

Chelsea District Library
Director's Report
January 2012

Summary

- We ended the fiscal year under budget, with 94.7% performance. All major line items came in under budget
- December was a slow month as many senior staff took vacation around the holidays, so there is very little programming to report out on. Staff concentrated their efforts on spending the rest of their material budgets
- We are very pleased to announce that we were the recipients of a \$7500 grant from the Michigan Council for Arts and Cultural Affairs (MCACA) to support our Artist-in-Resident Program. MCACA provided over \$2 million in grants to over 230 agencies, but we were one of only two libraries to receive a grant

Vacation/PTO

- December 22, 2011 thru January 2, 2012

Questions from last Board Meeting

- None

Library Board

- Orientation for new board member
 - I have been organizing materials for our new board member Susan Brown about the library and the Board of Trustees before her first meeting. The orientation included a tour, board by-laws, policy manual, an introduction to available staff, and several other items. We look forward to Susan joining our team
- Fundraising Committee will meet on January 12
- Finance Committee will meet on January 23

Budget & Finances

- Library Endowment
 - After the first of the year, we updated our website to include information about how to give to the library's endowment fund. The fund was established in 1998 under the auspices of the Community Foundation for Southeast Michigan. The goal of the fund is to provide a permanent source of income to ensure continued excellence in programs and services for the library
- State Aid Report
 - The state aid report for libraries is due in February and I will complete work on this report by month's end
- Audit
 - We are preparing documentation for the 2012 audit. Our first meeting with the auditors will take place on February 13

Staff

- Staff Celebrating Anniversaries
 - Peg Greisberger, 4 years
 - Jennie Medeiros, 7 years

Strategic Plan

- Geek the Library Campaign
 - The library will be rolling out a new, comprehensive marketing campaign during the second half of 2012. The Geek the Library project is a community public awareness campaign aimed at spreading the word about the vital and growing role of our public library, and to raise awareness about the critical funding issues that we face

- The goal of the campaign is to inspire a conversation about our incredible public library and the urgent need for increased support as well as how everyone in our community benefits from the services that the library provides
- Strategic Plan Progress Report Highlights
 - Outreach Tool Kit. Librarians have important skills and information to share with the community. The community has important knowledge of itself. The effort of this tool kit will be to take a community development approach by working with community members and organizations to link library services to community needs
 - With assist from Anna, we updated the strategic plan on the website. New version is much cleaner, and easier to understand
 - Staff are making great progress in developing new customer service standards, developing new collections, and a new website redesign that will enhance the user-experience with our site

Friends & Volunteers

- I will be attending the annual meeting of the Friends of the Library Board. The meeting is on January 28. Anna Cangialosi will be the keynote speaker, who will be presenting on the “Geek the Library” campaign

Professional

- Public Library Association Annual Conference
 - I am presenting at this year’s conference in Philadelphia from March 13 to 17. My presentation is called “Being the Best: Stories from the Best Small Libraries in America,” and will feature the 2008-2011 winners of Library Journal’s Best Small Library in America award. Each of us will share stories about the innovative programs, partnerships, and services that helped their libraries rise to the top
- Personal Property Tax Meeting
 - Met w/local legislators Mark Ouimet and Rebekah Warren in a private meeting at Dexter District Library to discuss PPT issues. The consequences for failing to secure full replacement of the Personal Property Tax would include a total loss to Michigan libraries of nearly \$30 million. The average Michigan library loss would be 9% of their total revenues

Outreach

- Lions Club
 - I will be volunteering to help facilitate our annual Charity Bowling Tournament to benefit Penrickton Center for Blind Children (<http://penrickton.com>). The tournament will be on Saturday February 12th
- Chelsea Area Wellness Community Coalition
 - Next coalition meeting is January 18, 2012 in the McKune Room. We will be reviewing the draft of our comprehensive Chelsea Community Wellness Plan, discussing options to engage and share the plan with the Chelsea community, and discuss the date and structure of future coalition meetings
 - I’ve been working on connecting church leaders at a meeting in early January to discuss some Coalition-related goals & objectives

Meetings/Conferences Attended

- Staff Christmas Party, 12/10
- Rotary Xmas Party, 12/10
- Art Meets Business Meeting, 12/12
- TLN Committee Chair Meeting, 12/13
- DDA Meeting, 12/15
- Fundraising Committee, 12/15
- Chamber of Commerce Director Meeting, 12/19
- Rotary 12/20, 1/3
- Board of Trustees, 12/20
- Marketing Meeting, 12/21
- Strategic Planning Meeting, 1/4
- PPT Meeting w/Mark Ouimet & Rebekah Warren, 1/6

Marketing Report | December 2011

MARKETING & BRANDING INITIATIVE/STRATEGIC PLAN

- Start development of second branding presentation using information from workgroup outcomes
- Prepare for Geek the Library presentation to Fundraising Committee

GENERAL MARKETING

- Homepage graphics for webpage
- Event listings sent to annarbor.com, chamber, things to do in Chelsea, chelseamich
- Twitter/Facebook posts
- Press Room page updates on website with news coverage and press releases
- Create eReader guide
- Create early reader bookmarks
- Create youth calendar of events handout
- Create Friends donation letter and enews
- Blood Drive promotion
- Wrote article on David Churchwell, patron using library to write book

MEETINGS

- Management meeting (weekly, Tuesday)
- Interview with Angela Berent for Friendly Banter
- Toni Keim to discuss Friends donation letter and enews
- Fundraising committee

OUTREACH

- Met with Cary Church/Kathy Clark to finalize digital file for local history plaque for Historical Society