Annual Report
From the Director

Throughout 2014 there was a lot of talk about libraries and their place in our technological age. Predictions of age-old institutions’ demise at the hand of the Internet seemed to be prevalent and were bolstered by the modern library user’s trend away from print/physical items to digital items.

However, what the prognosticators failed to realize is that both the Internet and digital content are the latest tools and formats that libraries use to serve their populations. For patrons with the proper equipment and access, digital items represent a wonderful world of convenience. Consider the following August 12, 2014 Wall Street Journal article excerpt:

“A growing stack of companies would like you to pay a monthly fee to read e-books ... Don’t bother. Go sign up for a public library card instead.”

The author came to this conclusion after studying e-book services (like Amazon Prime) that hype their collections by focusing on the large quantity of titles available. The research revealed that very few of the hundreds of thousands of titles available were actually of interest to the general reader. Libraries are simply able to better meet their communities’ needs.

For those who still believe in the eventual shutting of libraries, I say “microwaves.”

The microwave oven was invented in 1946. The buzz then was that this new oven would replace conventional ovens because it was quicker and more convenient. Fast forward seventy years and the center of the modern kitchen is still the conventional oven.

In some ways, libraries are like kitchens. We meet the needs of those looking for new technologies and easy access and meet the needs of those looking for traditional resources and services, as exemplified in the following 2014 GDL statistics:

- 1.2 million visits and over 500,000 virtual visits
- 1.6 million physical items and over 450,000 digital items circulated
- 244,440 library supplied device logins and over 52,000 Wi-Fi logins

Have the Internet and the digital age had an impact on libraries? Absolutely! They have enabled them to become better than ever.

David Conklin
GDL Director

Leadership

Library Director
David Conklin

Library Board
William Delaney, Chair
Linda Ryals-Massey, Vice-Chair
Cathy Lane, Treasurer
Shari Bennett, Secretary
Minnie Armstrong, Trustee
Valaria Conerly-Moon, Trustee
Robert Crites, Trustee
Whitney S. Frazier, Trustee
Improved Facilities & Services

Grand Blanc-McFarlen
Community partnerships made it possible to renovate and expand the Grand Blanc-McFarlen children’s center, build a new storage room, relocate and enlarge the computer area and design a more open and engaging floor plan.

Thank you to the following partners who made those renovations possible:

- Claffey Trust Fund
- Grand Blanc District Library Commission
- Friends of the McFarlen Library
- Grand Blanc Community Fund
- City of Grand Blanc
- Grand Blanc Township
- Mideastern Michigan Library Cooperative
- Local Donations/Gifts

Fenton-Winegarden
Community partnerships helped to renovate the Fenton-Winegarden branch, which included creating a more open floor plan, reconfiguring the computer lab, and installing new carpet, floor tile, electrical units, plumbing fixtures, ceiling tile and shelving. Improvements also included a new circulation desk and furniture throughout the branch.

Thank you to the following partners who made those renovations possible:

- Fenton Downtown Development Authority
- City of Fenton
- Friends of Fenton Library
- Fenton Library Building Board
- Local Donations/Gifts

Clio Area
The children’s area benefited from new paint and carpet due to the generous donations of the Friends of the Clio Library and the Clio Library Building Board.

Mt. Morris
The Mt. Morris Friends Group installed a new outdoor sign for greater visibility in the community.

Digital Branch
The GDL responded to the continued demand for digital library services by offering Zinio, a downloadable magazine service. This resource is in addition to OverDrive (downloadable books, audiobooks, and movies) and Freegal (downloadable music).

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Staff News

Two staff members were recognized at the annual In-Service Day for providing excellent customer service. Library Assistant Nicole Lewis earned the Richard Handwerker Customer Service Award and Library Assistant Shalonda Griffin earned the Kay Hills Customer Service Award. The awards are named after two former staff members who helped set a high standard in customer service.

We recognized the following individuals for their years of service:

Front row (left to right): Shari Suarez (10 yrs.), Chris Heron (20 yrs.), Shirley Jones (35 yrs.), Kara Kvasnicka (25 yrs.), Marya Gutek (30 yrs.)

Back row (left to right): John Ekleberry (10 yrs.), Darwin McGuire (10 yrs.), Adrian Staggs (35 yrs.), Amy Goldyn (15 yrs.)

Missing from photo: Sarah Bleuer (10 yrs.)
Programming Highlights

**Black History Month Brunch**

The 13th annual brunch recognized the following honorees with an Award of Excellence:

- Carolyn Nash, former GDL Executive Director
- Louis Hawkins, Community Relations Administrator at HealthPlus of MI
- Lawrence E. Moon, Owner Moon Funeral Home
- Bruce Bradley, Founder of Tapology Tap Festival for Youth
- Resource Genesee (Partner in Progress Award)

Entertainment was provided by four-time Grammy Award and Academy Award winning vocalist, Regina Belle. She has a number of hits including *Make It Like It Was* and *A Whole New World* (duet with Peabo Bryson) for the Disney film, *Aladdin*.

**Summer Reading Program**

The Summer Reading Program had 4150 children sign up for the Summer Reading Challenge while 6544 people attended summer events at our 19 branches. Children who completed the challenge had the opportunity to select a prize book of their own. Thank you to the Friends groups that donated funds toward the purchase of these books.

**Concerts**

Our patrons were entertained by a number of free concerts including Three Men and a Tenor, Kitty Donohoe, Randy Scott, Straight Ahead, Sean Dobbins, The Moxie Strings, and Humphrey-McKeown.
Authors

Patrons had the opportunity to listen to and learn from many authors including Kathleen Flinn, author of *Burnt Toast Makes You Sing Good: A Memoir of Food and Love from a Midwest Family* (a Michigan Notable Book), Johnathan Rand, author of the *American Chillers* and *Michigan Chillers* series, Luis Carlos Montálvan, author of *Tuesday Tucks Me In: the Loyal Bond Between a Soldier and His Service Dog*, David Anthony and Charles David Clasman, authors of the *Heroes A2Z* series, along with writers featured at our Local Authors’ Showcase.

![Image of Kathleen Flinn](image1)
![Image of Johnathan Rand](image2)
![Image of David Anthony & David Clasman](image3)

Partnerships

All GDL branches are supported by partnerships with local municipalities and community organizations. Newer partnerships include the following:

**Flint Handmade**

The GDL and Flint Handmade together offered patrons the first annual Book Lovers’ Craft Fair in the fall. Thirteen Flint Handmade vendors participated, offering crafts especially designed for bibliophiles.

**Flint Public Library**

The GDL and FPL worked together synergistically in 2014. In September, we partnered for National Library Card Sign-up Month, working with 27 local businesses who agreed to provide coupons or discounts to patrons who showed their library cards at their establishments. In October, we connected once again for the Lil’ Monsters Halloween Bash at the Genesee Valley Center, reaching over 3,000 children and their families.

Last year we also partnered with other organizations to better serve our community. For instance, federal, state and local governments continued to streamline their services by encouraging online access. In response, the GDL partnered with the Flint Public Library and the Genesee County Clerk’s office to promote “Online, Not In-line” services. We also participate with similar state service known as ExpressSOS.

As organizations continue to evolve technologically, GDL is committed to establishing new partnerships to offer access to much-needed services.
### 2014 Statistics | Circulation

#### Branch Comparison
<table>
<thead>
<tr>
<th>Branch</th>
<th>2014</th>
<th>2013</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baker Park</td>
<td>60,833</td>
<td>62,672</td>
<td>-2.93%</td>
</tr>
<tr>
<td>Beecher-Vera B. Rison</td>
<td>50,849</td>
<td>57,019</td>
<td>-10.82%</td>
</tr>
<tr>
<td>Burton Memorial</td>
<td>86,927</td>
<td>92,976</td>
<td>-6.51%</td>
</tr>
<tr>
<td>Clio Area</td>
<td>111,951</td>
<td>118,600</td>
<td>-5.61%</td>
</tr>
<tr>
<td>Davison Area</td>
<td>220,664</td>
<td>244,617</td>
<td>-9.79%</td>
</tr>
<tr>
<td>Fenton-Winegarden</td>
<td>125,290</td>
<td>143,917</td>
<td>-12.94%</td>
</tr>
<tr>
<td>Flint Township-McCarty</td>
<td>67,446</td>
<td>67,205</td>
<td>0.36%</td>
</tr>
<tr>
<td>Flushing Area</td>
<td>82,894</td>
<td>68,916</td>
<td>20.28%</td>
</tr>
<tr>
<td>Forest Township</td>
<td>47,519</td>
<td>51,176</td>
<td>-7.15%</td>
</tr>
<tr>
<td>Gaines</td>
<td>3,444</td>
<td>3,753</td>
<td>-8.23%</td>
</tr>
<tr>
<td>Genesee-Johnson</td>
<td>46,236</td>
<td>52,847</td>
<td>-12.51%</td>
</tr>
<tr>
<td>Genesee Valley Center</td>
<td>69,882</td>
<td>68,916</td>
<td>1.40%</td>
</tr>
<tr>
<td>Goodrich</td>
<td>35,680</td>
<td>37,118</td>
<td>-3.87%</td>
</tr>
<tr>
<td>Grand Blanc-McFarlen</td>
<td>267,964</td>
<td>294,423</td>
<td>-8.99%</td>
</tr>
<tr>
<td>Headquarters</td>
<td>105,914</td>
<td>116,473</td>
<td>-9.07%</td>
</tr>
<tr>
<td>Linden</td>
<td>59,092</td>
<td>62,282</td>
<td>-5.12%</td>
</tr>
<tr>
<td>Montrose-Jennings</td>
<td>47,832</td>
<td>54,841</td>
<td>-12.78%</td>
</tr>
<tr>
<td>Mt. Morris</td>
<td>66,301</td>
<td>75,465</td>
<td>-12.14%</td>
</tr>
<tr>
<td>Swartz Creek- Perkins</td>
<td>70,730</td>
<td>76,906</td>
<td>-8.03%</td>
</tr>
<tr>
<td>Talking Book Center</td>
<td>6,797</td>
<td>6,282</td>
<td>8.20%</td>
</tr>
</tbody>
</table>

#### Physical Items Total
<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1,634,245</td>
<td>1,756,404</td>
<td>-6.96%</td>
</tr>
<tr>
<td>E-books</td>
<td>130,023</td>
<td>101,753</td>
<td>27.78%</td>
</tr>
<tr>
<td>E-magazines</td>
<td>8,623</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>E-music</td>
<td>40,468</td>
<td>27,273</td>
<td>48.38%</td>
</tr>
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</table>

#### Digital Items Total
<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>179,114</td>
<td>129,026</td>
<td>38.82%</td>
</tr>
</tbody>
</table>

#### Grand Total
<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1,813,359</td>
<td>1,885,430</td>
<td>-3.82%</td>
</tr>
</tbody>
</table>

### GDL vs. Peer Libraries

<table>
<thead>
<tr>
<th>Library</th>
<th>Service Population</th>
<th>Branches</th>
<th>Hours Open</th>
<th>FTEs</th>
<th>Millage Rate</th>
<th>Per Capita Spending</th>
<th>Annual Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDL</td>
<td>329,382</td>
<td>19</td>
<td>39,716</td>
<td>90</td>
<td>0.9981</td>
<td>$25.81</td>
<td>$8,500,000</td>
</tr>
<tr>
<td>KDL</td>
<td>365,669</td>
<td>18</td>
<td>41,755</td>
<td>197</td>
<td>1.28</td>
<td>$41.02</td>
<td>$15,000,000</td>
</tr>
<tr>
<td>CADL</td>
<td>240,165</td>
<td>14</td>
<td>33,434</td>
<td>138</td>
<td>1.56</td>
<td>$41.64</td>
<td>$10,000,000</td>
</tr>
<tr>
<td>Class VI Average</td>
<td>129,374</td>
<td>5</td>
<td>11,669</td>
<td>61</td>
<td>1.48</td>
<td>$40.35</td>
<td>$5,500,000</td>
</tr>
</tbody>
</table>

(KDL– Kent District Library, CADL– Capital Area District Libraries)
### 2014 Statistics | Visits & Access

#### BRANCH | 2014 | 2013 | %
--- | --- | --- | ---
Baker Park | 42,534 | 45,337 | -6.18%
Beecher-Vera B. Rison | 50,157 | 51,335 | -2.29%
Burton Memorial | 59,226 | 49,496 | 19.66%
Clio Area | 76,730 | 80,501 | -4.68%
Davison Area | 139,762 | 136,802 | 2.16%
Fenton-Winegarden | 90,634 | 95,677 | -5.27%
Flint Township-McCarty | 43,902 | 42,525 | 3.24%
Flushing Area | 62,180 | 51,925 | 19.75%
Forest Township | 31,093 | 34,988 | -11.13%
Gaines | 1,451 | 1,062 | 36.63%
Genesee-Johnson | 30,270 | 32,856 | -7.87%
Genesee Valley Center | 100,089 | 125,820 | -20.45%
Goodrich | 30,681 | 30,617 | 0.21%
Grand Blanc-McFarlen | 203,282 | 224,719 | -9.54%
Headquarters | 83,106 | 90,766 | -8.44%
Linden | 45,741 | 44,940 | 1.78%
Montrose-Jennings | 34,745 | 27,918 | 24.45%
Mt. Morris | 41,072 | 44,601 | -7.91%
Swarz Creek-Perkins | 55,412 | 61,888 | -10.46%

**Physical Visits Total** | 1,222,067 | 1,273,773 | -4.06%

**Virtual Visits Total** | 510,856 | — | —

**Grand Total** | 1,732,923 | 1,273,773 | —

PC Usage (Logins) | 244,440 | 267,635 | -8.67%
PC Usage (Hours) | 185,502 | 188,276 | -1.47%
Wi-Fi Logins | 52,206 | 71,045 | -26.52%

### Audited Expenditures 2014

$8,109,108

- Salaries & Benefits: $4,703,362
- Restricted Fund Expenditures: $144,882
- Contributed Facilities: $747,945
- Operating Expenditures: $1,219,080
- Library Materials: $1,293,839

### Audited Revenues 2014

$9,169,401

- Restricted Fund Revenues: $68,277
- Other: $394,185
- State Aid: $237,083
- Penal Fines: $324,317
- Contributed Facilities: $747,945
- Tax Revenue: $7,397,594
# Genesee District Library
## 2014 Return on Investment (ROI)

<table>
<thead>
<tr>
<th>Circulation/Use</th>
<th>Est. value</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Books</td>
<td>784,534</td>
<td>$22.50</td>
</tr>
<tr>
<td>Magazines</td>
<td>14,355</td>
<td>$5.00</td>
</tr>
<tr>
<td>Audio Books</td>
<td>34,846</td>
<td>$30.00</td>
</tr>
<tr>
<td>DVD/Blu-ray</td>
<td>758,270</td>
<td>$20.00</td>
</tr>
<tr>
<td>PC usage</td>
<td>185,502</td>
<td>$18.00</td>
</tr>
<tr>
<td>e-books</td>
<td>130,023</td>
<td>$15.00</td>
</tr>
<tr>
<td>e-magazines</td>
<td>8,623</td>
<td>$5.00</td>
</tr>
<tr>
<td>Database Search</td>
<td>290,852</td>
<td>$19.00</td>
</tr>
<tr>
<td>e-music</td>
<td>40,468</td>
<td>$1.00</td>
</tr>
<tr>
<td>Interloan Requests</td>
<td>26,229</td>
<td>$25.00</td>
</tr>
</tbody>
</table>

**Total** $45,489,443

**Operating Budget** $8,109,108

**ROI Summary:**
*For every $1 spent, the GDL provides $5.61 in services.*