



# 2017 Annual Report

March 15, 2018

## 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 2017 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 228 members, the Friends raised and contributed over \$22,000 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.

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.



A major change in 2017 was that our used book carts on the main floor were eliminated because of library re-organization projects. It became necessary to change processes and incorporate these books into the Book Cellar on the lower level. Countless hours of volunteer time were spent rearranging, re-organizing, and enhancing the Book Cellar to make it more attractive and appealing. Library staff offered support through-out. I am grateful to the new Used Book Operations Directors, Will and Linda Bastien, and other volunteers, who were very determined to make this a successful transition. Our used book revenue will, no doubt, recover and continue to grow with this "can-do" attitude.

There have been several changes to our Board of Directors, and I sincerely thank the following Friends members who served on the Board during 2017, but stepped down for various reasons:

Carol Oldenburg – Used Book Operations

Deborah Stanifer – Treasurer

Doug Witt – Treasurer

JoAnn Kissel – Member-At-Large

The Friends goals and mission remain unchanged, and we plan to continue to work hard and enthusiastically support the Northville District Library and our community in the best ways that we can.

## Friends of the Northville District Library 2017 Accomplishments at a Glance

- \$3,040.00 to Reupholster Wing Back Chairs by fireplace
- \$6,984.00 for to create workspace for equipment in Local History Room
- \$12,013.34 to support the Summer Reading Program. Volunteers also registered participants in this program and helped with the finale party
- \$2,500.00 for support of Battle of the Books and volunteer staffing
- \$1,000.00 for Donor support mailing activities
- \$480.00 for monthly *Book Page* subscription
- \$1,000.00 to support the *Community Reads* Program
- \$600.00 for the Library Staff Christmas Lunch
- \$790.00 to microfilm the *Northville Record*
- Managed our *Read to Me* program
- Managed the *Gift Book* program
- Continued memberships in Friends of Michigan Libraries, and the Northville Chamber of Commerce
- Sponsored 6 evening programs
- Purchased two new computers, screens and scanners to support the used book operations. Made significant improvements to the Book Cellar and increased hours of operation
- Increased revenue in the Friends Gift Store

# THE NORTHVILLE DISTRICT LIBRARY 2017 ANNUAL REPORT

Anne Mannisto, Director

The year 2017 was a very busy one for the Northville District Library, with renovations and planning for more changes in 2018. As always, the Friends made major contributions, both to innovations and to keeping our premiere services going.

## LOOKING AT THE NUMBERS

Circulation for the calendar year was 481,567, which was a decrease from the prior year of about 4%. This is a trend that has been in effect for 5 years and is happening throughout public libraries in general, as more content, whether for information or entertainment, is available digitally.

Patron use of this online content continues to increase, with both downloads and usage of our databases statistics showing higher usage statistics. Downloads from Overdrive were up by 4% over the previous year. In June, we also added another econtent service called Hoopla, which offers ebooks and audiobooks for downloading, as well as music and video for streaming. This new download service had 3,339 checkouts through December.

Circulation, or the checkout of physical materials like books, has been the traditional way that Libraries have measured their activity and service. But there are other services that we count, to show the many ways we serve our community. Below are some examples:

- Meeting Rooms: 586 uses, up 8% from prior year
- Study Rooms: 4,744 uses for 4 rooms
- Museum passes: 187 checkouts offering free admission to nearby museums
- TechXpert help: 89 one on one sessions with Digital Services Librarian
- Mobile Hotspots: 4 devices in constant use, making portable wireless access easy
- Brainfuse: 400 visits to this resource for live tutoring online and skill building
- Gale Courses: patrons signed up for 166 online classes

## THE BUILDING AND COLLECTIONS

The Library planned and carried out a major renovation to several well used areas, in order to better serve the public and maximize space for collections. The layout of the Fireplace area was redesigned, to add more table space with electrical access and some additional soft seating. The glass showcase was brought out of storage and placed in this area. The Friends paid to have the two wingback chairs in this area recovered, adding to the new look. The Library also revamped the space for New Materials, by taking down a partial wall, relocating the Online Catalog, and adding free standing units to hold the New items—in the form of books, CDs, DVDs, and audiobooks. The very popular collection of Games was also moved to this area. This redesign allowed the library to expand space for the overcrowded DVD collections and also makes it easier for patrons to browse the “recently returned” DVDs. In addition,

the Library renovated one section of tables on the lower level, to better accommodate patrons using laptops and provide more seating.

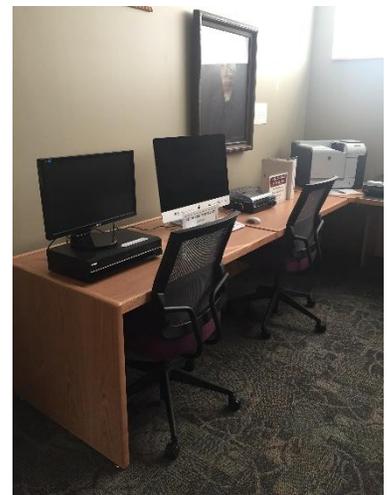
The Reference book collection on the lower level was reduced from 4 rows of shelving to 1, as the nature of reference has changed, with patrons no longer consulting books that cannot be checked out. Music CDs were moved to the lower level, occupying this space, again allowing for more space for popular collections on the main level.

Planning began in 2017 for an addition to the Library, by filling in the overhang on the east side, to be used for added study rooms and another room for meetings. The Board selected and began work with the Architect, Ron Cieslak, from Merritt Cieslak Design. By December the Board had also selected the construction firm, after reviewing 3 bids. The Library will pay for this addition from funds set aside in the Reserve Fund.

#### LOCAL HISTORY ROOM

The Local History Room also underwent some changes in the furniture and layout. Using funds from a memorial gift, the Library purchased Digital Conversion Equipment for the public to use. The equipment allows the community to convert old formats (such as VHS, phonograph records, audiocassettes, print photos, and slides) to digital files, and edit them as needed. The Technology Coordinator and other trained staff offer brief training on how to use various equipment in this room. This has been a very popular service for our patrons.

Once again, the Friends provided funding to bring this project to fruition, by covering the cost of a custom-designed counter for the conversion equipment. Rearranging the furniture and adding another antique table has made the room more useful to groups and researchers.



#### FRIENDS AND USED BOOKS

The Friends continue to perform a major service to the library and the community by taking the Used Book and other materials donated to the Library and sorting them for sale or recycling. Our community donates a lot of material, and the Friends volunteers who work in this area are very busy. Because the library downsized the nonfiction book collections this year, there were a high number of discards. The library paid the mileage for the transport of these items to a Recycling center in Ann Arbor, and will continue this practice in 2018.

## PROGRAMS FOR ALL AGES

Youth Programs brought in a total attendance of 7,159, including 141 Storytimes, 41 special programs, and 30 SRP events. In addition, staff hosted many school and scout visits. Drop-in Saturday events proved very popular, and were added for working parents.

The Teen Services Department began a Teen Advisory Board (TAB) which meets every month to help with special programs, write a Teen Blog, and work on creative projects like making a promotional video. There were 30 programs for Teens with a total attendance of 1,183.

Adult Programs continue to be well attended, with a total of 155 programs with attendance of over 4,000. One high point was a five week series of classes on the History of Northville, featuring Bruce Turnbull, who has lived in Northville his entire life of 98 years, so far. This event filled the room to capacity and was recorded and shared on the website.

Summer Reading Programs: Again this year, the Friends provided support to the three annual programs to keep kids, teens and even adults reading throughout the summer months. These funds are used to pay for prizes to reward reading goals reached and for the various programs, particularly for the youth. The Friends also provide invaluable assistance, by handling registration for the very busy first 3 days of the Summer Reading Programs. These events are much appreciated by educators who know the value of keeping children and teens reading during summer, and of parents providing a role model by also reading. It is wonderful to witness the kids' faces light up when told to choose prizes from the "treasure chest" when they finish their reading goals.

## SPECIAL EVENTS

Every year the Friends provide funds to make two very popular special events possible. Community Reads, an annual event in which Northville collaborates with 5 other neighboring libraries, continues to be very successful, with support from the Friends. This year the featured author was Ben H. Winters, who gave a very lively presentation in November about his novel *Underground Airlines*, an alternate history.

The annual Battle of the Books took place in March, and had 151 middle school students competing, up from 130 the previous year. Each year the winning team is featured in a poster, with all of these on display in the Teen Area of the library.

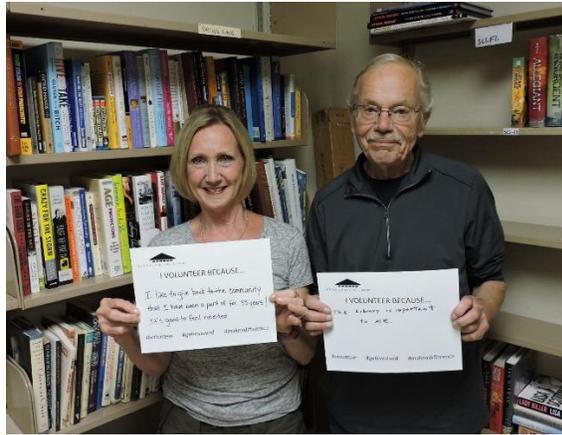
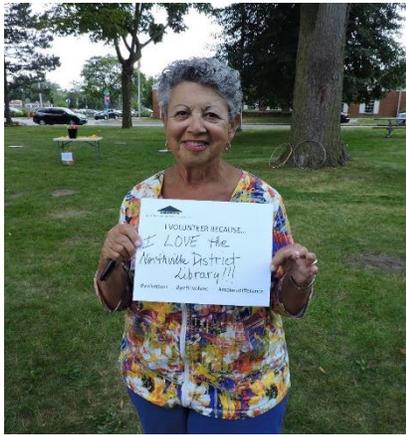
## STAFF

By year end, Julie Herrin announced her plan to retire in early 2018. The Board selected the Assistant Director, Anne Mannisto, to serve as the Interim Director for the following year. The new Assistant Director is Karen Fehl, who has served as a Public Relations Librarian for many years. This change became effective in mid-January 2018.

## FINANCE

In November 2017, the Library carried out the Annual Giving Campaign, with support from the Friends to pay for mailing and printing costs. The Library's Endowment Fund is now over \$600,000. Distributions 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, 2017, with a net reserve of \$396,000, which is the amount of revenue over expenditures. The Board of Trustees continues to carefully manage the financial resources of the Library.



## 2017 PROGRAM DIRECTOR REPORTS

### Gift Book Program

Claire Kreher - Director

Thanks to the generosity of the Northville Community, the Friends Gift Book Program funded the acquisition of 67 books, 2 CDs, and 2 DVDs to be added to the library's collections. 44 books, 2 CDs, and 2 DVDs were added in memory of someone; 16 books in honor of someone; and 7 books as gifts.



### Friends Gift Store

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

In 2017 the Friends Gift Store contributed \$4,750.00 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. The store is open seven days a week and is run by a dedicated staff of 22 volunteers.

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%.

### Membership

Regina Mingela –Director

The Friends of the Northville District Library have 228 current memberships. These include 215 regular memberships, 7 lifetime memberships, and 6 business memberships. All memberships support Library programs and community requests. Membership donations are the largest monetary contribution to the Friends. 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.

We recruited new members during the annual Membership Drive, and at various events, including Cider on Sunday, The Northville Business Showcase, and at Friends’ sponsored programs and speakers. Volunteers in the Friends Gift Store work continually to recruit memberships, especially during Member Shopping Days. The annual membership drive is in May, and the membership year is from May 1 to April 30.

## PROGRAM DIRECTORS REPORTS - CONTINUED

### Newsletter

Sandra Walts – Editor and Director

The Friends of the Northville District Library newsletter is our mechanism for providing members with updated information on Friends activities as well as informational articles. The newsletter was published three times in 2017, and each issue is mailed to Friends members. Newsletter items are gathered and created by the Editor who formats the issue, has it printed and assembled. With the assistance of Friends volunteers, mailing labels and postage are added.

### Public Relations

Christine Litka - Director

The Friends Public Relations function is to further awareness and encourage support of our programs and events and to increase membership in our organization. As a fundraising and volunteer entity, we strive to enhance the services of the Library and to build a strong relationship between the Library and the Northville community.

Our major vehicle for that role has been our email communications with Friends members. We publicize each event with emailed notices to over 230 members. Judging by the “open rate” of these emails, they are well received by our members. In 2017 we sent 33 emails.

In addition, we place press releases in the *Northville Record* and distribute flyers to community businesses for posting on their premises. In 2017 we sent 3 press releases, and submitted articles to be included in the Friends newsletters.

We are members of the Northville Chamber of Commerce and participate in selected events each year.

We constantly seek new and dynamic ways to promote the Friends and our significance to the Library through our fundraising and volunteer efforts. We like to keep our members informed about Member Discount Days at the Friends Gift Store; ways to enhance contributions through programs like Amazon Smile; and notices of our free events like Cider on Sundays. This year our emails highlighted the Library's website with a series of 5 "tours" of pages with specific focus on kids, teens and adults.

## PROGRAM DIRECTORS REPORTS - CONTINUED

### Read to Me Program

Judy DeFrancesco – Director



The Friends *Read to Me* gift bag program began about 7 years ago, and we had another very successful year distributing gift bags to new babies at the *Story Time Program*.

Approximately 160 gift bags were distributed in 2017. About 15-20 gift bags are distributed to new babies at each *Story Time*. About 90% of parents or caregivers are residents of the Northville community.

The *Read to Me* Gift bags contain a bib, a board book, an imprinted beach ball, informational materials regarding the benefits of reading to children at an early age, and Friends membership forms. No funds were spent on materials for these bags during 2017.

### Summer Reading Programs

Roz Fink - Program Coordinator

The **BUILD A BETTER WORLD Youth Summer Reading Program** was a great success thanks to the wonderful support of the Friends of the Library. It was an exciting summer for the library: 887 children registered, 425 complimentary tote bags were given away as a terrific incentive to early registrant children and as a special thank you to sponsors, and 121 people enjoyed a fantastic finale party in the park with cake, raffle prizes and giant bubbles.

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. ***Dorie Freebury – Head Youth Services Librarian***

#### Summer Reading Facts & Figures:

Youth Program - \$6500.00 donation by Friends – 887 registered to participate

Teen Program- \$2500.00 donation by Friends – 267 registered to participate

Adult Program -\$2000.00 donation by Friends – 262 registered to participate

425 Tote bags and Finale Party for Youth Program - \$1013.34 paid for by Friends

## 2017 Friends Programs

Jim Morché – Programming Coordinator

The Friends of the Northville District Library scheduled six programs for 2017. Virtually all of these diverse events were full houses.

May 2: “Splendiferous Solar System”: Presentation by astronomy/physics tech Jesse Lee Mason. A mind-boggling PowerPoint exploration of planets and heavenly bodies far, far away. This was the second in a series of three astronomy presentations. 7 p.m. in the Community Center

June 6: “Prohibition in Detroit”: Historian, educator, and archivist Joe Oldenburg took the audience on a fascinating PowerPoint tour of the Roaring Twenties in Detroit, the days of the notorious Purple Gang, speakeasies, bathtub gin, and rum runners on the Detroit River. 7 p.m. in the Library’s Carlo Room.

Sept. 19: “Bob-Lo Then & Now”: Historian/photographer Lori Feret revisited the boat rides and the amusement park most of us visited when we were growing up in this area. She also showed what has happened with the island as well as the big boats, the Columbia and the Ste. Claire. 7 p.m. in the Library’s Carlo Room.

Oct. 10: “Picks & Sticks & Pals”: This crowd-favorite group has a somewhat different sound with its two new members, but it still delivers a wallop, a rollicking ride through some familiar musical tunes as well as through some uncharted territory. 7 p.m. in the Library’s Carlo Room.

Nov. 14: “Rosie the Riveter”: This program was a tribute to the women who put together the planes that carried the war to the enemy in World War II. Attendees saw and heard about the challenges and experiences of women working in the Willow Run Plant. There were Tribute Rosie re-enactors as well as some of the Original Rosies at the program. 7 p.m. in the Community Center, co-sponsored by the Friends of the Library and the Northville Community Center, Senior Services.

Dec. 5: “The 12<sup>th</sup> Night Singers”: Every year this outstanding a cappella singing group draws a loyal following of people who feel that it would not be the Christmas season without hearing and seeing them. This year’s program drew the largest crowd ever for a Friends program. 7 p.m. in the Northville Community Center.



## Friends of the Northville District Library Gift Store

### Financial Statement for the Fiscal Year Ending 12/31/17

Opening Balance 1/1/17	<u><u>\$2,533.02</u></u>
<b>Income</b>	
Store Sales	16,640.91
Credit Card Rewards	89.07
Interest	1.53
Donations	10.27
MI Sales Tax Collected (for Jan-Dec sales)	999.35
<i>Total Income</i>	<u>\$17,741.13</u>
<b>Operating Expenses</b>	
Merchandise Purchased for Resale	9,515.54
Mi Sales Tax Paid (for Oct 2016-Sept 2017 sales)	939.43
Credit Card Processing Fees	702.69
Credit Card Equipment Lease	391.80
<i>Total Operating Expenses</i>	<u>\$11,549.46</u>
<b>Administrative Expenses</b>	
Insurance	500.00
Supplies/Misc. Expense	241.94
Telephone	427.94
Volunteer Appreciation	128.68
<i>Total Administrative</i>	<u>\$1,298.56</u>
<i>Total Expenditures</i>	\$12,848.02
Store Contribution to Friends	\$4,750.00
Ending Balance 12/31/16	\$2,676.13
Bank Balance 12/31/16	<u><u>\$2,676.13</u></u>

Linda Schwelnus, Treasurer





**FRIENDS OF THE NORTHVILLE DISTRICT LIBRARY**  
**FINANCIAL REPORT FOR THE FISCAL YEAR ENDING DECEMBER 31, 2017**

**ACCOUNT BALANCES**

CFCU	Beginning Balance 12/31/2016	\$	37,017.24
CFCU	Ending Balance 12/31 2017	\$	57,291.68

**CERTIFICATES OF DEPOSIT**

CFCU	S31- CD MATURES 8/21/2018	\$	10,173.02
CFCU	S32- CD MATURES 9/20/2018	\$	10,161.84
CFCU	S33 - CD MATURES 10/22/2018	\$	10,133.06

**INCOME**

	Membership Dues	\$	13,526.00
	Used Book Sales:		
	Book Cellar		8,661.15
	Cart Sales		7,484.01
	Vendor Sales		7,534.46
	Used Book Sales Tax		(969.98)
	Donations from Programs/Events		-
	Gift Book Program		880.00
	Friends Store		4,750.00
	Interest		434.11
	Grants		-
	Donations - Unrestricted		5,754.83
	Donations - Restricted		-
	<b>TOTAL INCOME</b>	<b>\$</b>	<b>48,054.58</b>

**EXPENDITURES**

**PROGRAMS**

	Friends sponsored events & programs	\$	800.00
	Friends event		383.90
	UBSales Expense		1,529.12
	Transport Unwanted Books to Recycling		316.20
	Read to Me		-
	<b>SUB-TOTAL PROGRAMS</b>	<b>\$</b>	<b>3,029.22</b>

**ADMINISTRATIVE**

	Printing	\$	867.52
	Postage		470.00
	Advertising/Promotion		155.53
	Supplies and Miscellaneous		130.86
	Tax Preparation & License		320.00
	Dues/Memberships		305.00
	<b>SUB - TOTAL ADMINISTRATION</b>	<b>\$</b>	<b>2,248.91</b>

**SUB TOTALS FOR PROGRAMS & ADMINISTRATION**

**\$ 5,278.13**

**DONATIONS TO LIBRARY - including Wish List**

	Youth summer reading	\$	-
	Teen summer reading		2,500.00
	Adult summer reading		2,000.00
	Battle of the books		2,500.00
	Donor Support Mailing/Activities		1,000.00
	Book Page subscription		480.00
	Community Reads		1,000.00
	Staff Christmas Lunch		-
	Sum Read Bag/Party		1,013.34
	Micro Film Northville Record		790.00
	Gift Books		790.00
	NDL - Upholstery of Wing Back Chairs		3,040.00
	NDL - Local History Counter		6,984.00
	<b>SUB-TOTAL DONATIONS TO LIBRARY</b>	<b>\$</b>	<b>22,097.34</b>

**TOTAL EXPENDITURES**

**\$ 27,375.47**

**Scott Frush - Treasurer**

