



2012 Annual Report

March 21, 2013

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

2012 - 2013 Term

President	Carol Oldenburg
First Vice President	Erin McDermott
Treasurer / Finance Committee Chair	Denise Stacer
Recording Secretary	Laura Lockhart
Corresponding Secretary	Regina Mingela/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 Thomas
Director / Membership Chair	Ellison Franklin/Regina Mingela
Book and Author Luncheon	Linda Schwelnus

Coordinators

Gift Store Buyer	Berclay Ruschak
Programs	Jim Morche'
Used Book Sale Chair	Paul Snyder
Summer Reading Program Coordinator	Roz Fink

Presidents' Report 2012-2013

Carol A. Oldenburg – President

Dear Friends,

In March, 2012, I had the privilege of being elected President of the Friends and began working with a dedicated group of volunteers. I have learned a lot this past year and am thankful for the support and guidance of fellow Board members and library administration. The Friends Board and volunteers have worked hard in all areas to support the Friends Mission 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 \$50,000 to the library to enhance its many programs and services this past year:

- √ Digitization of Northville Record (1869-2011) – This was the most significant contribution at \$36,000. Digitization allows online searching of historical newspapers. Alleviates the necessity of searching reels of microfilm.
- √ Community Reads Program
- √ Youth Summer Reading Program
- √ Teen Summer Reading Program
- √ Adult Summer Reading Program
- √ Battle of the Books
- √ Library Staff Appreciation Luncheon
- √ Donor Recognition

The Friends also sponsor numerous events and activities to bring programs and services to the community, raise funds as well as awareness of the Friends and their efforts to enhance library services. Events include:

- √ 'Read to me' program
- √ Gift Book Program
- √ Used book sales (Spring and Fall)
- √ Book Cellar and Cart Sales
- √ Friends Gift Store
- √ Book and Author Luncheon

Community outreach has also been a special emphasis this year with donations of used books to: Northville Civic Concern, Farmers Market, Taste of Northville, Wayne and Oakland County Department of Corrections, and Northville Senior Centers. We also continue to participate and network with other Friends organizations throughout the state as well as the Northville Chamber of Commerce.

We launched a new event this year to celebrate and honor our Friends members. During the National Friends of the Library Week (Oct. 21-27, 2012) we hosted “Sundaes on Sunday” and held a fall ice cream social. It was well attended and also included new families to the community and added additional members to the Friends.
Presidents’ Report 2012-2013

In addition to the day to day management of the various duties, the Board accomplished the following during the past year:

- √ Review/update of Friends Bylaws
- √ Volunteer archivist reviewing and organizing Friends archives to maintain concise historical records of the Friends
- √ Friend Board member ‘job’ descriptions developed for all Board members, for the purpose of continuity and ease when members leave and join the Board

We added three new Board members (areas of responsibility): Regina Mingela (Membership), Linda Bolam (Corresponding Secretary) and Joseph Oldenburg (Archivist, Used Book Operations). As we add new members we have others who have decided it is time to move on to other opportunities. We want to thank Ellison Franklin (Membership), Laura Lockhart (Recording Secretary), and Joe Thomas (Used Book Operations) for their many years of hard work and dedication. Their immeasurable contributions have been greatly appreciated. We also say good bye and thank you to our Teen Liaison, Alex Sheremeta. Best wishes to all!

The Friends contributions to Northville District Library would not be possible without the steady support of scores of Friends volunteers who have dedicated their time and attention in numerous areas. We have many to thank for our success. What a team!

Our goal in the year ahead is to nurture and expand the Friends membership. Our community continues to grow and it is our goal to reach each household and business to be sure they are aware of the ‘gem’ that is Northville District Library and encourage their active membership and participation in the library and Friends. With everyone’s continued help, we will maintain our commitment to the library and the members of the Northville community.

Ask your neighbors to join us and ... **be a Friend!**

2012 Annual Library Report

Julie Herrin - Library Director

The Northville District Library saw continued growth in 2012. The number of visits to the library topped 240,000, a 2% increase over 2011. 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 10% for a total of 148,805 items. The Library added approximately 14,000 new books, DVDs, music CDs, CD-ROMs, Books on CD, and video games this year. About 9,000 items were discarded because of age, outdated information or condition of the item. Items were borrowed 545,203 times by Northville residents, a 2% increase from 2011. 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 5 times greater in than in 2011. 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 was up by 8%. Thanks to a generous gift from the Friends the Northville Record from 1869 to 2011 was put into digital form, available on the Internet both in the library and remotely.

Programming: The Library effectively serves patrons of all ages. Storytimes 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 and book discussions are offered regularly. Students enthusiastically participate in the Battle of the Books, supported by the Friends of the Library. The Library offered 202 programs for children with over 7,000 participants in 2012. The Friends of the Library also supported the popular Summer Reading Program with funding and volunteer help. Keeping children reading through the summer produces better enhances reading skills when school begins.

Book discussions were conducted monthly for adults. Homebound members of the Community received frequent deliveries of Library materials. This year the third annual Community Read project was successfully conducted with neighboring libraries. The title *Picking Cotton* was chosen and the author gave a presentation to 200 people in November. Foreign films and monthly Book Discussions continued to grow in popularity in 2012. Programs on art exhibits from the Detroit Institute of Arts, Investment, Travel Tips, Digital Photography, the Titanic, the Glory Days of Detroit, Once Upon a Car, ETSY, Coney Dogs in Detroit, and Victorian Gardening were well attended.

Classes were offered to supplement Library’s online collection on E-Books, Reference USA, Learning Express, and Mango. A Library “Petting Zoo” introduced library users to various E-reading devices. Middle and high school students attended Real Research classes on the use of the library databases in their homework.

Computer offerings include 5 youth computers with learning games 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 grew 6% and use of Wi-Fi grew by 19% 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 was able to render the past issues back to 1869 in digital form due to a \$36,000 gift from the Friends of the Library. Searchable online both in the Library and remotely, the Northville Record Online is a great resource for the community.

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

The library expanded online services with Brain Fuse, an online homework help database where students can access homework tutors in real time and get help immediately for their assignments. The Library also added Freegal, a music downloading service. Users can download MP3 sound files free with only their Library card. Both new services have been well received by Library users.

Public Relations: The Library began a new public relations campaign called Geek the Library. If you "geek" something you are passionate about it, interested in it, and supportive of it. The Library offers something for whatever you geek. The theme was promoted with Geek Boards on which the public wrote what they geeked. Geek portraits and displays were used to advance the campaign in the Library. The Geek theme was carried out in the Fourth of July parade. The Library had a booth at the Farmer's Market and marched in the Victorian Parade. Library Staff and Board Members attended the School Open houses carrying out the Geek theme and alerting parents and students to Brain Fuse and Freegal. The Library took part in the Halloween night celebration in downtown Northville for the first time. The Director was featured in a Patch.com video and spoke to the Northville Women's Club. The Library initiated an online email service where community residents could subscribe to regular email communications from the Library. This year the Library communicated with parents and students by way of the school listserve, promoting programs and online offerings

Finances: The 2012 end of year figures show a balance of over \$84,000 will be going into the Reserve Fund. Income was 2% over budget despite an elevated number of Tax Refunds. This was .45% higher than 2011. The Library conducted a special Fundraising event on October 13th at Genitti's restaurant in Northville. This event netted \$6,400 for the Library. The Friends donated \$36,000 toward the digitization of the Northville Record and \$11,500 toward special programs. The Library's Endowment Fund, held at the Community Foundation for Southeast Michigan grew to over \$400,000 in 2012.

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 2013 with enthusiasm and dedication.

Director/Coordinator Reports

Claire Kreher - Gift Book Program Coordinator

During the past 12 months, we have had 46 gifts given to the Northville District Library through the Friends of the Library Gift Book Program. Of these, 29 were in memory of someone, 12 in honor of someone, and 5 were simply gifts. All were much appreciated. These gifts were accompanied by a total of \$1,972.00. Thanks to the generosity of citizens of Northville, approximately 90 books were purchased with the monetary donation.

In addition, a memorial was set up in memory of William Granton McAskin for Genealogical Room enhancements. So far 19 donors have donated \$815.00. A decision will soon be made as to the dispersal of these funds.

Judy DeFrancesco – Books for Babies Coordinator

We had another successful year with this program. One hundred twenty three gift bags were given to children under one year of age with some exceptions like young brothers and sisters. Thanks to the Friends Store for supporting this program and ordering new books, bibs, bags and tissue paper.

The parents are getting more involved in our library activities and are very interested in all Library programs that are discussed in the meeting. The Read to Me program is becoming a very important PR program. It's time to order more books and keep on going.

Regina Mingela – Membership Director

The FNDL membership numbers show 263 paid memberships. These include 245 regular memberships and 18 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 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.

Roz Fink - Summer Reading Program Coordinator

The FNDL support the Summer Reading through funding and volunteers. The Friends greatly appreciate the wonderful volunteers that assist in registration and the end of the summer party.

Linda Schwelnus – Book and Author Luncheon Coordinator

For the 26th year, the Friends supported the annual Book and Author Luncheon along with the Friends' organizations from Canton, Novi and Plymouth. Kevin Boyle, author of **Arc of Justice**, the Great Michigan Read Selection for 2011-2012 was featured in May 2012 and spoke to a sold-out audience. The 2013 Book and Author Lunch will be held on May 9 at Fox Hills in Plymouth, MI and will feature D. E. Johnson.

Consolidated Financial Statement for the Fiscal Year Ending 2/28/13

Denise Stacer – Finance Director

Linda Schwelnus - Store Treasurer

	<u>General</u>	<u>Store</u>	<u>Total</u>
Opening Balance	<u>53,436.29</u>	1,620.65	
Membership Dues	11,100.97		11,100.97
Used Book Sales	30,605.52		30,605.52
Sales Tax included in Used Bk Sales	(1,153.46)		(1,153.46)
Other income			-
Book/Author Luncheon	365.96		365.96
Misc. Donations	92.00		92.00
Gift Book Program	2,347.00		2,347.00
Store Income		14,578.93	14,578.93
Hillers scrip program	178.08		178.08
Interest	<u>108.74</u>	-	<u>108.74</u>
Total Income	43,644.81	14,578.93	58,223.74
Friends Programs			-
Friends Event	1,234.69		1,234.69
Gift Books	840.00		840.00
Books for Babies			
Refurbish Cellar			
Used Book Sale Expense	226.81		226.81
Store Purchases for Resale		8,414.62	8,414.62
Library Staff Appreciation	<u>433.12</u>		<u>433.12</u>
Total Programs	2,734.62	8,414.62	11,149.24

Donations to Library			
Youth Summer Reading	6,745.29		6,745.29
Adult summer reading	1,000.00		1,000.00
Teen summer reading	1,000.00		1,000.00
Battle of the Books	2,500.00		2,500.00
Rainy Day Bags	1,398.00		1,398.00
Endowment support	1,000.00		1,000.00
Digitization Northville Record	36,000.00		36,000.00
Microfilm Northville Record	<u>320.00</u>	-	<u>320.00</u>
Total Library Donations	49,963.29	-	49,963.29
Administrative Expenses			
Taxes/Bank and Visa Charges	170.00	655.38	825.38
Dues/Memberships/FOML	400.00		400.00
Fixtures			-
Insurance		500.00	500.00
Postage	1,063.64	36.85	1,100.49
Printing	2,018.89		2,018.89
Supplies/Misc Expense	26.48	484.44	510.92
Telephone		621.52	621.52
Volunteer Appreciation	-	<u>146.00</u>	<u>146.00</u>
Total Administrative	3,679.01	2,444.19	6,123.20
Grand Total Expenditures	56,376.92	10,858.81	67,235.73
Cash Transfers	3,500.00	(3,500.00)	-
Sales Tax pending		63.12	
Ending Balance	44,204.18	1,903.89	<u>46,108.07</u>
Bank Balance	<u>44,204.18</u>	<u>1,903.89</u>	<u>46,108.07</u>

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. Conveniently located just inside the main entrance of the library, it adds a unique element in this fast-paced world. Patrons of the library can stop in to find an interesting array of merchandise appropriate for all ages, and they can feel good about supporting a worthy cause with their purchases. Educational toys, puppets, jewelry and puzzles are the most popular items. A full line of greeting cards is also available. This year the store began selling the black “Geek” T-shirts in support of the library’s “Geek the Library” campaign.

Open seven days a week, the Friends Gift Store is run entirely by a dedicated staff of 22 volunteers. Volunteers work in two hour shifts. Volunteers and Members of the Friends receive a 10% discount on their purchases in the store.

The Gift Store contributed \$3500.00 to the Friends in 2012. Sales were down slightly in the 4th quarter compared to previous years. Our expenses for the year included a new cash register which became necessary when the existing cash register failed.

Nominees to Board of Directors

OFFICERS – One Year Term 2013 – 2014	
Position	Nominee(s)
President	Carol Oldenburg
1st Vice President	Erin McDermott
Treasurer	Denise Stacer
Recording Secretary	Aleta Lee
Corresponding Secretary	Linda Bolam
DIRECTORS – Two Year Term 2013 – 2015	
Public Relations	Christine Litka
Membership	Regina Mingela
Used Books	Joseph Oldenburg
INCUMBENT DIRECTORS – Elected 2012 - 2014 Term	
Books for Babies	Judy DeFrancesco
Gift Book Program	Claire Kreher
Gift Store	Martha Nork
Book and Author Luncheon	Linda Schwelnus
Newsletter	Sandy Walts