciated being able to take this course and hope to expand my knowledge more.

YOUTH SERVICES

Staff: Courtney Waters
Youth Services Manager

Report for November 2025:

Youth Services kept busy throughout the month of November. With ordering done, staff who order materials are shifting to other maintenance duties like shelf-reading and weeding. The entire department—Children's and the Teen Zone, have been fairly bustling, particularly on the days before and after holiday closings. We celebrated Children's Book Week with a scavenger hunt that included a Dog Man mini-poster (Dav Pilkey was a partner for this year's CBW), which kids/families could then take to the Curious Turtle Book Store for a 10% discount. At least 40 kids participated.

I staffed a table full of library information at two different parent/teacher conferences this month as well. I visited JCAC early in the month and then went to Lewis & Clark Middle School (LCMS) later. Neither event was particularly noteworthy in terms of the number of people reached. JCAC simply didn't have a lot of families attending their conferences and LCMS had a bunch of other things going on simultaneously (such as a basketball game and wrestling practice) that, combined with the location of the table, meant few folks wanted to stop and chat about library cards. Still, though, there were some great interactions and plenty of calendars were handed out. I also attended a Parents as Teachers board meeting this month.

Reading for Fines: 11 patrons read down a total of \$51 in fines for November.

Staff: Eric Lyon
Youth Programming Coordinator

Report for November 2025:

Children's programming in November was dominated by storytimes, both at the library and out in the community. We had fifteen in-house storytimes, which included both our regularly-scheduled ones and visits from outside groups. In the community, we held eleven storytimes, which included kindergarten classroom stories with our partner in education, Belair Elementary; visits to both Day Solutions locations; stories at three Boys & Girls Club locations; a visit to Kirchner State School; and two storytimes at A Place to Grow preschool. In all, youth programming worked 30 events, with a total participation of 500.

Staff: Rainey Madsen
Teen and Tween Programmer

Report for November 2025:

November saw a little bit lower numbers for programs than October, but were still well attended. The two special events this month were Teens Color & Chill and Teen Book Bedazzling. Teens Color & Chill had 10 attendees with 2 adult supervisors. Attendees at coloring were able to try

out different coloring tools, such as alcohol markers and paint pens, on a variety of coloring pages with different difficulty levels. Teen Book Bedazzling only had 1 participant who enjoyed decorating the cover of their favorite book. Teen Art Club had 7 teens and 1 adult supervisor. Pizza and Pages had 7 members attend. Novel Ideas only had 1 attendee because the program was moved to a different day of the month than usual to account for a holiday. Teen After-Hours had 26 teens with 3 adult supervisors. Tween Zen Gardens had 7 teens and 2 kids who learned a little about the history of zen gardens before creating a pocket sized one of their own. Chess Club had 4 teens and 4 adults, and some players were able to teach new players about the rules of the game.

Strategic Plan Highlights for 2025

Goal 1: Continue to improve and build on services to Cole and Osage Counties with MRRL as an integral community resource.

MRRL Website

Action Steps 1st and 2nd quarter: Website refresh contract signed and scheduled for last quarter of the year. A survey asking for user input will be sent out the last week of July to guide the committee's work.

Action steps 3rd and 4th quarter: We began meeting weekly with Library Market in late August to redesign/refresh the website. Angie, Tara, and I have had weekly meetings culminating in our final December 15 meeting. The new website layout will be revealed in January 2026.

Magnet and sticker giveaways

Action steps 1st and 2nd quarter: Hundreds of giveaway items (such as notebooks, bags, and fidget cubes) were purchased at the end of 2024 to handout at certain special events. We haven't decided on anything else at this time. All marketing swag have the MRRL logo on them. We have also received, free to us, reusable bags that we have given to patrons and emergency contact magnets for Cole County.

Action steps 3rd and 4th quarter: Additional giveaways have been purchased because of increased participation in festivals, church dinners, school and local events.

Book mail delivery

Action steps 1st and 2nd quarter: Circulation Manager and I spoke with the USPS manager at the Downtown Branch and that manager said sending materials to people for free with a doctor's note is not something they either currently do or would want to do. They expressed disbelief that this was happening in other cities.

Action steps 3rd and 4th quarter: Staff was able to obtain information from another library who has this program, but no action has been taken yet. Section 700 of the United States Postal Code includes a special standards part covering free postage to those certified blind or physically handicapped.

Survey of current rural leadership

Action steps 1st and 2nd quarter: Bob Priddy and I both spoke to the Cole County Communities group which meets monthly at the Chamber. Lori Bruce and John Gulick attended and were introduced as their Cole County representation on the Board. We asked for feedback about how MRRL could serve their community better. No real feedback was given, but several people asked good questions about the library. Sarah Falter, Osage County Branch Manager, is actively engaged with the small towns in her county. She delivers calendars and attends the majority of activities she is invited to. **No action taken in 3rd of 4th Quarters.**

Pilot project of increased services to rural communities

Action steps 1st and 2nd quarter: The Shirks locker placement in western Cole County is part of this strategy as is the consideration of a book locker in St. Thomas and the presence of the van at rural community church picnics. Determine if there is a need for another locker in Osage County besides Joe's Market.

Action steps 3rd and 4th quarter: The Foundation's annual appeal letter cited the desire for a book locker in St. Thomas that has been specifically requested by a handful of people who miss the bookmobile coming to their area in the evening. The bookmobile visit was stopped several years ago due to lack of interest and staff availability. Plans to place a locker in St. Thomas in 2026 will proceed.

Increase of new van in rural areas

Action steps 1st thru 4th quarters: Library used the new book Sprinter Van to attend the Wardsville Summer Picnic and Fall Dinner from 11 am - 6 pm. The van was located outside the church near the school playground with other special vendors. We were well received and had over 90 people come in the van at both events. We checked out several books as well---primarily kids books. The director contacted St. Martin's and St. Thomas committee chairs, but both said they had limited space and would consider the van next year if contacted earlier.

A library volunteer has been given the tasks of calling area Cole and Osage County churches to obtain the dates for the summer and fall dinners. Though it is not possible to attend them all, we will try to contact the churches to gauge interest.

Branch Manager, Sarah Falter, took the van to the Taste of Osage event. It was stocked with mainly kids books and some high interest adult fiction and nonfiction.

Participate in regularly scheduled community activities**Action Steps 1st and 2nd quarter:**

The library was present at the following:

- Cole County Ready Festival
- Kidsfest
- Juneteenth
- Story stop in the Parks with the Bookmobile
- Wardsville Summer picnic with the Sprinter Van
- Osage County has numerous examples of new and existing community partnerships that are thriving, especially activities involving the senior demographic
- Ongoing classroom reading visits by children's programming staff to public and private classrooms
- Program lead, Eric Lyons, reads to Day Solutions each month

Action steps 3rd and 4th quarter:

Back to School open houses at 10 local schools
Belair Elementary literary night with the Sprinter Van
Wardsville Fall Picnic
Munichburg Festival
St. Mary's Heritage Festival
Taste of Osage event
Senior Connections in Linn

Book lockers

Action steps: Relocated the Meta locker to Shirks Market in western Cole County. Considering raising funds during the Foundation's annual appeal for an outside locker in St. Thomas at the Post Office.

**Goal 2: Improve Main Library building and develop additional space and resources.
Increase financial resources.****Continue futureproof or safety-driven repairs.**

Action Steps 1st and 2nd quarter: The library has received an estimate from KONE elevators to complete the elevator updates. We have requested an estimate to replace the boilers because they are at end of life and new ones would lower monthly energy bills.

Action steps 3rd and 4th quarter: MRRL Board approved the replacement of the boilers and completion of the update to the front elevator. Parts have been ordered.
Cast iron pipe replacement took place in the basement Fall of 2025. The problem originated from the women's bathroom and down the hallway. The Maintenance Manager and Administration agree preemptively addressing the cast iron pipe in the basement's men's restroom is the best course of action. The Administration also wants to replace the basement hallway and mailroom floor with an epoxy floor. The Osage County Branch roof was resealed this Fall.

Prison Redevelopment

Action steps 1st and 2nd quarter: Declined the City's offer. MRRL Board is committed to keeping future options open.

Parking perception campaign

Action steps 1st and 2nd quarter: Marketing Specialist has increased posts on social media about parking options at the library, mainly focused on spots beside the former Annex.

Action steps 3rd and 4th quarter: Social media posts and reels about the parking at 208 Adams lot. A map was created and shared. Parking information is something we will continue to share on a monthly or every other month basis. It needs to be constantly placed in front of people.

Explore financing options for future Revenue

This has not been explored in 2025. The library CFO continues to work with Central Bank on safe investments to grow the library's savings.

Goal 3: Develop a donor and legacy gift program with the MRRL Foundation

- Develop a letter and brochure with information about charitable giving opportunities
- Develop and expand relationships with estate planning professionals, attorneys and financial advisors
- Market opportunity with area CPAs, financial advisors, tax attorneys and estate planners

Action Steps 1st thru 4th quarters: MRRL Foundation is making good progress on this. A Foundation charitable brochure has been created, designed, and is ready to be distributed in August to area financial professionals. Calls and in-person visits will be made by Foundation Directors and MRRL Friends to initiate contact. Follow-up will be needed. A letter has been written by our Foundation President explaining the Foundation's purpose and why the library is an important institution to suggest to clients looking for charitable giving opportunities. They will be directed to contact the library when more brochures are needed.

Action steps 3rd and 4th quarter: After creating a list of seventy-six financial advisors in Cole and Osage Counties, forty-two packets have been disbursed with plans to mail the remaining packets out to the rest of the offices.

Goal 4: Develop sustained campaigns to provide information and counter misinformation about MRRL resources and how it services Osage and Cole Counties.

Please see the Marketing Committee document.

Strategic plan action steps

Marketing group/ November 2025 meeting

Goal 1: Continue to improve and build on services to Osage and Cole counties with MRRL as an integral community resource.

- **Strategies/Activities:** Update Website

Action steps 1st & 2nd quarter: contract has been signed to begin work on the library's website in August of 2025 with Library Market. Cost: \$10,000 Survey of staff and patrons will take place in early July to gather information about our website for the process.

Action steps 3rd & 4th quarter: The website committee (Claudia, Angie and Tara) began meeting weekly with Library Market in late August to redesign/refresh the website. The redesign will be revealed in January 2026.

- **Strategies/Activities:** Magnet and sticker giveaways

Action steps 1st & 2nd quarter: hundreds of giveaway items were purchased at the end of 2024 to handout at certain special events (notebooks, bags, and fidget cubes). We haven't decided on anything else at this time. All marketing swag have the MRRL logo on them.

Action steps 3rd & 4th quarter: Additional giveaways have been purchased because of increased participation in festivals, church dinners, school and local events.

Goal 4: Develop sustained campaigns to provide information and counter misinformation about MRRL resources and how it serves Cole and Osage Counties.

Objective: Build support for new facility/funding TBD (not applicable in 2025)

Objective Counter misinformation/disinformation

- **Strategies/Activities:** Monitor social media for false information, respond quickly

Action Steps 1st & 2nd quarter: Claudia checks *Nextdoor* and *Jefferson City: Good, Bad, and the Ugly* regularly

Action steps 3rd & 4th quarter: Remained the same.

- **Strategies/Activities:** Aggressive response to false information

Strategies/Activities: Talking points
Strategies/Activities: News releases to counter persistent falsehoods, as needed. present.

******No action needed or taken on the above strategies for misinformation through 2025 thus far.**

Objective: Promote value and good works of the library

- Strategies/Activities: Library users and patrons: Identify and ask library users to spread the word about the value of the library

Action steps: Ongoing, work in progress. Claudia keeps a list of people who have expressed interest in helping the library. MRRL Friends, FOCL and Foundation all act as Ambassadors. Both are trying to recruit new members. **Continued through 3rd and 4th quarters.**

- Strategies/Activities: News releases/direct contact promoting new initiatives

Action steps:

Articles in the paper---Robin Coffman list these in the board reports every month. Claudia has started sharing some articles of note in the board packet.

Events Promoted 1st and 2nd quarter: Higher profile ---MRRL Friends Annual Membership meeting and 2025 volunteer opportunities, Thank you to Giving Tuesday/Annual Appeal Donors/Mini-golf, Osage meals for Seniors, MRRL/ABLE book sale, Capital READ (3)/Art shows and receptions, National Library Week/Patron Appreciation Day, New Technology for Life Class

Approximately Fifteen targeted emails were sent out in the first quarter.

Approximately targeted emails were sent out in the second quarter.

3rd and 4th quarter: Higher profile---Summer Reading, Reading Buddies, Art shows and receptions (both locations) Community Art project, Bookmobile in Parks and the legal assistance workshop took priority 3rd quarter. The United Way Craft and Bake Sale, Giving Tuesday, Living Windows and the Red Cross blood drive will finish up the 4th quarter. The continued promotion of Senior Programs in Osage County, FOCL Booksales, and anything new in Osage is a focus.

Approximately Sixteen targeted emails were sent out in the third quarter.

Approximately Sixteen targeted emails were sent out in the fourth quarter.

Sidenote: Many of these targeted emails result in a newspaper article

- Strategies/Activities: Targeted, paid ads on selected new initiatives

Action steps:1st and 2nd quarter:

Paid advertising on Facebook has not been warranted thus far in 2025

Advertising was purchased in the New Tribune for the Booksale in March. A modestly priced package was also purchased for the Readers Choice awards. Advertising was purchased in the Unterrified Democrat for mini-golf in Linn. Claudia purchased library advertising on the Downtown transit bus line. Though it is not measurable, it is highly visible.

Action steps 3rd and 4th quarter:

Purchased a promotional ad in City Magazine that included the library with other local service organizations. Claudia is working with the Chamber on paying for ads in Chamber Connections specifically for A to Z databases and Linked-In Learning. Which are both specifically designed with businesses in mind.

The Marketing Department has started quarterly online giveaways to promote engagement with the library. Reading/library centered questions have been asked and we give away donated books and our promotional items to the winners.

The Marketing Department began highlighting weekly underused resources, specifically online databases. Examples: Heritage Quest, Gale Legal, Newsbank, Newspaper Archives, AtoZ databases, Linked in Learning to name a few.

Claudia purchased advertising on a 2nd bus, one of the west traveling buses. We will have two buses with advertising in 2026.

Forthcoming Strategies/Activities: Tune Into MRRL is a new initiative which needed to be pushed back to early 2026 (Tara's project)

Tara will use YouTube to share information about the library using different library staff. Ken and Eric and Heidi are the hosts for the first video. They will do a tour of the library.

Action steps:

- Strategies/Activities: Social Media: Share program/activity/value information with existing users.

Action steps 1st and 2nd quarter: Every month Tara creates media goals through Meta Business Suite. The goals can be to reach more people, get more likes or post a certain number of items.

Action steps 3rd and 4th quarter: This is on going. Social media statistics reinforce that marketing has been successful in increasing followers' level of engagement. Tara would like to note this is done from organic posting. We have not paid for ads on platforms or boosted posts.

May 2025

Facebook:

Views- 199.4 K

Content Interactions - 4.3 K

Link Clicks - 125

Instagram:

Views - 14.0 K

Reach -3.4 K

Content Interactions - 843

Link Clicks - 8

June 2025 (We saw a drop on IG because summer people are busy.)

Facebook:

Views- 208.4

Content Interactions - 4.8 K

Link Clicks - 112

Instagram:

Views - 13.6 K

Reach - 1.8 K

Content Interactions - 711

Link Clicks - 3

August 2025

Facebook:

Views- 131.8 K

Content Interactions - 2.6 K

Link Clicks - 54

Instagram:

Views - 15.0 K

Reach - 1.1 K

Content Interactions - 513

Link Clicks - 0

September 2025

Facebook:

Views- 130.7 K

Content Interactions - 2.5 K

Link Clicks - 37

Instagram:

Views - 15.1 K

Reach - 1.3 K

Content Interactions - 500

Link Clicks - 0

October 2025

Facebook:

Views- 125.5 K

Content Interactions - 21.6 K

Link Clicks - 46

Instagram:

Views - 27.2 K

Reach - 5.9 K

Content Interactions - 863

Link Clicks - 0