



2013 Annual Report

March 20, 2014

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

2013 - 2014 Term

President	Carol Oldenburg
First Vice President	Erin McDermott
Treasurer / Finance Committee Chair	Denise Stacer
Recording & Corresponding Secretary	Aleta Lee/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
Book and Author Luncheon/ Gift Store Treasurer	Linda Schwelnus

Coordinators

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

2013 President's Report

Dear Friends,

2013 was another successful year for the Friends of Northville District Library. With a collaborative team of Friends Board members, Library Administration and all our volunteers, we were able to meet our goal of continuing 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."***

Through everyone's efforts, we contributed over \$30,000 to the library to enhance its many programs and services this past year. Major contributions:

- √ \$ 15,750 Purchased five AWE Children's Workstations. This has significantly enhanced computer access and education for our littlest patrons.
- √ \$ 11,950 Funded the numerous annual reading programs: Community Reads, Youth, Teen and Adult Summer Reading Programs, Battle of the Books, Book Page Subscription
- √ \$ 500 Annual digitization of the Northville Record
- √ \$ 1,800 Other: Donor/Program support and Library staff appreciation

In order to maintain our mission to the library and the community, the Friends manage numerous programs and events to raise money. Events include:

- √ Book Cellar and Cart Sales, Used Book Sales (Spring and Fall)
- √ Friends Gift Store
- √ Membership
- √ 'Read to Me' program
- √ Gift Book Program
- √ Book and Author Luncheon

We continue Community outreach with used book donations to various community events and Wayne/Oakland County Department of Corrections, Northville Senior Centers and The Children's Center (Detroit). We also continue to participate and network with other Friends organizations throughout the state as well as the Northville Chamber of Commerce.

Annually we are thrilled to thank our loyal members at our Friends Appreciation event, "Sundaes on Sunday", during the National Friends of the Library Week in the Fall. This year's event was extremely well attended. We even ran out of ice cream, we'll definitely plan for more at our 2014 event.

The Friends organization is successful only because of the hard work and commitment of its Board members. A great team! We want to especially thank Denise Stacer who has served as Treasurer for many years and is 'retiring' from this role. She has been a valuable Board member and will be missed. In additions, contributions to Northville District Library would not be possible without the steady support of the Friends members and scores of volunteers who have dedicated their time in numerous areas. Thank you, we look forward to your continued support!

Carol A. Oldenburg, President

2013 Annual Library Report

Julie Herrin - Library Director

The Northville District Library saw slow growth in 2013. The number of visits to the library topped 241,000, a 0.5% increase over 2012. The Library continued to offer excellent value to its residents. The library was open and available to the community 7 days a week during the school year and 6 days a week during the summer. The Library was able to offer many exciting programs for adult, youth and teens. Library collections flourished and the Library was able to pay its expenses without dipping into its fund balance.

Collection and Circulation

The collection of books, DVDs CDs and other materials grew by 1.5% for a total of 151,015 items. The Library added approximately 18,000 new books, DVDs, music CDs, CD-ROMs, Books on CD, and video games this year. About 8,500 items were discarded because of age, outdated information or condition of the item. The most growth was seen in online products. Through a subscription to Overdrive, the Northville Community has access to thousands of eBooks and downloadable audio books. Overdrive Advantage continues to add copies of popular downloadable titles only for Northville residents. Community members downloaded books, eBooks and music at a rate almost 25% times greater in than in 2012. Library users have access to millions of songs through a subscription to Freegal, a free and legal downloading service. Consumer Reports was added as an online resource and has proven very popular. The Gale Virtual Reference Library eBooks for Reference was expanded this year. The use of online research sources like Consumer Reports Online and Morningstar, Valueline, Reference USA and many others were consistent with 2012 numbers. The Historic Detroit Free Press and the National Geographic Virtual Library were added this year.

Programming

Over 7,100 children attended 235 Youth programs this year. Story times are offered for babies through early elementary school. Group programs and crafts are held frequently for children of all ages. Programs for the “tweens”, upper elementary students, continue to grow. Teen programs are offered regularly. One hundred sixty students enthusiastically participated in the Battle of the Books with an audience of over 200.

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

Over 2,000 patrons attended 59 adult programs this year. Foreign films and monthly Book Discussions continued to grow in popularity in 2013. The Community Reads speaker, Jack Lessenberry, spoke to a sold- out crowd on Detroit, Past and Present. Programs on art exhibits from the Detroit Institute of Arts, investments, and gardening, Henry Ford, Detroit: Arsenal of Democracy, Hines Park, Handwriting Analysis, Detroit Delectables and MOOCs were very well attended.

New computer classes were given on Using Tablets and iPads for Library applications. Additional classes on “Getting to Know Your Tablet” were added. A Real Research class was offered to middle and high school students for use of the library databases in their homework.

Computer offerings include 5 youth computers with learning games donated by the Friends of the Library, and 19 public workstations with Internet, Office Software and graphics capabilities. A fiber optical Internet connection offers reliability and speed to the Library’s computers as well as a fast and accessible Wireless Hot Spot for those who bring their own computers. Trained computer pages are available all hours the Library is open. A scanner and Microform reader/printer are also available for the public. Computer use dropped by 18% in 2013 while use of WiFi grew by 38% 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, paid for by the Friends of the Library greatly expanded the Local History Collection. The Library was able to purchase the Historical Detroit Free Press this year. Oral histories were transcribed and digitized. The Library began scanning the Northville High School Yearbooks. All these are available through the Northville History Page on the Library’s website.

Interlibrary loan within the state of Michigan ensures that patrons have a wide selection of titles not held in the Library.

Public Relations

The Library continued its public relations campaign called Geek the Library. Over 70 Geek Portraits of Community Leaders were displayed this year. The Director spoke to the Kiwanis Club and received a Beautification award from the Rotary Club. Staff and Board members attended School Open houses and the Assistant Director spoke to a school PTA group. The Library expanded its online email service where community residents could subscribe to regular email communications from the Library. The Library initiated a new blog on Patch.com

This year the Library communicated with parents and students by way of the school listserve, promoting programs and online offerings.

The Library continues to maintain a close relationship with the Friends of the Northville District Library, sharing responsibility for programs and receiving help for projects. The Director and Assistant Director work with the Chamber of Commerce, Northville Genealogical Society, the Northville Senior Center, City and Township officials, and the Arts Commission. There was a productive meeting with the Assistive Technology Coordinator for Northville Public Schools.

Finances

The 2013 end of year figures show a balance of over \$113,000 will be going into the Reserve Fund. Operating income was -0.5% below 2012 .Expenses were 1.5% below budget. The Library’s Endowment Fund, held at the Community Foundation for Southeast Michigan grew to over \$418,000 in 2013.

The Library is serving the information needs of the Northville Community in this digital age with new services and products as well as continuing to provide traditional services to the community. We look forward to 2014 with enthusiasm and dedication.

2013 Director/Coordinator Reports

Claire Kreher - Gift Book Program Coordinator

Thanks to the generosity of Northville District Library supporters, we received 33 gifts, totaling \$1,692. Of these, 16 were Memorials, 15 were in honor of someone, and two were gifts. We were able to provide 88 books, 1 video, and five CDs to the library.

In addition, generous gifts in memory of William Granton McAskin from his friends and family provided the Digital Historic Detroit Free Press from 1831 – 1922. This gift will be used for years to come by patrons who use the Library's Genealogical Room, its resources, or access it remotely from home.

Judy DeFrancesco – Books for Babies Coordinator

We had another very successful year with our gift bag program for babies. We have passed out more than 150 gift bags and introduced patrons to our library and its program offering.

Cheryl Pearson has joined me in presenting this program and I am pleased to have her on my team. We are all set to continue and go forward another year.

The Friends Board and the Friends Gift Store have offered to support and sponsor our program again this year.

Regina Mingela – Membership Director

The FNDL membership numbers show 282 paid memberships. These include 273 regular memberships and 9 business memberships.

We recruited new members at events like Sundaes on Sunday, Taste of Northville, Preview Nights at the Book Sales, discounts at The Friends' Store, and at Friends' sponsored programs and speakers. 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 FNDL works hard to raise funds for the Library. It 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.

Linda Schwelnus – Book and Author Luncheon Coordinator

For the 27th year, the Friends supported the annual Book and Author Luncheon along with the Friends' organizations from Canton, Novi and Plymouth. D.E. Johnson, author of The Detroit Electric Scheme, Motor City Shakedown, and Detroit Breakdown was featured in May 2013 and spoke to a sold-out audience. The 2014 Book and Author Luncheon will be held on May 8 at Fox Hills in Plymouth, MI and will feature Michigan author Mardi Jo Link, winner of the Michigan Notable Book Award.

Linda Bolam – Recording and Corresponding Secretary

The responsibilities of Recording Secretary were accepted as of the September 19, 2013 to replace resigning secretary, Aleta Lee.

As of the FNDL Board of Directors Meeting of January 22, 2014, it was decided that the roles of Corresponding Secretary and Recording Secretary be placed on the ballot as Secretary, combining the responsibilities of the two roles into one.

As the 2013 calendar year progressed and the Public Relations role for Chris Litka was clarified, she assumed responsibility for contacts with the Northville Chamber of Commerce and for distributions of FNDA Membership Forms to the Chamber, the Northville City Hall and Northville Township offices. The Corresponding Secretary will no longer distribute these forms.

Provided assistance in preparation and mailing of the Friends Newsletter this year. Mailing labels were made utilizing the FNDL Membership List, and stamps were procured from the Treasurer. Newsletters were labeled, stamped, and mailed.

Letters were written in acknowledgement of generous donations and awards, including:

- Jim and Prudy Vannier of the Northville Gallery
- Joe and Carol Oldenburg
- Sarah Cousineau, Manager, Community Financial

Joseph Oldenburg - Used Book Operations Director

2013 was a year of transition as I assumed the role of Director in February. Emphasis this year has been on organizing and weeding the used book collection. This has allowed us to provide quicker turnover of used book donations for sale in the Used Book Cellar and on the carts in the Library lobby. We expanded Cellar hours by opening on Friday during normal library days and hours. We closed on Sundays because of the number of hours we lost in the summer when the library is not open on Sundays.

Though we experienced increased sales in both the two used book sales, cellar and cart sales this year (\$23,420), there was an overall decline of 7% in total revenue from the previous year. This decline was due to the change in the vendor Mission Based Books (MBB) contract (a 10% loss in revenue to us). In late January 2014 MBB notified us that they were going out of business as of February 28, 2014. At the writing of this report, we are reviewing other vendor opportunities for 2014. It should be noted that in March 2013 we did recoup over \$7,000 in arrears (seven months) from MBB. Our goal in 2014 is to increase sales, as well as volunteers. Our hope is to open the Used Book Cellar additional day(s) if we can get the volunteers.

We continue community outreach by providing unsold used books to various agencies; Salvation Army, The Children's Place (Detroit), and to teachers/schools in underprivileged areas.

Volunteers were added in all key areas. This program could not happen without the dedication from our many volunteers. We thank them all and welcome anyone interested in joining us.

Christine Litka – Public Relations Director

Christine Litka became the Public Relations Coordinator in February, 2013.

The first project was the Friends presence at the Taste of Northville in March. We partnered with the Library and offered used children's books and cookbooks. We also distributed membership applications.

Press Releases: Seven press releases were submitted and published to the Northville Record.

Northville Patch: 13 Posts were published to the Patch website. The Patch has 2,000 email subscribers.

Mail Chimp: Ten emails were sent to Friends members. We currently have 252 members on the mailing list and an open rate of 46%, which is quite good based on Mail Chimp's figures.

We attended the Chamber of Commerce Christmas Party and met business people from the Northville area.

We circulated posted within the community for our events, most heavily for the twice annual Used Book Sales.

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. Open seven days a week, the store is entirely run by a staff of 23 volunteers.

In 2013 the store contributed \$3500 to the Friends. Our operating expenses for the year included additional shopping bags, telephone fees, credit card fees, and insurance. Another expense in 2013 was a new outdoor sign. This sign, which advertises the store, can easily be wheeled outside by the volunteers. The cost of this sign was partially funded by a grant which the Friends received.

Once again, the store held 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 Friends members is 10%.

Consolidated Financial Statement
Fiscal Year Ending 2/28/14

	<u>General</u>	<u>Store</u>	<u>Total</u>
Opening Balance	44,204.18	1,903.89	
Income			
Membership Dues	12,945.00		12,945.00
Used Book Sales	25,119.66		25,119.66
Sales Tax included in Used Bk Sales	(980.00)		(980.00)
Other income		128.91	128.91
Book/Author Luncheon	297.01		297.01
Misc. Donations	1,134.00		1,134.00
Gift Book Program	1,622.00		1,622.00
Store Income		14,196.38	14,196.38
Hillers scrip program	122.85		122.85
Interest	69.96	0.84	70.80
Total Income	40,330.48	14,326.13	54,656.61
Friends Programs			-
Friends Event	915.37		915.37
Gift Books	3,102.00		3,102.00
Read to Me	530.90		530.90
Millage	2,500.00		2,500.00
Used Book Sale Expense	577.38		577.38
Store Purchases for Resale		9,529.98	9,529.98
Library Staff Appreciation	72.50		72.50
Total Programs	7,698.15	9,529.98	17,228.13

Donations to Library			
Youth Summer Reading	6,831.14		6,831.14
Adult Summer Reading	1,000.00		1,000.00
Teen Summer Reading	2,000.00		2,000.00
Battle of the Books	2,600.00		2,600.00
5 AWE Children Workstations	15,750.00		15,750.00
Endowment support	1,000.00		1,000.00
Book Page subscription	450.00		450.00
Community Reads	1,000.00		1,000.00
Staff Lunch	600.00		600.00
Microfilm Northville Record	<u>165.88</u>	-	<u>165.88</u>
Total Library Donations	31,397.02	-	31,397.02
Administrative Expenses			
Taxes/Bank and Visa Charges	170.00	693.33	863.33
Dues/Memberships/FOML	255.00		255.00
Fixtures		120.75	120.75
Insurance		500.00	500.00
Postage	1,080.72	14.72	1,095.44
Printing	2,300.48		2,300.48
Supplies/Misc Expense	139.24	158.79	298.03
Telephone		461.86	461.86
Volunteer Appreciation	-	<u>207.78</u>	<u>207.78</u>
Total Administrative	3,945.44	2,157.23	6,102.67
Grand Total Expenditures	43,040.61	11,687.21	54,727.82
Cash Transfers	3,500.00	(3,500.00)	-
Sales Tax pending		41.99	
Ending Balance	44,994.05	1,084.80	<u>46,078.85</u>
Bank Balance	<u>44,994.05</u>	<u>1,084.80</u>	<u>46,078.85</u>

Denise Stacer, Finance Director

Linda Schwelnus, Store Treasurer

2014 ANNUAL MEETING

Nominees to Board of Directors

OFFICERS – One Year Term 2014 – 2015 (Vote required)	
Position	Nominee(s)
President	Carol Oldenburg
Vice President	Erin McDermott
Treasurer	Deborah Stanifer
Secretary	Linda Bolam

DIRECTORS - Two Year Term 2014 - 2016 (Vote required)	
“Read to Me” Program	Judy DeFrancesco
Gift Books	Claire Kreher
Gift Store	Martha Nork
Gift Store Treasurer	Linda Schwelnus
Newsletter	Sandy Walts

DIRECTORS – Two Year Term 2013 – 2015 (No vote required)	
Public Relations	Christine Litka
Membership	Regina Mingela
Used Books	Joseph Oldenburg