



2018 Annual Report

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.

President's Report

Martha Nork

In 2018 the Friends of the Northville District Library had another successful year providing funding to the library for programs, services, and equipment. Through the efforts of approximately 125 volunteers, and the support of 203 members, the Friends raised and contributed over \$59,000 to the library. We also continued to sponsor our own interesting and enriching evening programming, as well as the popular Read to Me program in conjunction with the library's Storytime Program.

A major accomplishment in 2018 was providing funding for the new meeting room on the lower level of the library. The Friends donated \$40,000 which was used for new furniture and equipment for the room, and for landscaping materials on the outside of the addition. Included in the purchases were 5 iPads and a docking station. These iPads will be used for training classes in the room. The Trustees named the new room the "Friends Community Room".

On behalf of the library, the Friends applied for and received a grant from Community Financial Credit Union during the summer of 2018. This grant provided funding for the library to update its educational toy and puzzles collections. Among the items purchased with this grant were dressing frames with buttons, snaps and buckles that work to reinforce early literacy skills and preschool readiness.

In October the Friends sponsored our "Cider on Sunday" event. The purpose of this event was to raise awareness of the Friends and the library within the community, and to celebrate National Friends of the Library Week. It was a very enjoyable afternoon with cider, donuts, crafts, a scavenger hunt, raffle baskets, and free used books. The ribbon cutting ceremony for the new addition took place during the event.

Sales continued to grow in our *Book Cellar* on the lower level. The library receives 600-800 used books and materials a week, and our volunteers spend hours sorting through them. Our Used Book Operations Directors, Will and Linda Bastien, and other volunteers, continued to enhance the *Book Cellar* to make it more inviting and appealing. Carpeting and 2 boxes of books were lost during the flood in April. New carpet was installed in August, which is a much appreciated improvement.

I sincerely thank Judy DeFrancesco and Sandy Walts who both retired from the Friends Board in 2018. Judy began our "Read to Me" program in approximately 2008 and grew that into a very successful and important program for the Friends. Sandy served on the Board for 11 years as the Newsletter Editor and also participated with the Membership Committee. She is still an active volunteer in the Gift Store and with the summer reading program.

The Friends plan to continue to work hard serving and supporting the Northville District Library and our community in the best ways that we can.

Friends of the Northville District Library 2018 Accomplishments at a Glance

- \$40,000 for new furniture and equipment for the new “Friends Community Room”
- \$3,895 for Merlin Pro full page text to speech equipment for visually impaired patrons
- \$12,036.31 to support the *Summer Reading Program*. Volunteers also registered participants in this program and helped with the finale party
- \$1000 to sponsor 6 evening programs
- \$1,000 to support the *Community Reads* Program
- \$600 for the Library Staff Holiday Lunch
- Managed our *Read to Me* program
- Managed the *Gift Book* program
- Applied for and received a grant from Community Financial Credit Union
- Increased revenue in the Used Book Operation and made strides to reduce storage space
- Exceeded the budgeted commitment in the *Friends Gift Store*
- Continued memberships in ALTAFF, FOML, and the Northville Chamber of Commerce
- Attended 2 Friends of Michigan Libraries conferences
- Provided volunteer staffing for the *Battle of the Books* and *Book Walk*
- Established a Scholarship Program for Northville graduating high school students



The Northville District Library 2018 Annual Report

Laura Mancini, Director

The year 2018 brought in many changes for the Library including new meeting spaces, a new online catalog, new programs, and new leadership. The support of the Friends was an essential component in the Library's ability to continue to provide top-notch collections, programs, and services to the residents of the city of Northville and Northville Township.

Usage Statistics

The Northville District Library tracks the usage statistics of all of the services it provides to the public. While the circulation of books is the most traditional and largest of its services, the Library provides an array of offerings to the community. Listed below is a snapshot of some of these and their 2018 usage figures:

Brainfuse Homework Help	296 visits to this resource for homework help and live tutoring
Book Circulation	436,574 checkouts with an average checkout of 13 books per every resident in the district
Digital Downloads	65,077 downloads of ebooks, audiobooks, music, videos, magazines, movies, television shows, and comics
Gale Courses	155 patrons took free online classes using this resource
Meeting Room	645 uses by community groups and businesses
Mobile Hotspots	101 checkouts of portable wireless access devices
Museum Passes	96 checkouts offering free admission to local museums
Study Rooms	3,371 uses by patrons
TechXpert Help	107 one-on-one sessions with Digital Services Librarian

Building

The Library built an 800-square foot addition to its building and renovated a portion of its staff work-space. Two large study rooms and one conference room were added to the building. The Friends played a role in this construction project by paying for the new conference room's beautiful furnishings. To acknowledge the Friends donation, the Board of Trustees named the space - *The Friends Community Room*.



The Friends Community Room

The Library also renovated its staff workspace on the lower level. This space is occupied by Adult Services, Technical Services and Technology staff. Improvements in the workspace's design and ergonomics will make operations more efficient.

The Library also experienced a flood in April of 2018 which was caused by the drinking fountain on the upper level. Some of the collections on the lower level were damaged as a result. Also damaged was the Library's archival microfilm copy of *The Northville Record*. The Library's copy is the most complete run of the newspaper in existence and it dates back to 1869. The Friends agreed to make a donation in early 2019 to help defray the costs of treating and cleaning of *The Northville Record* microfilm. During the cleanup process, new drinking fountains were installed on both floors.

New Online Catalog

The Library's online catalog migrated to a new system in the early summer. The new catalog offered patrons easier searching options, more relevant results, and improved functionality on mobile devices.

Improved Access for the Visually Impaired

The Friends purchased a new *Merlin elite Pro* for the Library. The Merlin device magnifies text up to 70X and offers a listening to text function. This kind of technology is of great service to the visually impaired as it provides them with a means to more easily read printed text.



Merlin elite Pro station at the Lower Level Public Computer Area

Programs for all Ages

Youth Programming featured 141 Storytimes, 46 special programs, and 28 Summer Reading Program events in 2018. Total program attendance was 7,008. The Youth Department also partnered with Local Junior Girl Scout Troop 40356 to complete their Bronze Award. The troop created a suggestion box for the Youth area and made colorful laminated pop-out tags highlighting popular series in the Juvenile Fiction and the Juvenile Series collections.

The TEEN Department held 33 programs that drew an attendance of 1,068 teens. The Teen Advisory Board (TAB) which began in 2017 grew to 24 active members. TAB planned and ran the Harry Potter Escape Room program in the summer.

Adult Programs continue to be well-attended with a total of 3,000 people attending 132 programs. A program highlight was a discussion on the history of the old Northville Psychiatric Hospital.

Summer Reading Programs

Once again, the Friends provided support to the three annual programs to keep kids, teens, and adults reading throughout the summer months. The funds from the Friends covered expenses for performers, prizes, and program supplies. In addition to monetary support, the Friends also volunteered their time to help the Library carry out this activity. The Youth Department wishes to recognize Roz Fink for all her help in coordinating the tote bag printing and volunteer assistance as well as providing food and supplies for the finale party.

Special Events

Every year the Friends provide funds to make two very popular special events possible. *Community Reads* is an annual event in which Northville collaborates with 5 other neighboring libraries. The *Community Reads* book for 2018 was *The Poisoned City: Flint's Water and the American Urban Tragedy* by Anna Clark. The Northville District Library featured a program and book club discussion on the Flint Water Crisis. Anna Clark spoke to the entire *Community Reads* audience at the Wixom Public Library in November 2018.

The annual *Battle of the Books* took place in March, with 156 middle students competing in the contest. Each year the winning team is featured in a poster, with all of these on display in the Teen Area of the Library.

Staff

Longtime Library Director, Julie Herrin retired at the beginning of 2018. Anne Mannisto, the Library's Assistant Director, was named interim Director. Karen Fehl was promoted to the Assistant Director position. Anne Mannisto announced her intent to retire at the end of 2018 and the Board of Trustees hired John Keister and Associates to conduct a search for a new director. In December 2018, Laura Mancini was hired to be the Library's next director.

Finance

In November 2018, the Library carried out its Annual Giving Campaign. The Friends of the Library provide for the campaign's mailing and printing costs. The Library's Endowment Fund is nearly at \$600,000. Distribution from this fund can be counted on for years to come, to help enhance services if other funding sources decrease. The Library ended its Fiscal Year on November 30, 2018 with a net reserve of \$389,000 which is the amount of revenue over expenditures. The Board of Trustees continues to carefully manage the financial resources of the Library.



PROGRAM DIRECTOR REPORTS

Gift Books Program

Claire Kreher - Director

We received a total of 36 gifts: 13 in Honor of someone, 22 in Memory of someone, and 1 gift. In addition, the Friends Board donated gifts in Honor or Memory of 5 people. The total amount received was \$1,526.00. 93 books and 3 audio books were added to the Library's collection.



Membership Committee

Regina Mingela - Director

The Friends of Northville District Library has 205 current memberships. These include 8 lifetime memberships, and 11 business memberships. All memberships support Library programs and community requests.

We recruited new members at various events, including Cider on Sunday, Northville Business Showcase, Chamber of Commerce networking events, during the annual Membership Drive, and at Friends' sponsored programs and speakers. We also recruit members in the Gift Store by offering a 10% discount on all purchases with a special discount twice a year during our Member Shopping Days. New and renewal memberships receive a "coupon of appreciation" worth \$5 to redeem in the *Book Cellar*.

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 volunteering opportunities for members.

The annual membership drive is in May, and the membership year is from May 1st to April 30th.

Summer Reading Programs

Roz Fink – Program Coordinator

The **LIBRARIES ROCK! Youth Summer Reading Program** was a wonderful success thanks to the fantastic support of the Friends of the Library. It was another exciting summer for the library: 735 children registered, 375 complimentary tote bags were given away as a terrific incentive to early registrant children and as a special thank you to Friends members, and 115 people enjoyed a fantastic finale party with great entertainment, cake and raffle prizes.

The Youth Services Department could not have provided such a terrific summer program without the benefit of your gracious support. The \$6500 gift funded performers, prizes, and supportive program supplies. Roz Fink and Friends volunteers were immensely helpful coordinating complimentary tote bags, assisting with registration, and providing a fun finale party.

Thank you for another successful summer reading program! We are truly grateful for your enduring support of youth services. ***Dorie Freebury – Head of Youth Services Librarian***

Summer Reading Facts & Figures:

Youth Program - \$6500.00 donation by Friends – 735 registered

Teen Program - \$2500.00 donation by Friends – 203 registered

Adult Program - \$2000.00 donation by Friends – 282 registered

375 Tote bags - \$942.16 purchased by Friends

Youth Finale Party - \$94.15 donated by Friends



Read to Me

Jennifer Gustafson - Director

The Read to Me program was started by the Friends to promote early reading for children and to make parents and caregivers aware of the many benefits. Gift bags are distributed to new babies at each *Story Time*. The bags contain a bib, a board book, an imprinted beach ball, informational materials, and Friends membership forms. A total of 119 gift bags were given out in 2018 with the following break-down by month:

February: cancelled, snow day

March: 22

April: 15

May: 11

September: 25

October: 24

November: 14

December: 8



Friends Gift Store

Martha Nork – Manager, Linda Schwelhus – Finances, Berclay Ruschak – Buyer

In 2018 the Friends Gift Store contributed \$4500.00 to the Friends. This was greater than our budgeted commitment. Our operating expenses for the year included credit card fees and equipment lease, telephone expenses, and insurance. We received a small settlement from our insurance company for 8 days of lost sales in April as a result of the flood damage. A great deal of merchandise that was on the floor level was lost, but we are grateful to the staff members who saved much more.

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 instead of the usual 10%.

Public Relations

Chris Litka - Director

Public Relations has continued our mission to promote the Library and our Friends organization to the community and to our Friends members.

Our primary means of communication is through our Mail Chimp email platform. Our mailing list has grown to 249 enrollees whom we inform about Friends' activities and programs such as our used book sale efforts, lectures, social gatherings and musical presentations and news. We sent out thirty emails in 2018, which were well-received judging from the "open rate" recorded by Mail Chimp. We believe they have positive effects on gift store and used book sale revenues and on attendance at library and Friends events.

Public Relations submits articles to the Northville Record and circulates and posts flyers announcing our programs at area businesses.

This year we made a concerted effort to attract more business members. We sent out two specific mailings to a total of 69 local businesses. We received two replies with contributions totaling \$1100.

We attend community events including Northville Business Showcase and Chamber of Commerce networking events at which we promote the Friends.

Maintaining and improving awareness and interest in the Friends of the Northville District Library is a rewarding and valuable effort. Seeking new ideas, new people and new activities while continuing our proven practices is our goal.



Programs

Jim Morché – Program Coordinator

May 29: “Michigan War Dog Memorial” with founder Phil Wetlauf, at 7 p.m. in the Carlo Room. This is a tribute to the hundreds of dogs who died in the line of service to this country from World War II and all the wars since.

June 12: “The Big Bang Theory” with astronomy/physics tech Jesse Mason, as he presented on the origin of our solar system, at 7 p.m. in the Community Center (65 attended)

July 24: “The Challenges of the Aging Process on Your Eyes” presented by Angela Elam, MD, University of Michigan Ophthalmologist and lecturer. She covered the diagnosis and treatment of Cataracts Glaucoma, Macular Degeneration as well as other vision problems.

Sept 18: “How Michigan Became a State; Did we really fight a war with Ohio for Toledo?” with archivist/educator/historian Joe Oldenburg, at 7 p.m. Carlo Room (62 attended))

October 9: “Picks & Sticks & Pals” at 7 p.m. in the Carlo Room. Due to illness, this concert was performed by another recommended group, Vintage Strings. While the Vintage Strings are new to the Library they have played in the Ann Arbor area for some time. They were received enthusiastically by the crowd at the Library. (57 attended)

Dec. 11: The renowned a capella singers, 12th Night, performed traditional and some not as well known carols in Renaissance costumes at 7 p.m. in the Community Center. There is no better way to start the holiday season. (104 attended.)



FRIENDS OF THE NORTHVILLE DISTRICT LIBRARY, INC.

3/21/2019

As of December 31, 2018

ASSETS

CHECKING ACCOUNT (0.05% APY)

BALANCE

CFCU	Beginning Balance	11/30/2018	\$	58,321.55
CFCU	Ending Balance	12/31/2018	\$	<u>52,412.83</u>
CFCU	Change	December	\$	<u>(5,908.72)</u>

CERTIFICATE OF DEPOSITS

CFCU	S34 CD (2.75%) Matures 1/17/2020		\$	10,010.43
CFCU	Ending Balance	12/31/2018	\$	<u>10,010.43</u>

TOTAL (Checking + CDs)

\$ 62,423.26

INCOME

	YEAR TO DATE	FY 2018 BUDGET	% TO DATE
Membership Dues	\$ 11,869.00	\$ 9,000.00	132%
Used Book Sales			
Book Cellar	12,683.04	5,250.00	242%
Carts Sales	-	-	
Vendor Sales	5,771.91	9,000.00	64%
Donations from Programs/Events			
Friends Store	4,500.00	4,375.00	103%
Gift Book Program	2,036.00	375.00	543%
Interest	291.53	450.00	65%
Grants	1,000.00		
Donations - Unrestricted	2,396.56		
Donations - Restricted	-		
TOTAL INCOME	\$ 40,548.04	\$ 28,450.00	143%

EXPENSES

	YEAR TO DATE	FY 2018 BUDGET	% TO DATE
PROGRAMS			
Friends sponsored events & programs	\$ 1,000.00	\$ 1,100.00	91%
Friends event/Annual Meeting	805.79	400.00	201%
Read to Me	1,204.23	500.00	241%
SUB-TOTAL PROGRAMS	\$ 3,010.02	\$ 2,000.00	151%
OPERATING EXPENSES			
UBSales - Misc Expenses	\$ 65.03	\$ 200.00	0%
UBSales - Sales Tax	699.00	297.17	235%
Transport Unwanted Books to Recycling	-	-	0%
SUB-TOTAL OPERATING EXPENSES	\$ 764.03	\$ 497.17	154%
ADMINISTRATIVE			
Printing			
membership	\$ 320.87	\$ 500.00	64%
newsletter	827.23	950.00	87%
gift book brochures	-	-	
donor envelopes	-	-	
Postage	650.00	700.00	93%
Advertising/Promotion	102.70	150.00	
Supplies, Honor Gifts, and Miscellaneous	603.74	150.00	402%
Tax Preparation & License	20.00	170.00	12%
Dues/Memberships	210.00	305.00	69%
SUB - TOTAL ADMINISTRATION	\$ 2,734.54	\$ 2,925.00	93%
SUB TOTALS FOR PROGRAMS, ADMINISTRATION & OPERATING EXPENSES	\$ 6,508.59	\$ 5,422.17	120%
DONATIONS TO LIBRARY - including Wish List			
Summer Reading: Bags	\$ 942.16	\$ 900.00	105%
Summer Reading: Party	94.15	135.00	70%
Micro Film Northville Record ¹	-	800.00	0%
Gift Books	975.00	500.00	195%
Grants	1,000.00	-	0%
<i>Annual Requests</i> Youth summer reading	6,500.00	6,500.00	100%
Teen summer reading	2,500.00	2,500.00	100%
<i>Annual Requests</i> Adult summer reading	2,000.00	2,000.00	100%
Battle of the books ¹	-	2,500.00	0%
<i>Annual Requests</i> Donor Support Mailing/Activities ¹	-	1,000.00	0%
Staff Christmas Lunch	600.00	600.00	100%
<i>Annual Requests</i> Community Reads	1,000.00	1,000.00	100%
Book page subscription ¹	-	520.00	0%
	\$ 15,611.31	\$ 18,955.00	
<i>Special Requests</i> Merlin Pro HD/OCR - Full page text-to-speech	\$ 3,895.00	\$ 3,800.00	
Community Room (Furniture, Equip & landscaping included)	40,000.00		
SUB-TOTAL LIBRARY	\$ 59,506.31	\$ 22,755.00	262%
TOTAL EXPENSES	\$ 66,014.90	\$ 28,177.17	234%

Footnotes: ¹ Funded by prior year NDL project surplus.