



# CITY OF MOUNT DORA

City of Mount Dora  
W.T. Bland Public Library  
1995 N. Donnelly St.  
Mount Dora, FL 32757  
352-735-7180

E-mail: [library@cityofmountdora.com](mailto:library@cityofmountdora.com)

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**W.T. BLAND PUBLIC LIBRARY  
BOARD MEETING  
Community Room, W.T. Bland Public Library  
1995 N. Baker Street, Mount Dora, FL 32757  
April 13, 2026 at 5:00 PM**

**AGENDA**

- I. Call to Order
- II. Roll Call
- III. Approval of Minutes
  - A. March 9, 2026 Library Advisory Board Meeting Minutes
- IV. Public Comment
- V. Presentations
  - A. Tour of Nature Lab
  - B. Communication Results Dashboard 2025
- VI. Library Director's Report
- VII. Action Items
- VIII. Discussion Items
  - A. Review of Collection Items
- IX. Future Meeting Dates
- X. Adjournment

**NOTICE:** Please note that, for purposes of Section 286.011, Florida Statutes, two or more members of the City Council may be present at this meeting, and this meeting may be considered a City Council meeting.

**NOTICE:** If any person decides to appeal any decisions at this meeting with respect to any matter considered, such person may need a record of these proceedings. For such purpose, a person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

**NOTICE:** In accordance with the Americans with Disabilities Act ("ADA") and Florida Statutes, Section 286.26, persons with disabilities needing a reasonable accommodation to participate in a public hearing or meeting should contact the City of Mount Dora's ADA Coordinator at least 48 hours prior to the proceeding. The ADA Coordinator may be contacted by phone at 352-735-7126, ext. 1111, or by email at [clerk@cityofmountdora.com](mailto:clerk@cityofmountdora.com).

If hearing impaired, telephone the Florida Relay Service numbers (800) 955-8771 (TDD) or (800) 955- 8770 (Voice) for assistance.

If you have any comments or question regarding the contents of this agenda packet, please call LaJun Garry at(352 ) 735-7180 ext. 3101.



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**W. T. BLAND PUBLIC LIBRARY BOARD MEETING**  
**W.T. Bland Public Library, 1995 N. Donnelly Street, Mount Dora, FL 32757**  
**Monday, March 9, 2026 - 5:00 p.m.**

**MINUTES**

PRESENT: Beth Sharpe (Chair), Marcia Ford (Vice-chair), Laura Busch, Susan Myers, Dawn Murphy, Jennifer Thompson

ABSENT: Amber Perretti

CITY STAFF: Cathy Lunday-Library Director, Lynn Gonzales-Children's Librarian and LaJun Garry-Administrative Coordinator

OTHERS PRESENT: None

**I. Call to Order**

Ms. Sharpe (Chair) called the meeting to order at 5:00pm.

**II. Roll Call**

**III. Approval of Minutes for February 9, 2026**

**MOTION by Ms. Ford SECONDED by Ms. Myers to approve minutes from February 9, 2026.**

**AYE:** Sharpe, Ford, Busch, Myers, Murphy, Thompson

**NAY:** None

**MOTIONED CARRIED 6-0**

**IV. Public Comment**

**V. Presentations**

**A. Lake County Comparison**

Ms. Lunday distributed Lake County Library System January 2026 Statistics and

Mount Dora version for monthly statistics of LCLS breakdown for January 2026. Ms. Lunday informed the board that Ms. Feller will give an analysis of the January 2026 statistics report at next month's board meeting.

B. 2026 Summer Learning Program

Ms. Gonzales, shared the 2026 Summer Learning at Your Library brochure. The theme which Lake County selected is Plant a Seed, Read. What to expect:

- Story time six days a week
- Labs
- Family movies
- Lego Club
- Paws Therapy Dogs
- Pokemon Club
- Read to Win
- Summer lobby experience – Color Our Lobby
- Tonie & Yoto Swap
- Summer Shows
- Teens & Tweens programs

All 2026 Summer Learning programs are sponsored by the Friends of the Library.

## VI. **Library Director's Report**

Ms. Lunday shared:

- Lake County Library Services County Director, George Taylor has resigned. The County is actively looking for a new Director.
- Dinosaur project – \$20,000.00 dinosaur purchase is underway. A manufacturing company from Zigong, China has begun construction a 20' early teenage T-Rex skeleton, Baby T-Rex, egg photo opt and a dig panel. Expecting delivery sometime in June.
- June lobby exhibit – Color Our Lobby
- Nature Lab Refresh is currently underway and expect to be completed in May.
- Simpson Farmhouse
  - ❖ The task authorization for \$132,000.00 civil engineering plan for Phase I request recommendation which board recommended approval of last month's board meeting will be tabled until October in order to apply for \$50,000.00 Lake County Library Impact Fee funds.
  - ❖ Submitted grant to Lake County for \$50,000.00 for engineering drawings.
- At the request from the City Manager, Ms. Lunday will be writing a nomination letter for the library and its campus for a Florida League of Cities Sustainability Award.
- Recreation Resource Center in Northeast –Recreation staff asked if the Library would have a presence on opening day.
- All about Forest Preserve II – Survey of trees will be taking place this month by the Natural Resource Planning Services. They will prepare a long term plan for restoring Forest Preserve. There will also be an upcoming workshop for the public.
- First budget meeting is scheduled for this week.
- The Triangle Connection has scheduled a program -Transgender Dynamics in

Society Today Overview, Q&A & Discussion at the library for later this month.

**VII. Action items**

None

**VIII. Discussion Items**

A. Review of Collection Items - None

**IX. Future Meeting Date**

1. April 13, 2026 @ 5:00pm

**X. Adjournment**

**MOTION by Ms. Busch SECONDED by Ms. Myers to adjourn the March 9, 2026 meeting.**

**AYE:** Sharpe, Ford, Busch, Myers, Murphy, Thompson

**NAY:** None

**MOTIONED CARRIED 6-0**

Meeting adjourned.

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Beth Sharpe, Chair

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Cathy Lunday, Director



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# COMMUNICATION RESULTS DASHBOARD 2025

January 1 - December 31, 2025





# Executive Summary

## Views



## Alert Sense Emergency Alert System

15,915 Members

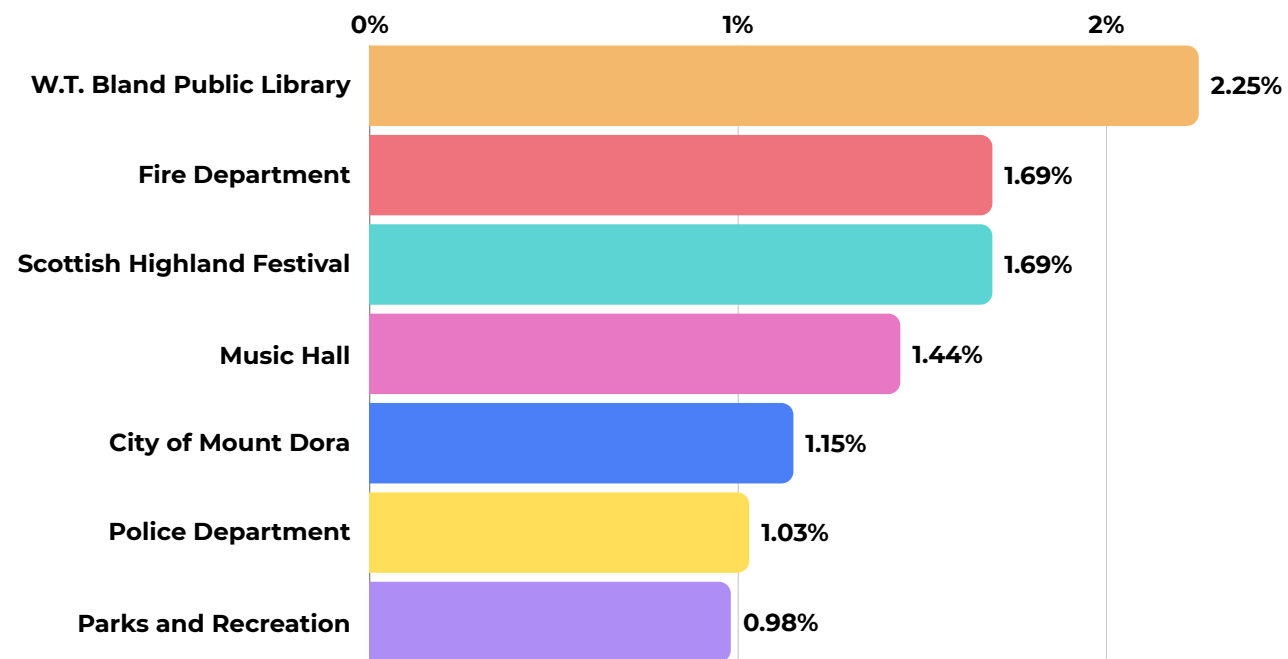


## Nextdoor

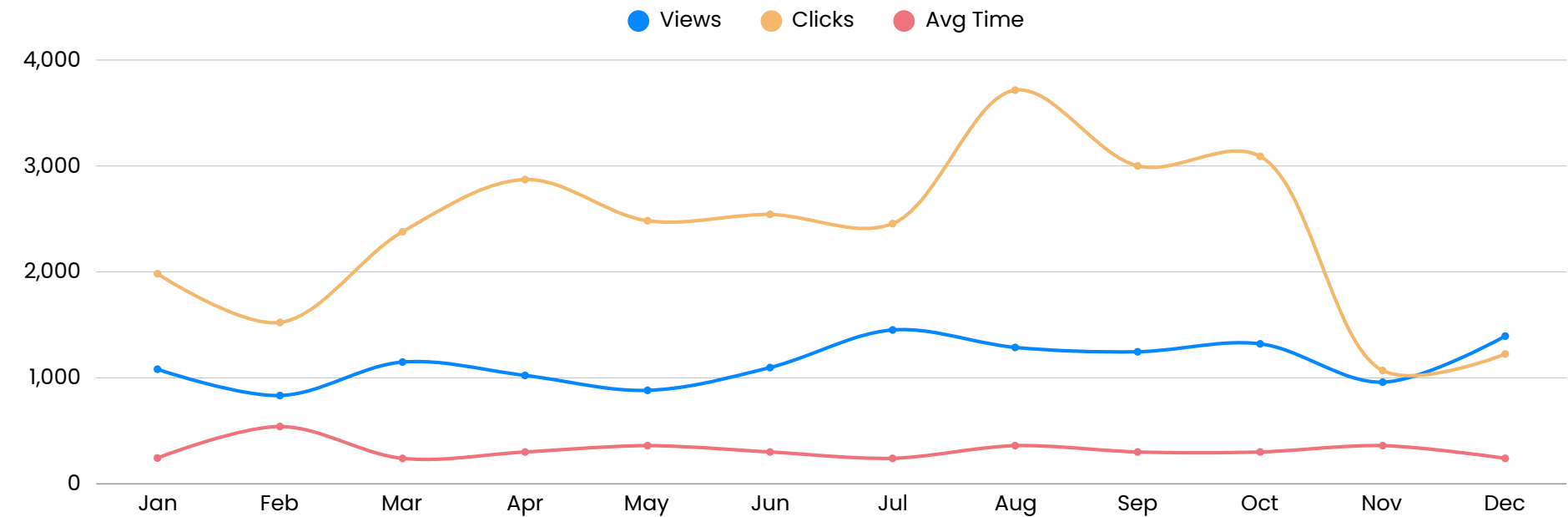
5,225 Claimed Households



## Department Engagement



## Community Newsletter



Views  
13,724

Clicks  
28,341

Reading Time  
4-6min

Mount Dora's communication system is **reaching residents effectively through multiple channels**, with **strong engagement** and **high non-follower discovery**. The focus for 2026 should shift toward **conversion, engagement depth, and consistent department participation**.



# Census Based Strategy

## Mount Dora Profile:

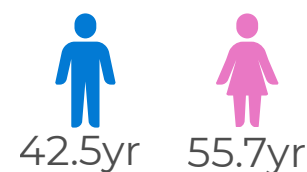
### Population

~18,000 Residents  
7,646 households  
2.69 persons/household

### Median Age

48.8

33.5% age 65+



### Stable Residency Year-Over-Year

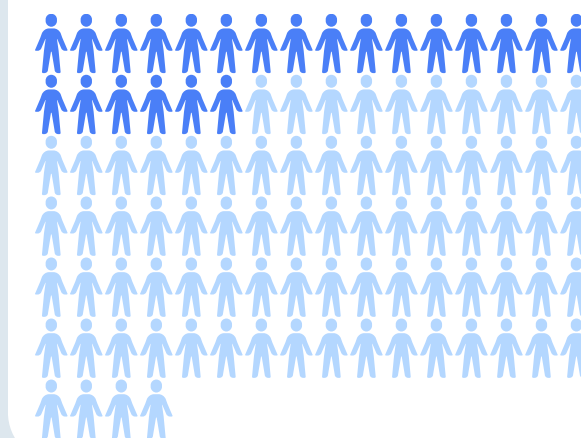
82.3%

### Average Commute

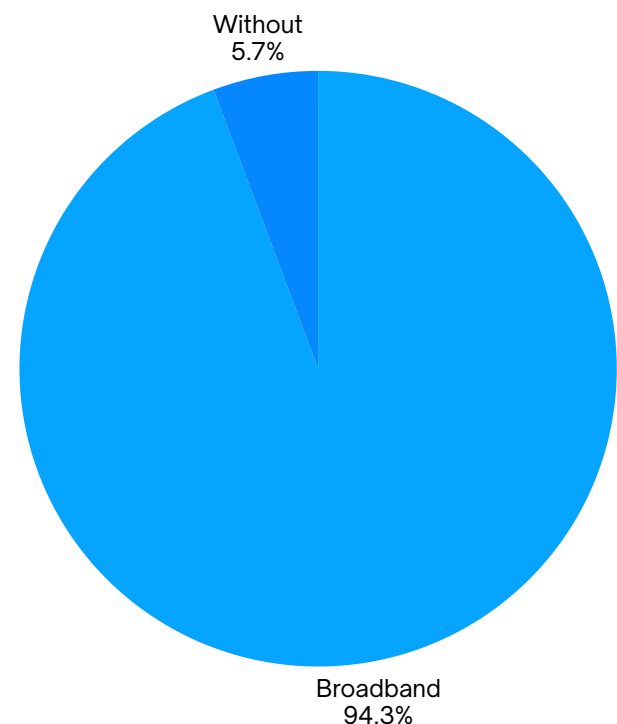
29.7mins

### Speak Another Language Other Than English At Home

22.1%



### Households with Broadband Access



95.8%  
Computer Access

94.3%  
Broadband Subscription

5.7%  
Without Access

### Household Income

#### Quality of Life

**Parks & Recreation**  
Green spaces & recreation areas

**Public Safety**  
Safe neighborhoods & policing

**Community Life**  
Events & local activities

**Housing & Neighborhoods**  
Vibrant & livable areas

Enhancing Quality of Life

**\$74.5K**  
Median Income

**11.8%**  
Poverty Rate

A community with strong economic stability overall, while recognizing a portion of residents who still face financial challenges.

#### Access to Services

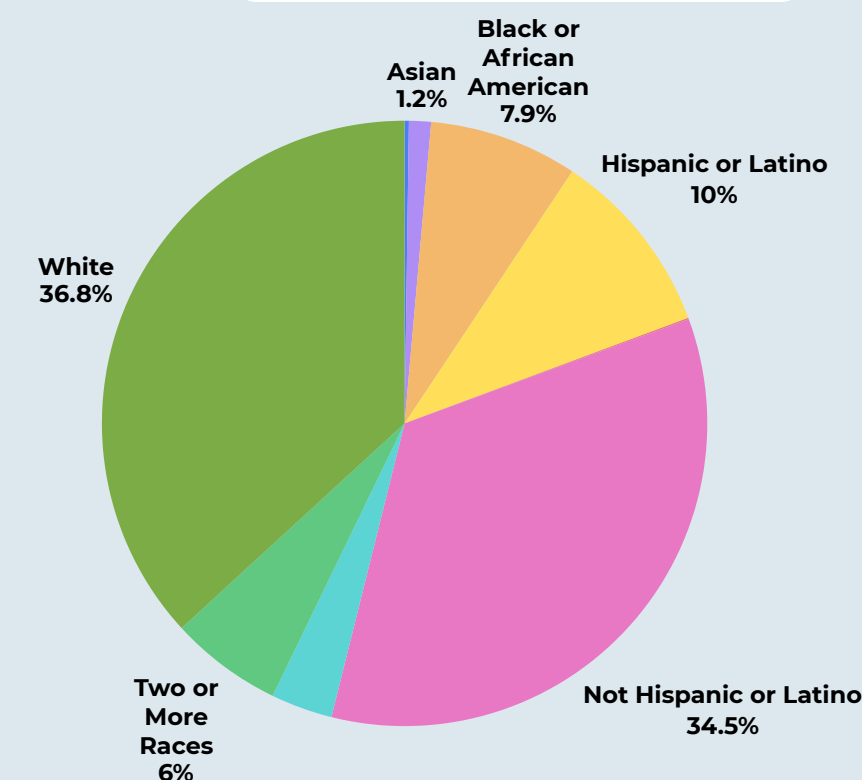
**Transportation Access**  
Affordable transit options

**Health Services**  
Clinics & wellness support

**Job Training & Employment**  
Skills & career programs

**Community Assistance**  
Food & housing support

Supporting Those in Need





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# Total Meta Footprint

ACROSS ALL CITY OF MOUNT DORA PAGES AND PLATFORMS JANUARY 1, 2025 - DECEMBER 31, 2025



Total Views

11,876,739

Total Interactions

(Where available)

147,106

Total Page Visits

357,852

Total Link Clicks

11,255

Total New Follows

(Where available)

11,055

Average Facebook Engagement Rate: 1.24%



Total Views

1,125,349

Total Interactions

(Where available)

26,953

Total Page Visits

24,692

Total Link Clicks

350

4,543  
Total New Follows

(Where available)

Average Instagram Engagement Rate: 2.39%

## STRATEGIC INSIGHT

- Residents actively rely on City social channels for information
- Instagram engagement is strong but secondary to Facebook reach
- Content regularly reaches audiences beyond existing followers

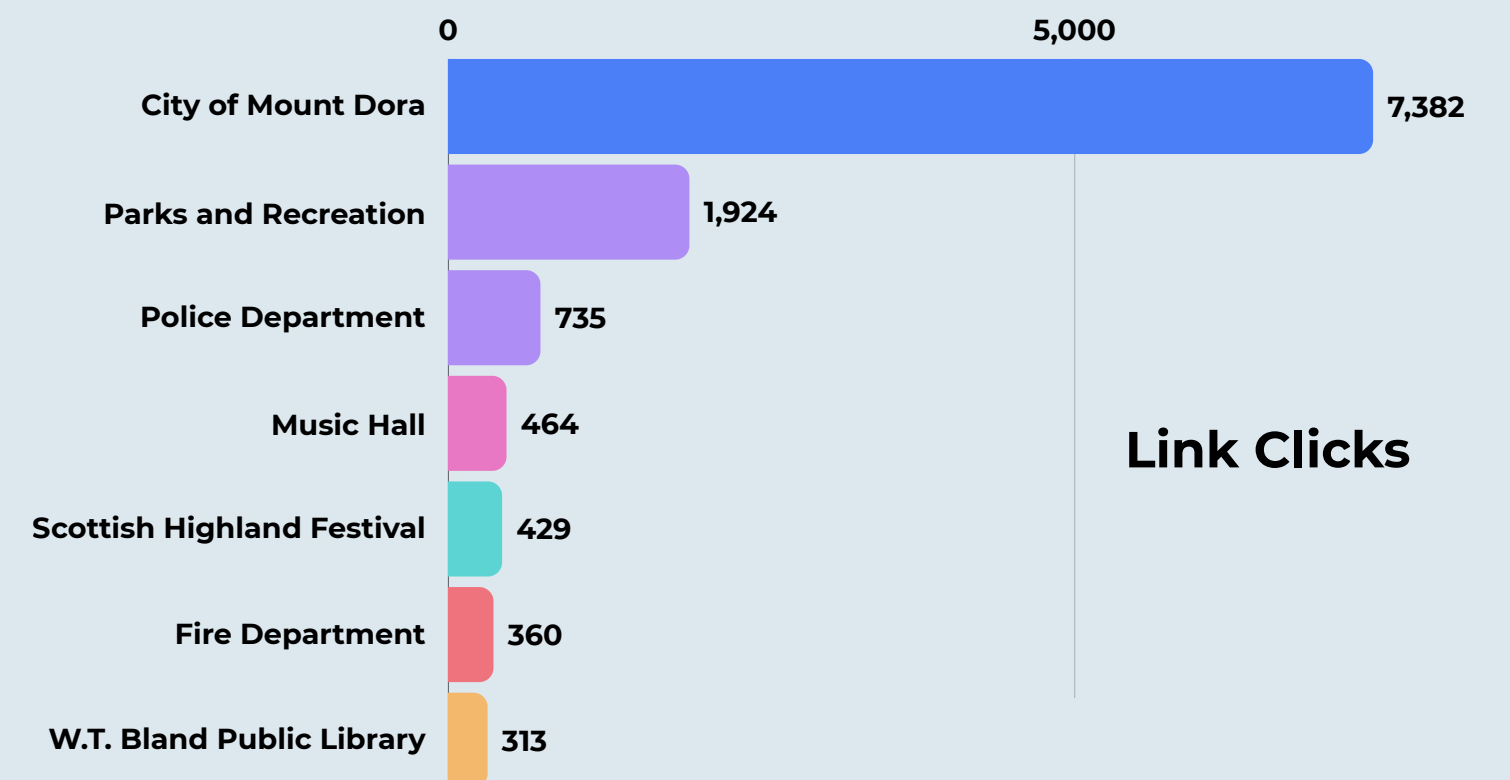
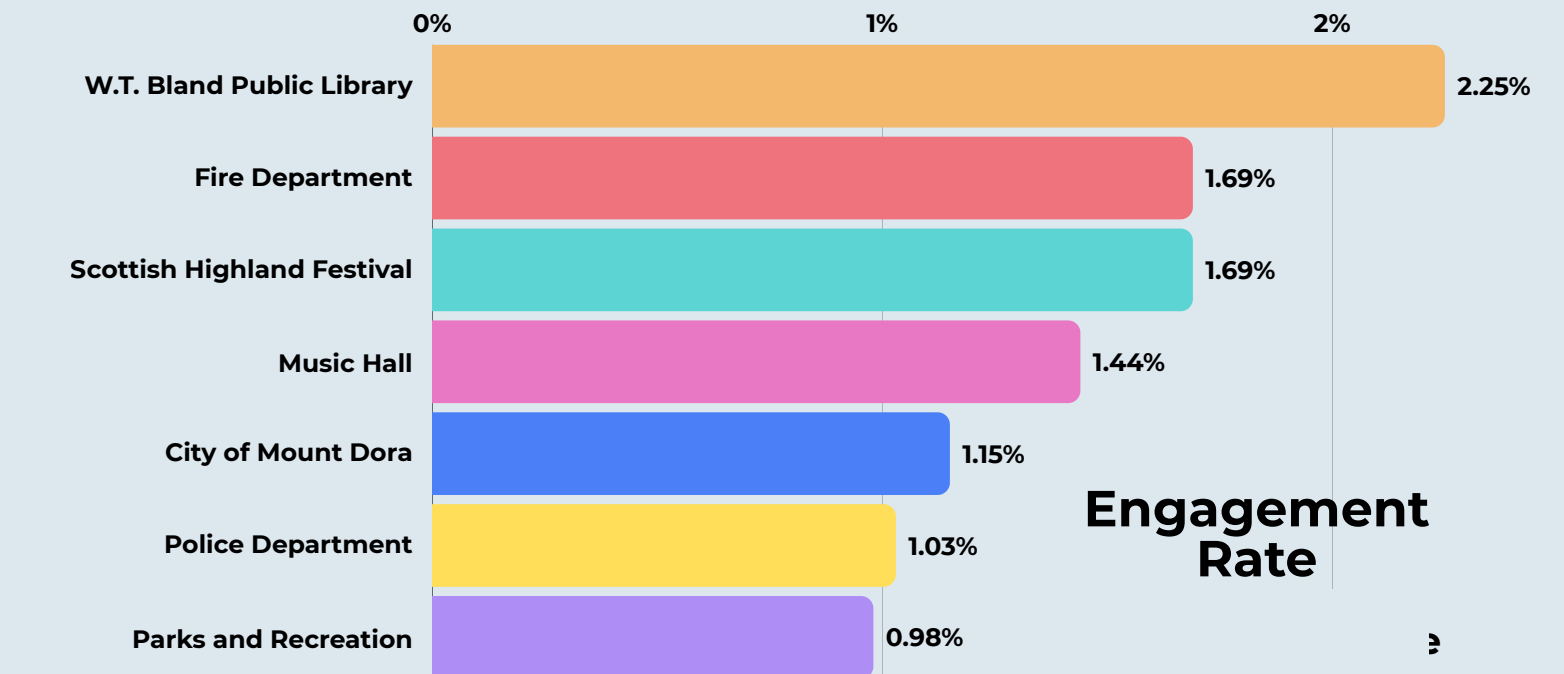


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# Department Performance

## PERFORMANCE RANKINGS

	Views		Interactions		Visits		Link Clicks		New Followers		Engagement Rate		Click Rate
<b>City of Mount Dora</b>	6,446,638	1,065,738	74,377	25,855	151,758	22,114	7,382	315	5,772	4,102	1.15%	2.43%	0.11%
<b>Parks and Recreation</b>	566,229	10,302	5,555	379	17,764	841	1,924	35	1,338	366	0.98%	3.68%	0.34%
<b>W.T. Bland Public Library</b>	1,172,349	22,746	26,414	479	30,686	892	313	0	786	75	2.25%	2.10%	
<b>Police Department</b>	3,236,698	26,567	33,359	240	128,755		735		2,048		1.03%	0.90%	
<b>Fire Department</b>	271,228		4,593		11,330				360		1.69%		
<b>Music Hall</b>	117,755		1,696		7,718		464		528		1.44%		0.39%
<b>Scottish Highland Festival</b>	65,842		1,112		9,841		429		223		1.69%		0.65%



### STRATEGIC INSIGHT

- Library generates the highest engagement.
- City page drives the most resident action (7,382 link clicks).
- Event-driven pages generate strong click-through rates.



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# Department Performance

## W.T. BLAND PUBLIC LIBRARY



Views  
1,172,349

Interactions  
26,414

Page Visits  
30,686

Link Clicks  
313

New Follows  
786

Engagement  
Rate  
2.25%

Click Rate  
0.03%



Views  
22,746

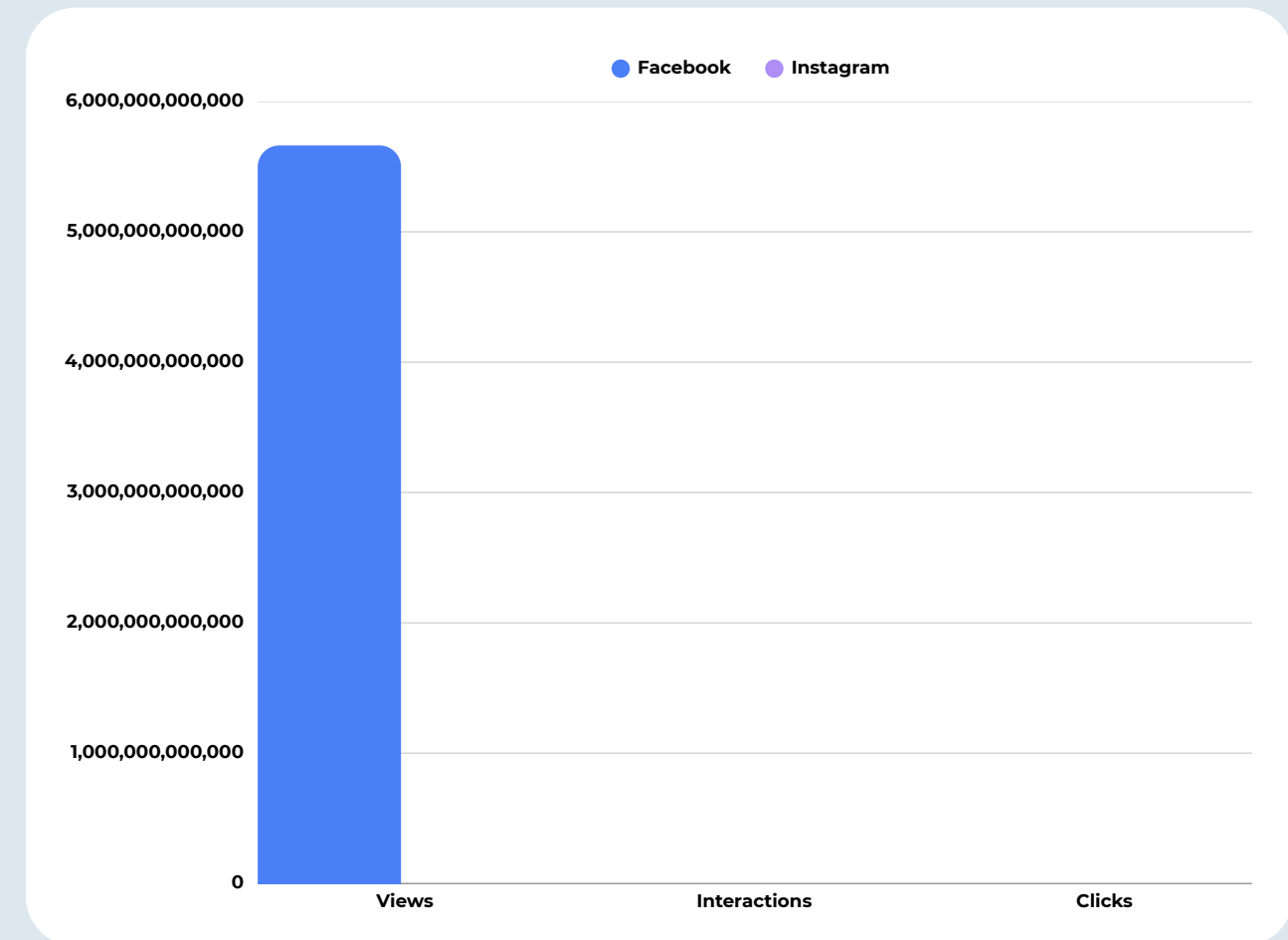
Interactions  
479

Page Visits  
892

Link Clicks  
0

New Follows  
75

Engagement  
Rate  
2.10%



### STRATEGIC INSIGHT

- High engagement.
- Strong program interest.
- Click conversion low relative to interest.



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# Community Newsletter

Views  
13,724

1,114 average  
monthly views

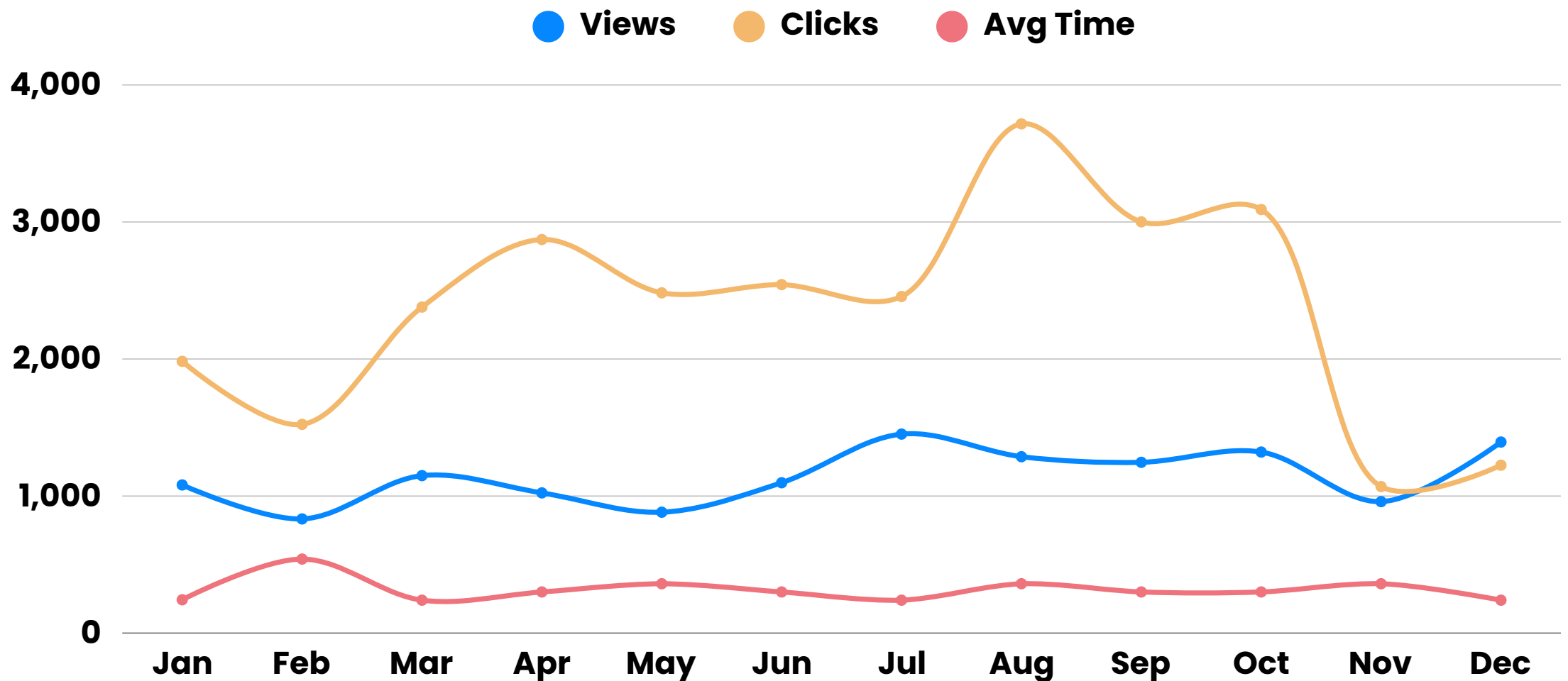
Impressions  
18,953

Clicks  
28,341

2.06 clicks per view

Downloads  
217

Average Read  
Time Range  
4-6min



## The newsletter functions as:

- A monthly transparency report
- A traffic driver to City web pages
- A consolidated communication hub
- A retention tool for stable residents
- Behavior-driving tool

## STRATEGIC INSIGHT

- Clicks Exceed Views
- February's 9:47 Average Read Time
- Late Summer / Early Fall Spike (Aug–Oct)



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# Overall 2025 Metric Assessment

## Performance Trends

- Over **70% of reach comes from non-followers**, expanding visibility beyond existing audiences
- **Video content** continues to increase in watch time and engagement
- **High Engagement Content**
  1. Public safety and enforcement updates
  2. Infrastructure and roadwork updates
  3. Event promotions and community activities
  4. Video content featuring city staff
  5. Recreation programs and registrations

## Communication Strengths

- **Multi-channel** communication system
- **High non-follower** discovery, expanding awareness
- **Effective emergency communication** infrastructure through AlertSense
- **Strong newsletter engagement** depth relative to city size
- **Active participation** across multiple departments



# Overall 2025 Metric Assessment

## Areas of Improvement

- **Engagement** does not always scale with views
- **Instagram presence** is limited across several departments
- **Conversion tracking** needs improvement
- Some pages lack **consistent recurring content series**
- Specialty pages like Music Hall and event accounts need **stronger follower growth**

## Strategic Insights For Planning

- **Facebook remains the primary platform** for resident service communication
- **Instagram** engagement is strong but **underutilized**
- **Event-based content** drives the most clicks
- **Safety and infrastructure updates** consistently generate traffic
- Stable resident demographics support **recurring content strategies**



# 2026 Communications Strategy

## Communications Channels

- **Facebook** - remains the primary platform for resident communication
- **Community newsletter** - effective for long-form updates
- **Emergency communication** - increase in multi-channel redundancy

## Content

- **Short-form** reminder posts perform best when scheduled before commute hours
- A stable resident population supports recurring **weekly content series**
- **Instagram** should prioritize storytelling, visuals, and tourism content

## Audience Reach & Accessibility

- Consider **bilingual posts** for high-impact public information
- Use **Nextdoor** for hyper-local neighborhood updates and service alerts



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# Department Performance

## *W.T. Bland Public Library* 2026 GOALS

1

Increase link clicks by 25%

2

Increase new followers  
by 10%

3

Increase Instagram video  
content output

## PLAN OF ACTION

Weekly “This Week at the Library” graphic.

Add QR codes at physical events linking to page.

Highlight community testimonials.

Use Stories countdown for programs.

- 33%+ 65 and older supports educational and lifelong learning focus.
- Broadband access supports digital resource promotion.