



2011 Annual Report

March 28, 2012

OUR MISSION ...

THROUGH FUNDRAISING AND VOLUNTEER EFFORT, 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

2011 - 2012 Term

President	Linda Schwelnus
First Vice President	Erin McDermott
Second Vice President	none
Treasurer / Finance Committee Chair	Denise Stacer
Recording Secretary	Laura Lockhart
Corresponding Secretary	Carol Oldenburg
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

Coordinators

Book and Author Luncheon	Peggy Kopy/Linda Schwelnus
Gift Store Buyer	Berclay Ruschak
Programs	Jim Morche'
Used Book Sale Chair	Paul Snyder
Summer Reading Program Coordinator	Roz Fink

Friends of the Northville District Library 2011 Accomplishments

This past year, the Friends, with your membership dues and your volunteer activities, have supported the Library in many ways:

- \$40,000 to renovate the Teen Area
- \$12,850 for purchase of surge protectors and circuit boxes and a Universal Power Supply for the computer server room
- \$2,800 for greening of the Library
- \$2,500 for support of the Battle of the Books and volunteer staffing
- \$8,960 to support the Summer Reading Program. Volunteers also registered participants in this program
- \$1,000 to help with the endowment mailing and activities
- \$1,000 for the Nintendo DS Game collection
- \$500 for the Summer Movie program
- \$700 to Micro Film the *Northville Record*
- Managed the gift book program
- Process all the donated books (approximately 50,000 yearly) that come in to the Library
- Library Staff Appreciation
- Sponsored programs: All that Jazz, Picks and Sticks, Twelfth Night Singers, and Steve Jochmans on Climbing Mt. Kilimanjaro
- Supported the 25th Annual Book and Author Luncheon featuring the late Jeffrey Zaslow

Thank you Friends of the Northville District Library!

Presidents' Report 2011-2012

Dear Friends,

During the last fiscal year, the Friends' contributions to the Library have set a record with monetary support of almost \$70,000!

Financial Support from the Friends

The Friends' largest contribution, \$40,000, funded the Renovation of the Teen Area in the lower level of the library. This renovation includes additional shelving for teen books and audiovisual materials as well as teen-friendly tables and chairs. Reaction from teen patrons has been extremely positive.

With almost \$9,000 of Friends' financial support, the 2011 Summer Reading Programs for adults, teens, and youth remained very popular. Participation included 220 adults who completed 260 category sheets for a coffee gift card incentive. Close to 900 children registered for the "One World, Many Stories" Youth Summer Reading Program, and 2,216 children attended special activities in June, July and August. Special t-shirts were raffled to 60 lucky young readers during the first three days of program registration. Each t-shirt included the name or logo of 35 business or individual contributors who donated \$100 or more to the Friends. For the teens, the program included a reading challenge and twelve events at the library, including a variety of hands-on events, presentations, book discussions, competitions, and crafts. Funds from the Friends paid for presenter fees, craft supplies, snacks, and prizes. Very special thanks to these generous Friends of the Library who support our children and the Summer Reading program.

The Library is a "greener" building thanks to the Friends of the Library. Since 2010 the Friends have contributed over \$5,100 for electrical work at the Library. This included replacing all the light bulbs in the building with energy efficient bulbs, replacing parking lot and outdoor soffit lights with energy efficient bulbs and placing photocells on all outside lighting. These actions are saving the Library \$1,000 per month on electricity for the building. An additional money saving purchase was the rain gauge for the automatic sprinkler system to conserve water throughout the year. To protect the Library from random power surges that damage costly equipment, the Friends also contributed the funds (\$12,850) to purchase surge suppressors for the entire building and all circuit boxes as well as a Universal Power Supply for the computer server room.

The Friends also sponsor the Battle of the Books, a fun reading competition for middle school students held annually in the spring, with a \$2,500 contribution.

The Books for Babies program, now known as "Read to Me," is also funded by the Friends. Gift bags, comprised of a book, magnet, bib, growth chart, library card for baby and literature about the library and reading to babies, are given to parents at the story times and by personal appointments with Judy DeFrancesco, program coordinator.

For the 25th year, the Friends supported the annual Book and Author Luncheon along with the Friends' organizations from Canton, Novi and Plymouth. The popular local author Jeffrey Zaslow was featured in May 2011 and spoke to a sold-out audience. The Friends were extremely saddened to learn of Mr. Zaslow's sudden death in mid-February while he was returning from a book event in Petoskey. We are donating a Gift Book to the Library in his memory. The 2012 Book Author Lunch will be held on May 29 at Fox Hills and will feature Kevin Boyle, author of **Arc of Justice**, the Great Michigan Read Selection for 2011-2012.

The Friends Gift Book Program offers a way to honor the memory of a loved one or to highlight a special occasion — by donating for a book to be purchased and plated with that special person's name in it. From March 1, 2011 through February 29, 2012, 35 gifts totaling \$1,456 were given via this program. With these gifts, 19 titles "In Memory" and 16 "In Honor" of someone were purchased for the library's collection.

The Friends also bring special programs to the community, such as the presentation by Steve Jochmans on Climbing Mt Kilimanjaro (in Sept), Leslie Mason's All that Jazz (Oct), Picks and Sticks (Nov), and Twelfth Night Singers (Dec). Many thanks to Jim Morche', library Trustee, who manages these programs.

Sources of Income for the Friends

Friends members, both businesses and individuals, contributed \$12,230 in dues and contributions. The Gift Store contributes \$3,500 to the Friends from store revenue. The store is run by a dedicated staff of 23 volunteers and continues as valuable asset to the library.

Used Book Sales, in the Used Book Cellar and carts, at various community events, and through our online sales partner, Mission Based Books (MBB), continue to provide the majority of Friends' income – almost \$36,000. Thousands of books have been sold online, improving our overall sales of used books by thousands of dollars. Our relationship with MBB has allowed us to continue to realize our no landfill pledge by recycling books that have reached the end of their useful life. We conducted used book sales at several community events throughout the year.

Jennifer Gustafson developed the idea and helped organize the Friends' first ever Wine Tasting and Silent Auction, which was held at Rocky's Restaurant on August 17. Over \$2,100 was raised from ticket and silent auction sales from 55 Friends. All of the wine that was abundantly poured and enjoyed was donated by Northville Market. Jennifer was President of the Friends the first half of the year, until she and her family moved to Germany, so the event also served as a goodbye party for her. Many thanks to Jennifer for her enthusiastic support of our Library!

Friends are Volunteers

"The hours the Friends put into the Library exceed our ability to count them!" said Julie Herrin, Library Director. Dollar contributions would not be possible without the steady support of scores of Friends Volunteers who work in the Friends Gift Store, the Book Cellar, at the Used Book Sales, and the various sales and activities throughout the community. Countless hours spent in meetings, moving materials, setting up, tearing down, stocking shelves, moving to storage, banking, and accounting, are all largely behind the scenes activities. This is in addition to the public face you see over the counter or volunteering at events. We have many to thank for our success!

We continue our memberships in the Association of Library Trustees, Advocates, Friends, and Foundations (ALTAFF), the Friends of Michigan Libraries (FOML), and our own Northville Chamber of Commerce. These associations have provided guidance and valuable networking opportunities that have allowed the Friends to expand in vision and scope. We embrace our organizational partners, and look forward to lasting, mutually beneficial relationships with them.

We hope to increase our membership numbers this year to more accurately reflect the true commitment and support of the Northville community. Ask your friends to join us!

The year ahead looks to be an exciting one! We will look for new ways to demonstrate our commitment to the Library and the members of the Northville community, and continue to strengthen the bonds between the Library Friends, Administration and Staff, and the Trustees.

Most Sincerely,

Jennifer Gustafson, President, March – August 2011

Linda Schwelnus, President, August 2011 – March 2012

2011 Annual Library Report

Thanks to a successful millage election in November, 2010, the Northville District Library, in 2011, was able to continue providing excellent service to its users. 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.

Friends

This year the Friends of the Library generously donated \$40,000 for the renovation of the Teen Area. There is additional shelving for teen books and audiovisual materials as well as teen friendly tables and chairs. The Friends added to the preservation of library computer resources by purchasing surge protectors to protect the building in the advent of a fluctuation in power. They also purchased a Universal Power Source for the server room to protect library equipment and data from a sudden power loss. Every year the Friends contributions fund the Summer Reading Programs for youth, teens and adults.

Collection

The collection of books and audio visual materials grew by 6% in 2011 to over 106,000 items. A new collection of DS computer games for youth is very popular with users. Northville Township donated a series of local history scrapbooks to the Local History Collection. The eBook collection continued to grow with nearly 4,400 titles available on Download Destination through a subscription to Overdrive online services. In September the library also subscribed to Overdrive Advantage which makes additional copies of popular titles available to Northville residents. Over 3,000 downloadable audiobooks are also available through the Download Destination service.

Circulation

In 2011 a total of 530,607 items were borrowed by Library users. This was lower by 4.6% than 2010. Actual Northville circulation increased but in 2010, the Novi Public Library was closed for 3 months and use by Novi residents increased the circulation number for 2010. Thus, the number for 2011 is less than 2010. Circulation of online downloadable books, both audio and eBook grew by 122%. Use of the library's Local History collection continued to increase as 152 researchers requested 441 items. The Northville library borrowed over 28,000 from other libraries to meet the needs of its users.

Programs

Programs on many different topics were offered throughout the year. This year the second annual Community Read project was conducted with neighboring libraries featuring Garth Stein's book, *The Art of Racing in the Rain*. Foreign films and monthly Book Discussions had record numbers in 2011. Programs on Investments, Gardening, the Rouge River, Music of Rogers and Hart, Digital Scrapbooking, Crime Scene Investigation (CSI), Detroit Institute of Arts, Couponing and Victorian History were well attended. The Library also offered classes on REAL Research, Reference USA, Databases, Skype, Digital Photography, EBay and eBooks. There were 228 Youth programs with over 7,200 children attending.

Technology

Computer offerings include 5 youth computers 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 new, faster and more accessible Wireless Hot Spot for those who bring their own computers. The library added a new firewall and a new automated payment center for Internet users. The computers Online Catalogs were replaced. Security Software and Desktop Software were updated on the Public Computers. Wireless printing will be available in early 2012.

Finance

Due to a successful millage election in November, 2011 the Library millage for property taxes was increased by 0.2 mills per thousand dollars of taxable value. Even though the taxable value of the Library District decreased, this increase in funding meant that the library revenue for 2011 was 13% over 2010 revenue, while expenses increased by about 9.7%. Tax refunds were under budget and approximately \$23,000 less than the previous year. Both State Aid and Penal fines increased from 2010 to 2011. Increased revenue allowed the Library to allocate \$64,000 for Retiree Health Care and transfer \$50,000 to the Building

Preservation Fund during the year. The net income over expenses for 2011 resulted in a \$142,098 increase to the Reserve Fund at the end of the year.

Staffing

This year saw a number of major personnel changes. The Head of Technical Services, Adult Librarian, Part-time Adult Librarian, Senior Clerk and Circulation Clerk positions were filled in the first few months of the year. Also, three new computer pages and 5 new shelving pages were hired. Volunteers contributed 838 hours of dedicated work to the library this year.

Facilities

The Library remains attractive and well maintained. Staff and Library Design professionals began a much needed upgrade to the Teen area of the Library finished in early December. The library installed new carpet in meeting room. Energy efficient lighting and new automatic sensors were added to the parking lot and a rain gauge was purchased for the sprinkler system. A new surge protector and new circuit breakers were added to protect against power surges at the building level. The library also added a UPS system to the computer server room to preserve equipment during a power outage. The lighting, rain gauge, surge protector, circuit breakers and UPS were made possible by funds from the Friends.

Strategic Plan

The Strategic Plan was reevaluated and updated given the results of the Community Survey completed in November 2010. The Board of Trustees, staff members and Friends of the Library met to revise the Strategic Plan. Five new Strategic Objectives were identified. Of these, the Board of Trustees, staff members and Friends of the Library designated two Objectives for implementation this year: developing non-tax sources of funding to cover 20% of the collections budget and assure that the library is perceived as relevant by the community.

Development

A Development Committee was formed under the Chair Mary Ellen King. Members included Trustees, staff, Friends of the Library and private citizens. The Committee decided that the first order of business was to be an Annual Giving Campaign that solicited funds for the library and the Endowment. A successful donor recognition event was held in January to honor those who had given to the Endowment in previous years. In November the Library added a page to the Quarterly Newsletter to showcase the opportunities for giving to the library. Both direct gifts to the Library and gifts to the Northville Endowment were solicited. The newsletter included a gift form and a return envelope. In addition the library sent a letter to previous Endowment donors soliciting a contribution for this year. The mailings stressed that 2011 is the last year for the Michigan Tax Credits for public libraries and Community Endowments. The campaign was very successful with a total of \$19,995 received from 110 donors.

Relevance

The library also worked toward the goal of relevance to the community. Special effort was given to the library's relationship with Northville Public Schools, including attendance at Open Houses and special Homework Help handouts on databases. The Director met with Northville School Administration and presented to the Parent Teacher Association at the High School. Homeschoolers were targeted with an Online Research Class. The library instituted a joint program of Family Movie Nights with the Northville Parks and Recreation Department. The Chamber of Commerce Lunch and Learn programs were hosted by the Library. A special program on the Reference USA database was offered to the business owners and the Northville community. The library had a table at the Farmer's Market in June. Frequent press releases were sent to the Northville Record and Northville Patch resulting in greater media coverage this year. The library staff invested time and resources in the growing eBook revolution with programs, handouts and training classes. The Teen area has been renovated to make a more appealing space for teens to gather in the library.

Julie Herrin, Library Director

Northville District Library Year 2011 at a Glance

	2010	2011	Increase 2010-2011	
Books & AV Items	127,804	129,065	6%	↑
Library Cards	19,582	20,229	3%	↑
Reference Questions	49,125	51,415	4%	↑
Audio & Ebook Downloads	6,146	12,059	49%	↑
Library Computer Use	48,060	53,499	10%	↑
Web Site Visits	312,902	512,197	39%	↑
Teen Summer Reading	159	279	339%	↑
Wireless Hot Spot Uses	4,981	6,500	10%	↑
Adult Programs	51	56	13%	↑
Adult Program Attendance	1,495	1,791	22%	↑
Foreign Film Attendance	458	565	41%	↑
Adult Summer Reading	206	220	8%	↑
Computer Tutoring	72	85	25%	↑

Friends of the Northville District Library
Consolidated Financial Statement for the Fiscal Year Ending 2/29/12

	<u>General</u>	<u>Store</u>	<u>Total</u>
Opening Balance	76,557.91	1,222.47	
Membership Dues	12,230.00		12,230.00
Used Book Sales	35,875.56		35,875.56
Sales Tax included in Used Bk S	(1,280.73)		(1,280.73)
Other Income	2,118.80		2,118.80
Book/Author Luncheon	239.24		239.24
Misc. Donations	1,000.00		1,000.00
Gift Book Program	1,336.00		1,336.00
Store Income		16,766.23	16,766.23
Hillars scrip program	254.20		254.20
Interest	244.27		244.27
Total Income	52,017.34	16,766.23	67,783.57
Friends Programs			
Friends Event	600.00		600.00
Gift Books	1,216.00		1,216.00
Books for Babies	638.85		
Refurbish Cellar	1,995.48		
Used Book Sale Expense	111.82		111.82
Store Purchases for Resale		8,745.92	8,745.92
Library Staff Appreciation	219.96		219.96
Total Programs	4,782.21	8,745.92	11,893.80
Donations to Library			
Teen Area Renovation	40,000.00		40,000.00
UPS/Surge protectors	12,850.00		12,850.00
Greener Library	2,800.00		
Youth Summer Reading	6,957.80		6,957.80
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
Nintendo Game Collection	1,000.00		1,000.00
Endowment support	1,000.00		1,000.00
Summer movie program	500.00		500.00
Microfilm Northville Record	140.80		140.80
Total Library Donations	69,748.40		69,748.40
Administrative Expenses			
Taxes/Bank and Visa Charges	218.89	567.07	785.96
Dues/Memberships/FOML	100.00		100.00
Fixtures		40.00	40.00
Insurance		500.00	500.00
Postage	1,135.84	49.28	1,185.12
Printing	2,853.77		2,853.77
Supplies/Misc Expense		212.71	212.71
Telephone		568.00	568.00
Volunteer Appreciation		181.34	181.34
Total Administrative	4,108.50	2,098.40	6,206.90
Grand Total Expenditures	78,638.11	11,844.32	87,846.10
Cash Transfers	3,500.15	(3,500.15)	
Sales Tax pending		87.29	
Ending Balance	53,426.29	1,820.85	55,056.94
Bank Balance	53,426.29	1,820.85	55,056.94

Signed  3/19/2012

Denise Stacer, Finance Director

Used Book Sales

Pretax used book sales were almost \$36,000 this year, a decrease of \$5,000 from prior year due primarily to reduced online sales caused by fewer "large" (over thirty cases) donations.

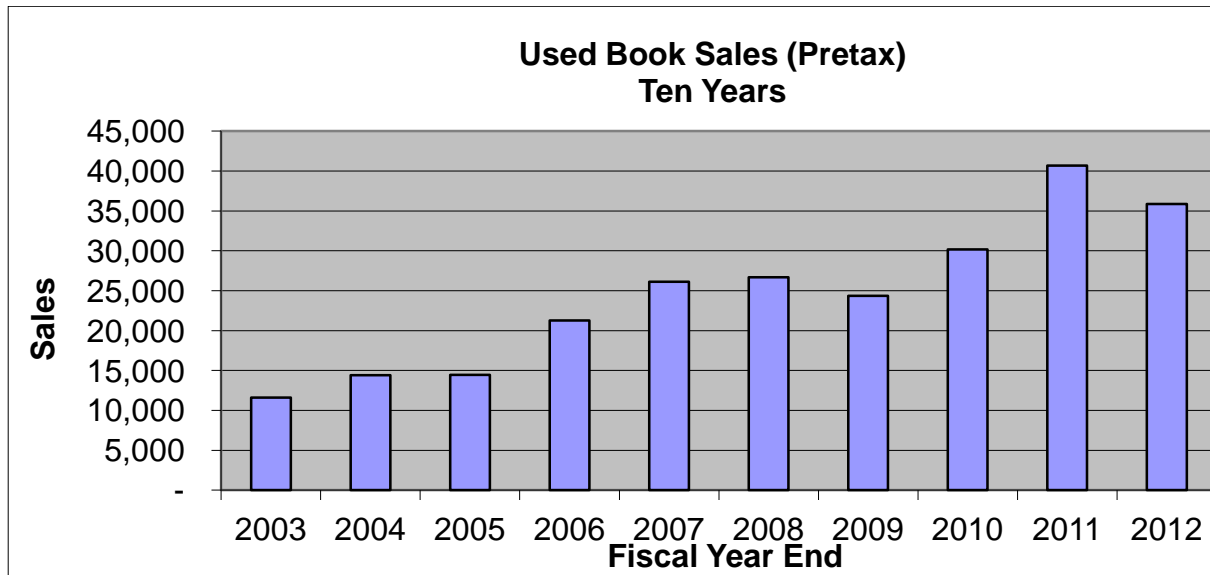
We continued coordinating sales with the Art House and the Historical Society as well as promoting the Library and Friends by donating books to worthy causes. We also worked as a liaison between Mission Based Books and teachers to provide free books for classrooms.

We held two "annual" book sales which both increased revenue and reduced recycles. We also established processes so that all un-saleable items, both paper and media, are recycled.

The Book Cellar was successfully refurbished. The walls were spackled and painted, the shelves stained, and the floor re-carpeted.

Additional shelving was purchased from Borders to provide increased display space.

Many thanks to all the volunteers who contributed to our success. It could not have been accomplished without them.



Joe Thomas, Director of Used Book Operations

Friends Gift Store

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 some of the most popular items. A full line of greeting cards is also available.

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.

New this year is our “fairy door”, which was custom painted for us in support of the Northville Downtown Development Authority project. We are now on the “Flight Path of the Northville Fairies.”

The gift store also assisted with the Friends “Read to Me Program” by purchasing the books and gifts bags which are given to Northville families with new babies to encourage early reading.

The store saw a very successful holiday season this year, with proceeds above previous years. January and February, however, were the slowest months in recent history. With annual revenue of almost \$9,750, the Gift Store contributed \$3,500 in proceeds to the Friends for their support of the library.

Stay tuned for announcements of Special Friends Shopping Days where larger discounts are given to Friends Members. Please continue to support the Library by shopping with us.

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

Nominees to Board of Directors

OFFICERS – One Year Term 2012 – 2013	
Position	Nominee(s)
President	Carol Oldenburg
1st Vice President	Erin McDermott
Treasurer	Denise Stacer
Recording Secretary	Laura Lockhart
Corresponding Secretary	Regina Mingela
DIRECTORS – Two Year Term 2012 – 2014	
Books for Babies	Judy DeFrancesco
Gift Book Program	Claire Kreher
Gift Store	Martha Nork
Book and Author Luncheon	Linda Schwelnus
Newsletter	Sandy Walts
Teen Director	Alex Sheremeta
ENCUMBENT DIRECTORS – Elected 2011 - 2013 Term	
Membership	Ellison Franklin
Used Books	Joseph Thomas