



2014 Annual Report

March 19, 2015

OUR MISSION ...

THROUGH FUNDRAISING AND VOLUNTEER EFFORTS, OUR MISSION IS TO PROMOTE, SUPPORT, ENCOURAGE, AND ENHANCE THE SERVICES OF THE NORTHVILLE DISTRICT LIBRARY AND TO HELP BUILD A STRONG RELATIONSHIP BETWEEN THE LIBRARY AND THE COMMUNITY OF NORTHVILLE.

Friends of the Northville District Library Board of Directors

2014 - 2015 Term

President	Carol Oldenburg
First Vice President	Erin McDermott
Treasurer / Finance Committee Chair	Deborah Stanifer
Recording & Corresponding Secretary	Linda Bolam
Director / Gift Store Manager	Martha Nork
Director / Books for Babies	Judy DeFrancesco
Director / Gift Books	Claire Kreher
Director / Newsletter Editor	Sandy Walts
Director / Used Book Operations	Joe Oldenburg
Director / Membership Chair	Regina Mingela
Director / Public Relations	Christine Litka
Director / Gift Store Treasurer	Linda Schwelnus
Book and Author Luncheon	Deborah Stanifer

Coordinators

Gift Store Buyer	Berclay Ruschak
Programs	Jim Morche'
Summer Reading Program	Roz Fink

2014 President's Report

Dear Friends,

It is hard to believe another year has passed so quickly. 2014 was a very busy year with all the activities of the Friends of Northville District Library. We continue to work hard to raise funds to provide programs, services and equipment the library would not otherwise be able to support or purchase. With a collaborative team of Friends members and all our volunteers, we were able to meet our goals for 2014. Through everyone's efforts, we contributed a total of \$ 25,053.47 to the library. Major contribution purchases included:

- √ \$12,980.00 Annual reading programs: Community Reads, Youth, Teen and Adult Summer Reading Programs, Battle of the Books, Book Page Subscription
- √ \$ 5,737.00 21 Computer Chairs for Public Computers
- √ \$ 2,079.00 10 Youth area chairs
- √ \$ 1,100.00 New lights for Friends Gift Store
- √ \$ 1,600.00 Donor support and Library Staff Appreciation Luncheon

2014 was a critical year for the library as the millage was up for renewal. This tax money is vital to maintain the level of service, collections, media and programs provided by the library. The Friends joined in this important campaign to renew the libraries millage. The Friends donated \$2,500 to the Millage Committee which was used for a direct mailing to households, postage, lawn signs, printing, etc. Deborah Stanifer, Joseph Oldenburg, and I actively participated on the committee and its activities. The committee was very successful in rallying the community and getting out the vote. The millage renewal passed with a resounding 78% approval. The Friends and Northville community proved their support of the library by "Saying Yes to NDL".

Throughout the year, Friends continue their fundraising via several venues. Please continue to support our efforts by taking advantage of all our activities:

- √ Used Book Cellar (Open 3 days per week)
- √ Used Book Cart Sales (Available whenever the library is open)
- √ Used Book Sales (2 per year: Spring and Fall)
- √ Friends Gift Store (Open same days as library)

Most importantly, please renew your annual Friends Membership. Invite your friends and neighbors to join us as well. In addition, we are always looking for Volunteers. The Friends contributions to the Library would not be possible without the hard work and dedication of the Friends Board members and the many volunteers who have dedicated their time in numerous areas. If you would like to support the library and help us grow, please consider volunteering and/or join the Friends Board. If you would like to participate, contact me at cao48168@gmail.com. Thank you for your continued support!

We regret that we have to say good-bye to our Vice President, Erin McDermott. Erin has served on the Friends Board for over seven years, most recently as Vice President since 2011. Her job is taking her to Texas. We will miss her and her many contributions. Our very best wishes Erin!

Carol A. Oldenburg, President

2014 Annual Library Report

Libraries are changing. We still give you access to ideas, information and imagination. But along with books, movies, TV Shows, Music CDs and Videogames, we now offer free digital services.

Use of Download Destination, our ebook service, doubled this year. Freegal, our music downloading service, allowed the community to download almost 7,000 free songs. Zinio, a service for current magazines has been used for over 5,000 magazine downloads. These offerings are beginning to impact the statistics on our traditional services. Although users checked out over 513,000 items, this is 5% less than 2014.

The Library added approximately 12,000 new books, DVDs, music CDs, CD-ROMs, Books on CD, and video games this year. About 12,000 items were discarded because of age, outdated information or condition of the item. With the total of available shelving filled, it is important to remove outdated items to make room for new items

More and more users are bringing their mobile devices to the library. Free Wi-Fi was used over 61,000 times while computer sessions numbered almost 40,000. More and more people are using our services from home or work. There is now a mobile app for our online catalog (Bookmyne) available for Apple and Android devices. Despite the growing trend to remote use, there were over 229,000 visits to the Library in 2014.

The Library effectively serves patrons of all ages. Over 5,620 children attended 168 Youth programs this year. Story times are offered for babies through early elementary school as the librarians teach early literacy skills.

Book discussions are conducted monthly for adults. Homebound members of the Community receive deliveries of Library materials. There is a deposit collection at Allen Terrace as well.

Over 1,084 patrons attended 66 adult programs this year. Computer classes on Using Tablets and iPads were very popular. Programs were offered on Winter Spa, Managing your Investments, Before Motown: History of Jazz in Detroit, Irish Dancing, and more. A new Public fax machine was installed last year. Public copy machines now allow scanning to a USB port or email. The Library introduced online sign-up for Adult and Teen Programs this year.

Local history remains important to the Northville Community and researchers have access to many local history documents as well past issues of the Northville Record. The digitization of the Northville Record has greatly expanded the Local History Collection. The Library subscribed to the Historic *Detroit Free Press* this year. Copies of the Northville High School Yearbook and the Historical Society's Oral Histories were added to the Northville Library Local History website.

The Library installed new lighting on the pillars surrounding the staircase and in the fireplace area this year. Carpet was replaced in all public areas. Our meeting and study rooms were used 4,400 times, a very important resource to the community.

The Board entered into a Millage Renewal Campaign for the 0.2 (0.1997) millage originally passed in 2010. The Millage passed with 76% of the vote, an excellent response. The voting public obviously holds the Library in high esteem. Over 11,000 residents voted yes to the millage.

Although circulation and database numbers are declining, website visits, downloading and use of the WiFi connection are increasing. Patrons are relating to the Library in different ways from the past but are still relying on their library

Julie Herrin, Library Director

2014 Director/Coordinator Reports

Claire Kreher - Gift Book Program Coordinator

Thanks to the generosity of Northville District Library supporters, we received 35 gifts, totaling \$1,392.47. Of these, 21 were Memorials, 12 were in Honor of someone, and 2 were Gifts. We were able to provide 78 books and 2 CDs.

Judy DeFrancesco – Books for Babies Coordinator

We have had another very successful year with our gift bag program for Babies. We have met many new parents and their beautiful children. We have promoted our program to the best of our ability. With Cheryl Pearson as my partner, we passed out 80 gift bags while talking with each parent.

Thanks again to the Friends Board and the Friends Gift Store for their continued support. Thanks to Dorie Freebury and her Little Me Story time program for letting us use her time to include our program. Looking forward to another great and successful year.

Regina Mingela – Membership Director

The FNDL membership numbers 293 paid memberships. These include 283 regular memberships and 10 business memberships. We hope to increase our membership numbers to more accurately reflect the true commitment and support of the Northville community. Our mission is to increase publicity and visibility of the Friends Group, thereby encouraging memberships and increasing volunteering opportunities for members. We recruited new members at events like Sundaes on Sunday, Taste of Northville, Preview Nights at the Book Sales, discounts at The Friends' Store, Members Only Shopping Days, the annual Membership Drive, and at Friends' sponsored programs and speakers. The FNDL works hard to raise funds for the Library and relies on members' contributions, both monetary and physical, to do this. Therefore, the Membership Committee is devoted to raising awareness of the Friends and strengthening its numbers and support.

Deborah Stanifer – Book and Author Luncheon Coordinator

The 28th annual Book and Author Luncheon, jointly sponsored by the Friends of the Northville, Novi, Plymouth and Canton Libraries, was held on May 8, 2014 at the Fox Hills Golf and Banquet Center. The featured speaker was Mardi Jo Link, who spoke to a sold-out audience about the experiences that led her to write *Bookstrapper: A Memoir* and to winning a 2014 Michigan Notable Book Award. The 2015 Book and Author Luncheon will

feature Chris Zimmerman, author of six novels set in northern Michigan. The luncheon is scheduled for May 12, 2015 at Fox Hills Golf and Banquet Center. Information about this event is available at the sponsoring Libraries. Reservations will be accepted beginning on March 31.

Linda Bolam – Recording and Corresponding Secretary

The primary responsibility of the secretary is to record minutes of the FNDL Board of Directors monthly meetings and to disperse approved minutes to board members. Approved minutes are also emailed to the Northville Library for posting posted on the library website.

I worked collaboratively with the Membership Chairman to provide updated address labels of all Friends members for the quarterly mailings of the Friends Newsletter and assist in mailing of the Newsletter.

Joseph Oldenburg - Used Book Operations Director

The Used Book operations continue to bring in approximately 60% of the annual income of the Friends; \$21,500 in 2014. The Used Book Operations are a huge project for the Friends. We receive approximately 40,000 book donations each year. We sell them on the very popular carts on the main floor, the Book Cellar (ground level), the Spring and Fall used book sales, and online through our vendor, Look-at-a-Book (LAAB) in Miamisburg, Ohio. We began working with LAAB in the early summer of 2014 and have been very pleased with their efficient operation and their ability to sell our books on 21 Internet websites.

We continue community outreach by providing unsold used books to various agencies: Salvation Army, The Children's Place (Detroit), schools in other underprivileged areas, the Scouts, and a school in Guatemala through a caring Northville resident.

It is important to note, the Used Book Operations could not happen without the dedication of our wonderful volunteers. In 2014 we added volunteers in all key areas. Our volunteers currently number 111 and put in 5,526 hours. Some of their numerous duties include sorting and scanning book donations, filling used book carts three times per week, staffing the Book Cellar, weeding the Cellar collection and boxing books for storage for used book sales, and managing and staffing the semi-annual used book sales.

We thank all our volunteers for their dedication and service to the Friends of Northville District Library. We welcome anyone interested in joining this wonderful group of supporters.

Christine Litka – Public Relations Director

The Friends participated in the Taste of Northville in March. We partnered with the Library and offered free used children's books and cookbooks. We distributed membership applications.

Press Releases: Five press releases and two letters to the editor were submitted to and published by the *Northville Record*.

Mail Chimp: Thirty-seven emails were sent to Friends members. We currently have 249 members on the mailing list and an open rate of 47% which is quite good based on Mail Chimp's figures. Emails are our primary means of communicating with Friends and we've informed them on everything from the millage to Gift Store sales to details of the Used Book Sale.

We attended the Chamber of Commerce Christmas Party and met business people from the Northville area and distributed "Save the Date" cards for the April fundraiser. We circulated posters within the community for our events, most heavily for the Used Book Sales.

We hosted "Sundaes on Sunday" for all residents of the Northville community but particularly targeting Friends members.

Friends Gift Store

Martha Nork - Manager
Linda Schwelnus - Treasurer
Berclay Ruschak - Buyer

The gift store continues to be a valuable asset to both the Friends and the library. Located just inside the main door of the library, the store serves as a visible reminder of the Friends' dedication. The store is open seven days a week, and is run entirely by a staff of 23 volunteers.

In 2014 the store contributed \$3,500 to the Friends. Our operating expenses for the year included credit card fees, telephone expenses, and insurance. An updated accounting program was purchased for store record keeping.

The store held the popular "Member Shopping Days" in May and November. During these events, members of the Friends receive a 25% discount on purchases in the store. The regular discount for purchases made in the store by Friends members is 10%.

Friends of the Northville District Library
Consolidated Financial Statement for the Fiscal Year Ending 2/28/15

	General	Store	Total
Opening Balance	44,994.05	1,084.80	46,078.85
Membership Dues	12,360.00		12,360.00
Used Book Sales	22,423.01		22,423.01
Sales Tax incl in Used Bk Sales	(828.77)		(828.77)
Other income	149.00	50.53	199.53
Book/Author Luncheon	205.38		205.38
Grants	1,000.00		1,000.00
Donations	3,252.41		3,252.41
Gift Book Program	1,165.67		1,165.67
Store Income		11,393.31	11,393.31
Hillers scrip program	65.78		65.78
Interest	81.76	0.67	82.43
Total Income	39,874.24	11,444.51	51,318.75
Friends Programs			
NDL Milage Renewal Support	2,500.00		
Friends Events	988.56		988.56
Gift Books	1,687.47		1,687.47
Read to Me	299.00		299.00
Used Book Sale Expense	379.11		379.11
Store Purchases for Resale		5,404.29	5,404.29
Library Staff Appreciation	50.00		50.00
Total Programs	5,904.14	5,404.29	8,808.43
Donations to Library			
Youth Summer Reading	6,838.07		6,838.07
Adult Summer Reading	1,000.00		1,000.00
Teen Summer Reading	2,000.00		2,000.00
Battle of the Books	2,500.00		2,500.00
Chairs for Public Computers	5,737.00		5,737.00
Chairs for Youth Area	2,079.50		2,079.50
1/2 Cost of Store Lighting			-
Endowment support	1,000.00		1,000.00
Book Page subscription	480.00		480.00
Community Reads	1,000.00		1,000.00
Staff Holiday Lunch	600.00		600.00
Microfilm Northville Record	637.00		637.00
Total Library Donations	23,871.57	-	23,871.57
Administrative Expenses			
Taxes/Bank and Visa Charges	150.00	545.29	695.29
Dues/Memberships	285.00		285.00
Fixtures			-
Insurance		500.00	500.00
Postage	303.80		303.80
Printing	1,128.79		1,128.79
Supplies/Misc Expense	261.57	77.45	339.02
Telephone		492.45	492.45
Volunteer Appreciation		157.74	157.74
Total Administrative	2,129.16	1,772.93	3,902.09
Grand Total Expenditures	31,904.87	7,177.22	36,582.09
Cash Transfers	3,500.00	(3,500.00)	-
Sales Tax pending		30.21	
Ending Balance	56,463.42	1,882.30	58,345.72
Bank Balance	56,463.42	1,882.30	58,345.72
Deborah Stanifer, Treasurer	Linda Schwelnus, Store Treasurer		

2015 ANNUAL MEETING

Nominees to Board of Directors

OFFICERS – One Year Term 2015 – 2016 (Vote required)	
Position	Nominee
President	Carol Oldenburg
Vice President	Judy DeFrancesco
Treasurer	Deborah Stanifer
Secretary	Linda Bolam

DIRECTORS – Two Year Term 2015 – 2017 (Vote required)	
Public Relations	Christine Litka
Membership	Regina Mingela
Used Books	Joseph Oldenburg

DIRECTORS – Previously elected for 2014 – 2016 Term (No vote required)	
“Read to Me” Program	Judy DeFrancesco
Gift Books	Claire Kreher
Gift Store	Martha Nork
Gift Store Treasurer	Linda Schwelnus
Newsletter	Sandy Walts