

# 2019

## ANNUAL REPORT

19 Branches to Serve You

Music Streaming Summer Reading  
Hoopla Community Outreach  
Seed Library Black History Month  
eMagazine World Books Monthly Challenge  
Homebound Services Online Reference Freegal  
MeLCat RBdigital Book Clubs Brunch Michigan Story Audio  
Technology Animals Cooking DVDs Center Activity Pass  
College Prep Mango Languages Demonstrations Music Streaming  
Services for the Visually Impaired Beanstack Reference  
Bag of Books Music Streaming

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## Message from the Director

Dear Friends,

Communication. That's the name of the game at the Genesee District Library. And to communicate more effectively with our patrons, in 2019 we implemented Shoutbomb, a text messaging service that lets us communicate with you using the convenience of your phone. With Shoutbomb you can receive information about your library account, such as holds ready for pickup, items due soon, overdue items, fees and renewals.

We also rolled out a new website design. The new design provides a more user-friendly calendar of events, a more streamlined home page, and more effective dropdown menus, allowing you to more easily find what you need.

Lastly, we've amped up our social media presence, adding Instagram and Twitter to our existing Facebook, YouTube and Pinterest accounts.

Our goal is to meet you where you are, wherever that might be.

GDL. Keeping you in the loop.

Sincerely,  
David Conklin  
Director

## About the Genesee District Library

The Genesee District Library (GDL) is a public library system serving the residents of Genesee County, Michigan. Our service area covers all communities within the county with the exception of the City of Flint, which is served by the Flint Public Library.

The GDL system consists of 19 locations, and includes services such as the Robert T. Bolo Business Center (Grand Blanc-McFarlen) and the Talking Book Center and Homebound Services (Headquarters).

Over one million visits are made annually to the GDL for books, movies, music, technology and programs. Residents within our service area also have online access to books and music.

The GDL was formed on January 1, 1980 through a partnership between Genesee County and Grand Blanc Township. It is governed by an eight-member volunteer board. Funding is provided through a .7481 county-wide millage (excluding the City of Flint). An additional 0.25 mills was approved on May 2, 2011. The millage was renewed in August of 2016 by a 3-to-1 margin. The remaining revenue comes from fees and fines, state aid, grants and gifts.

## Leadership

Library Director  
David Conklin

## Library Board

William Delaney, Chair  
Linda Ryals-Massey, Vice-Chair  
Robert Crites, Treasurer  
Joan Towarnicky, Secretary  
Minnie Armstrong, Trustee  
Shari Bennett, Trustee  
Valaria Conerly-Moon, Trustee  
Sylvester Jones, Jr., Trustee

## Staff News



### Retirements

**Mary Higginbottom-Johnson**  
Branch Operations Manager  
19 Years of Service

**Tom Rohrer**  
Senior Reference Librarian  
47 Years of Service



### Above & Beyond Award

Headquarters Librarian Liz Kish was presented with the 2019 Above & Beyond Award at the In-service on October 14. In November, Liz was named Branch Operations Manager.



### Years of Service

*Left to Right:* Shari Suarez (15 yrs.), Al Berry (5 yrs.), Kara Kvasnicka (30 yrs.), Liz Kish (5 yrs.), Marya Gutek (35 yrs.), John Ekleberry (15 yrs.), Amy Goldyn (20 yrs.). *Not Pictured:* Darwin McGuire (15 yrs.).

## Programming Highlights

### Grant Awards

Genesee District Library was awarded \$62,523 in grant funds in 2019:

#### Library Services and Technology Act Grant Awards

Eight separate grants to support technology programming.

**\$12,423**

#### Library of Michigan

Continuing Education Stipend—Talking Book Center Librarian

**\$1,600**

#### Mideastern Michigan Library Cooperative—Technology Grant

Early Literacy Stations

**\$7,000**

#### Mideastern Michigan Library Cooperative CE Grant

Talking Book Center Librarian Training

**\$500**

### Google

Grow with Google

**\$1,000**

### Michigan Council for Arts and Cultural Affairs

Grand Blanc-McFarlen Roof

**\$40,000**

### Black History Month Brunch

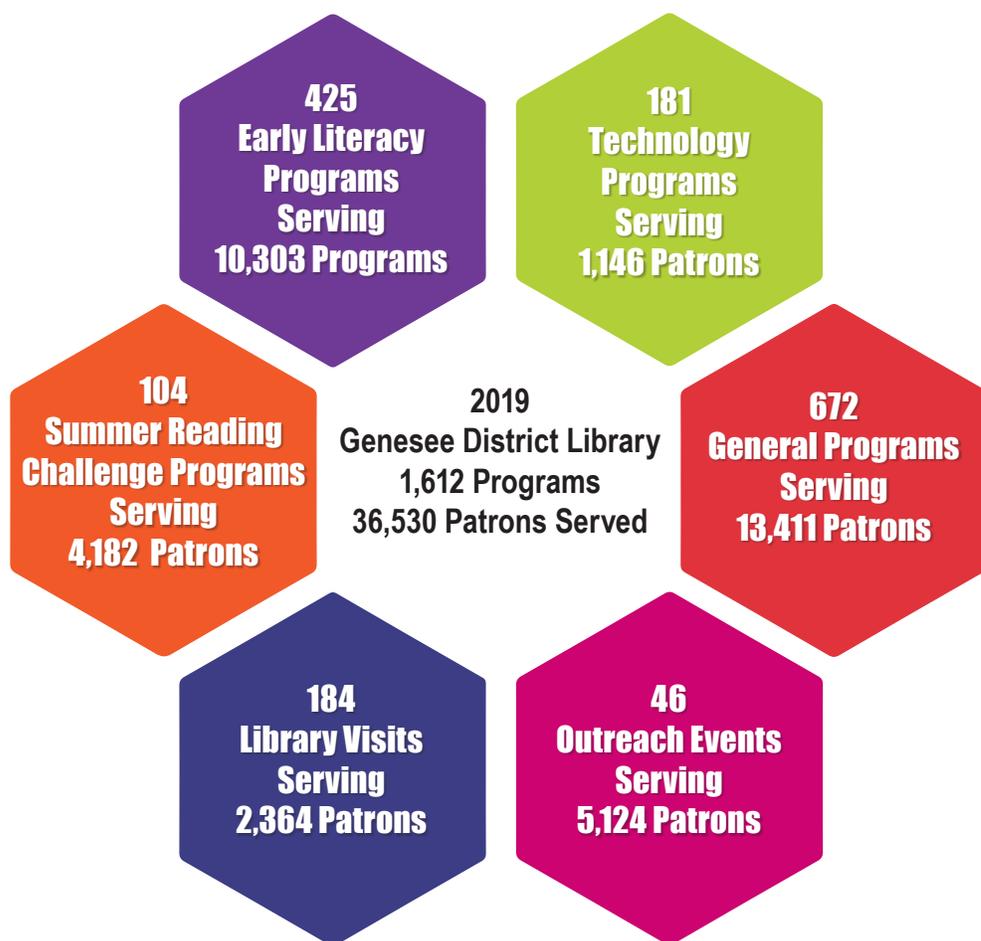
The 18th Annual Black History Month Brunch was held on February 2, 2019 at the Genesys Conference & Banquet Center. The Award of Excellence was presented to: Bryant Nolden, Clifton Turner and Dr. Beverly Walker-Griffea.

The Partner in Progress award was presented to St. Luke N.E.W. Life Center. Entertainment was provided by Grammy nominated gospel singer Anita Wilson. Approximately 450 people attended.

### Partnerships

We have many valuable partnerships throughout Genesee County. Some of these were new, and some are long established:

- Michigan State University Extension, Genesee County, 4-H STEAM Corps
- Flint Public Library
- World of Wonder—Fenton
- Flint and Genesee County Literacy Network
- YMCA Camp Copneconic
- Goodrich GSRP
- Little People’s Playhouse
- Carter Elementary—Montrose
- Westwood Heights High School
- Davison High School
- Swartz Creek School
- The Perry Center
- University of Michigan-Flint, School of Nursing
- State Representative John Cherry
- State Representative Sheryl Kennedy
- Vlasic
- Kindred Hospice
- Absolute Hospice
- The Human Library, Denmark
- US Census Bureau
- Flint Institute of Arts
- Fenton Arts Council
- Greater Flint Health Coalition—Connecting Kids to Coverage
- Greater Flint Health Coalition—Flint Water Crisis
- GISD, Genesee County Career and College Access Network
- GISD, Communications & Development, Michigan Leadership Institute
- Mott Community College, Financial Aid
- Food Bank of Eastern Michigan



## Gifts & Donations

Thanks to the following people and organizations for giving generously to the Genesee District Library in 2019:

Atkins, Charles G.	Hudson, Bonnie Jo	Nurmi, Fred & Barbara
Bargiel, Henry & Norma	International Genealogical Search, Inc.	Pintacura, Russ & Toby
Beardslee, Mike	Jadwin, Pam & Steve	Piper, Freida
Bowers, Jeremy & Darcie	Jones, George & Christine	Quijano, Hilda
Cogdill, Wayne	Kellogg, Joyce	Roach, Wiona
Damm, Peter	Kennedy, Clarence & Carolyn;	Roma Pizzeria & Restaurant
Family of Marie White	Barbara Trevithick	Saddlemire, James
Ferguson, Edmund & Marcia	Kerrigan, Paul & Sue and	Scavarda, Ricky & Marcia
Friends of the Fenton Library	Michael & Natalie Holmes	Scheidemantel, Marilyn
Friends of the Mt. Morris Library	Keys, Roosevelt & Sylvia	Shumaker, Tracy & Anthony
Gallop, Arthur & Janis	Kihn, Aimee	Simpson, Helen; Holmes, Catherine;
GFWC Flushing Women's Club	Koppinger, John & Penny	Mulville, Joan
Goss, Rosalie	Lewis, David	Somma, Barbara
Goss, Rosalie	Linder, Suzanne	Stanley, Vicki
Graves, Elaine	Lindman, Marilyn	Sullivan, Amy
Greater Beecher Business District Association	Litwicki, Rae	Sullivan, Janet
Griffiths, Betty	Martlew, Margaret	Vera B. Rison Library Friends
Herron, Jean	Massie, Ronald	Warren, Judy
Hicks, Patricia Piccard	Mikolay, Kristine	West Forest United Methodist Church
Hill, Martha	Montrose Friends Group	Whitson, Sharon
Hodges, Lois	Mulcahy, Karen	Wininger, Kim & Harold
Holland, Richard	Naismith, Martha	
Hougen Foundation	Nilsson, Lena	

### Many Thanks to our Summer Reading Challenge Prize Contributors:

Allure Day Spa	Checkers/Rally's	Leo's Coney Island
Applebee's Grill & Bar-Davison	Cinnamom	McDonald's-Davison
Aubrey's Pizzeria	Culver's	NCG Cinema
Bagger Dave's	Davison Home Bakery	Palace Jewelers
Bear Soup Deli	Dawn Donuts	Pizza Mia
Black Rock Bar & Grill	El Charitto's-Helena's	Rainforest Café
Bowl Flint	Freakin Unbelievable Burgers	Somers Floral Design
B's Bowling Center	Genesee County Fair	Taboon of Grand Blanc
Biggy Coffee	The Grafted Root Eatery	Wendy Gottschalk
Big John's Steak & Onion	Great Harvest Bread Company	Wojo's Garden Splendors
Buffalo Wild Wings	Jimmy John's-Davison	

### National Library Card Signup Month

The GDL partnered with the Flint Public Library for National Library Card Signup Month in September. Fifty-six businesses participated, offering discounts to people who show their library card. Warmest thanks to the following businesses:

2nd Time Around Consignment	Fireside Coffee	Montrose Orchards Inc
A Darlin' Dog	Flint Children's Museum	NCG Theaters
Anytime Fitness-Both Grand Blanc Locations	Flint Institute of Arts	Oliver T's Market
Aubree's Pizzeria & Grill	Flint Roller Derby	Pipsqueak Boutique
B-Dogs-Flint Farmers Market	Gerych's Distinctive Flowers & Gifts	Play It Again Sports
Beale Street Smokehouse	The Grafted Root Eatery	Pure Pro Wrestling
Best Cheesecake Ever	Grand Blanc Music	Richfield Bowl
B's Bowling Center	Harry & David	Rollhaven
Calabria Village	Hoffman's Deco Deli	Spectacular Spudz
Cops and Robbers Shop	Howe Art Supplies and Studio	Steady Eddy's Market Café
Cottage Used Books	La Familia Morales	Sugar Shack   life+style
Cranberries Café	LaMarsa Mediterranean Cuisine	Totem Books
Cyclefit Sports	Legends Bar & Grill	Tropical Smoothie Café-Clio, Davison,
Davison Home Bakery	Leo's Coney Island-Grand Blanc	Fenton, Flint & Grand Blanc
d'Vine Wines	Longway Planetarium	Vogt's-Davison
Electric Crown Records	Lucy's Pet Supplies and Feeds	Vogt's-Flint
Elixer-Davison, Lake Orion	Mancino's of Fenton	Vogt's-Flushing Flower Market
Empress of China Restaurant	Max Well Therapy, LLC	Vogt's-Grand Blanc Florist
Firehouse Subs-Grand Blanc, Lake Orion	Mayn St. Flowers & Gifts Inc.	Wojo's Garden Splendors

## Circulation

BRANCH	2019	2018	%
Baker Park	37,160	39,002	-4.72%
Beecher-Vera B. Rison	23,374	28,161	-17.00%
Burton Memorial	53,805	58,871	-8.61%
Clio Area	75,287	79,280	-5.04%
Davison Area	147,679	157,278	-6.10%
Fenton-Winegarden	101,537	105,021	-3.32%
Flint Township-McCarty	35,364	37,504	-5.71%
Flushing Area	65,151	64,979	-0.26%
Forest Township	32,773	34,148	-4.03%
Gaines Station	4,716	3,691	27.77%
Genesee-Johnson	28,816	33,605	-14.25%
Genesee Valley Center	43,658	57,083	-23.52%
Goodrich	22,895	26,384	-13.22%
Grand Blanc-McFarlen	174,587	185,428	-5.85%
Headquarters	74,315	78,740	-5.62%
Linden	39,513	44,678	-11.56%
Montrose-Jennings	33,798	36,107	-6.39%
Mt. Morris	43,335	48,237	-10.16%
Swartz Creek-Perkins	40,089	45,329	-11.56%
Talking Book Center	24,961	20,869	19.61%
<b>Physical Items Total</b>	<b>1,102,813</b>	<b>1,184,395</b>	<b>-6.89%</b>
eDatabases	148,149	161,170	-8.08%
eAudio	149,004	109,170	36.49%
eBooks	205,221	179,376	14.41%
eVideo	7,461	1,631	357.45%
eMusic	146,232	140,568	4.03%
eMagazines	21,076	10,455	101.59%
<b>Digital Items Total</b>	<b>677,143</b>	<b>602,370</b>	<b>12.41%</b>
<b>Grand Total</b>	<b>1,779,956</b>	<b>1,786,765</b>	<b>-0.38%</b>

## Visits & Access

BRANCH	2019	2018	%
Baker Park	35,769	33,456	6.91%
Beecher-Vera B. Rison	21,717	25,554	-15.02%
Burton Memorial	42,197	41,582	1.48%
Clio Area	64,331	63,269	1.68%
Davison Area	101,081	96,825	4.40%
Fenton-Winegarden	84,661	81,647	3.69%
Flint Township-McCarty	32,377	33,969	-4.69%
Flushing Area	50,596	46,906	7.87%
Forest Township	23,591	24,797	-4.86%
Gaines Station	1,947	1,586	22.76%
Genesee-Johnson	21,666	23,537	-7.95%
Genesee Valley Center	75,516	82,932	-8.94%
Goodrich	25,279	27,273	-7.31%
Grand Blanc-McFarlen	169,914	165,533	2.65%
Headquarters	61,570	60,941	1.03%
Linden	29,783	29,241	1.85%
Montrose-Jennings	28,886	25,322	14.07%
Mt. Morris	29,820	30,465	-2.12%
Swartz Creek-Perkins	38,076	35,951	5.91%
<b>Physical Visits Total</b>	<b>938,777</b>	<b>930,786</b>	<b>0.86%</b>
<b>Virtual Visits Total</b>	<b>488,802</b>	<b>507,417</b>	<b>-3.67%</b>
<b>Grand Total</b>	<b>1,427,579</b>	<b>1,438,203</b>	<b>-0.74%</b>
PC Usage (Logins)	144,021	165,281	-12.86%
PC Usage (Hours)	103,005	128,753	-20.00%
WiFi Logins	62,209	56,887	9.36%

## Volunteers & Friends

### Volunteers Make A Difference

The GDL had 40 active branch volunteers in 2019 and they contributed 2,131 hours. They were honored at the annual Volunteer Breakfast on April 10, and were entertained with a magic show by Ming Louie. Genesee District Library is grateful for their service.

### Friends of the Library

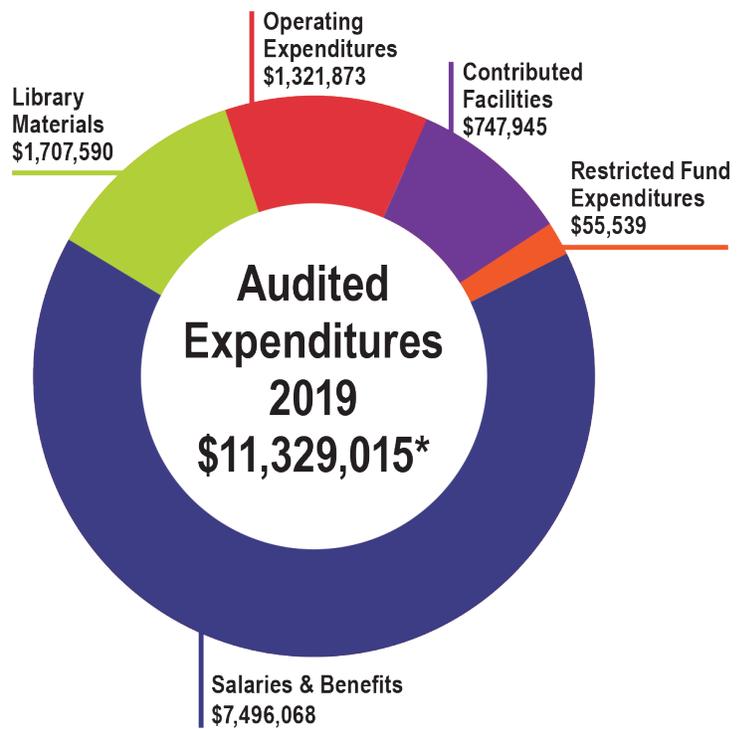
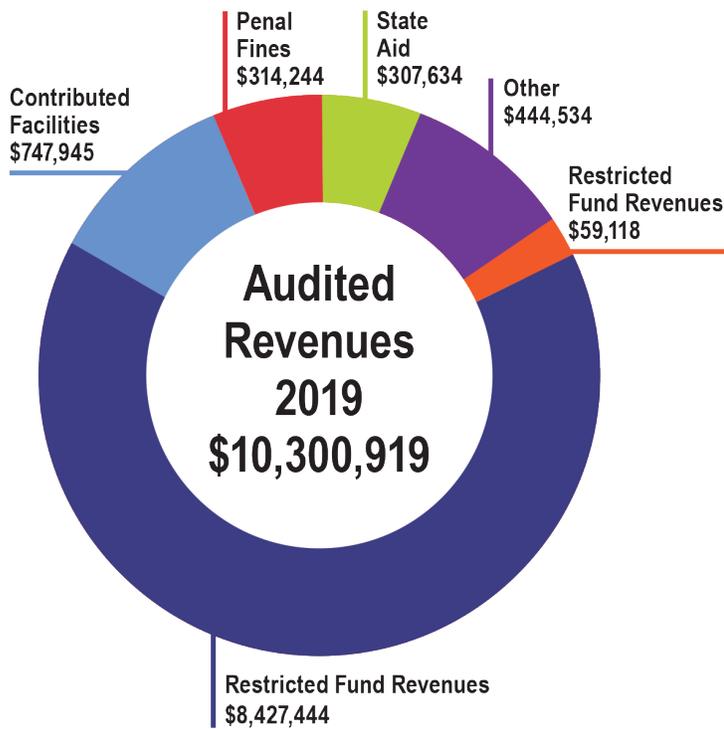
Generous. Enthusiastic. Dedicated. The Genesee District Library is fortunate to have several wonderful Friends groups that support of libraries in dozens of ways. We are grateful for their dedication and service:

Baker Park Friends Group	Friends of the Johnson Library
Vera B. Rison Library Friends	Friends of the GVDL
Friends of the Burton Memorial Library	Friends of the Goodrich Library
Friends of the Clio Area Library	Friends of the Grand Blanc-McFarlen Library
Davison Area Library Board	Linden Library Board
Friends of the Fenton Library	Friends of the Montrose-Jennings Library
Friends of the Flushing Area Library	Friends of the Mt. Morris Library
Friends of the Forest Township Library	Friends of the Perkins Library

### GDL vs. Peer Libraries

Library	Service Population	Branches	Hours Open	FTEs	Millage Rate	Per Capita Spending	Annual Budget
KDL	395,660	18	49,894	220.93	1.28	\$52.17	\$20,642,000
GDL	332,567	19	43,188	81.95	0.9981	\$23.66	\$8,600,000
CADL	238,859	14	35,493	139.13	1.56	\$45.46	\$10,859,000
FPL	102,434	1	2,214	28.39	4	\$32.35	\$3,314,000
Class VI Average	124,253	5	11,412	59.33	1.22	\$42.73	\$5,345,000

(KDL – Kent District Library, CADL – Capital Area District Libraries, FPL – Flint Public Library); 2018–2019 State Aid Report data



\*Includes a one-time \$2 million OPEB contribution from reserves

## Return on Investment (ROI)

	Circulation/Use	Estimated Value	Cost
Print Books	567,737	\$28.50	\$16,180,505
Magazines	7,515	\$7.50	\$56,363
Audio Books.....	16,442	\$30.00.....	\$493,260
DVD/Blu-ray	463,487	\$24.00	\$11,123,688
Playaway View	101	\$79.00	\$7,979
Playaway Launchpad.....	2,285	\$110.00.....	\$251,350
PC usage	103,005	\$12.00	\$1,236,060
eBooks	7,461	\$15.00	\$111,915
eMagazines.....	146,232	\$.50.....	\$731,160
Database Search	148,149	\$21.00	\$3,111,129
eMusic	354,225	\$1.29	\$456,950
Interloan Requests.....	30,499	\$30.00.....	\$914,970
		<b>Total</b>	<b>\$34,675,329</b>
<b>Operating Budget</b>			<b>\$11,329,015*</b>

## ROI Summary

For every \$1 spent on the library, it provides \$3.06\* in services.