

MENDOCINO COUNTY *Library* 2018-2019 Annual Report



SPECIAL MEASURE A EDITION

- ◆ Library Director's Message
- ◆ History Leading up to Measure A
- ◆ Measure A - Then and Now
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MENDOCINO COUNTY
CULTURAL SERVICES AGENCY - LIBRARY



NEW BOOK FESTIVALS



YOUTH SERVICES



IMPROVEMENTS



HIGHLIGHTS



OUTREACH

Celebrating Our Library System



Karen Horner and Pat Sobrero at the New Book Festival at Round Valley Library

Mendocino County Library's First Annual Report

A Message from the County Librarian

This past year has been another landmark year for Mendocino County Library (MCL) made possible due to the funding from Measure A. In November of 2011, over 75% of Mendocino County voters approved Measure A - a one-eighth cent sales tax to help fund our library system.

This first Annual Report will celebrate the successes and impacts during the years since Measure A passed, allowing MCL to evolve into true informational, educational, and recreational centers of our communities.

Outstanding Service

The MCL system consists of five branches, a Bookmobile, and outreach services, as we exceed expectations in delivering quality materials, programs, and services for all. Measure A has allowed us to expand hours, hire additional staff, enhance our collection, and provide quality programs and so much more. Anyone who visits our library branches, sees our Facebook pages, or utilizes

our online resources realizes how the MCL continues to grow and succeed in serving our communities.

Notable Awards

Our successes over the past year include being awarded several grants, including the National Endowment for the Arts Big Read Grant, which involved holding countywide book-oriented programs throughout the month of October as the county celebrated the joy of reading.

We also won a grant award for a new Library Outreach vehicle from the Institute of Museum and Library Services which is now available for community outreach events. Additionally, Coast Community Library received a 2019 Book to Action Grant from the California Center for the Book focused on bee-friendly gardens.

Popular Programs

The Library continued to offer the very popular, annual Summer Reading Programs, New Book Festivals at

all branches, story times, book club groups, Lego and craft times, and more.

Community Centers

While our Library is known for fun and creative programs and events, during a crisis the Library often serves as a community gathering place for information and staying connected. MCL branches are true community centers and busier than ever.

Everyone is welcome to use our facilities, check out materials and online resources, attend one of our outstanding programs, and utilize the library for informational, educational and recreational needs. Check out our new MCL website and Library App, DIY Toolkits for check out with free supplies, and take a look at our Bookmobile which received new graphics displaying the beauty of our county.

Karen Horner, County Librarian



Did you know?

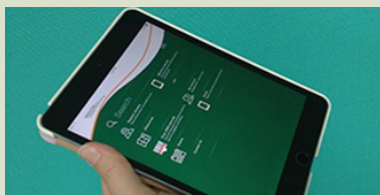
There are over 24 locations to use your Mendocino County Library card!

Mendocino County Library, Sonoma County Library and Lake County Library jointly share the library catalog and their collections. This partnership provides expanded offerings of thousands of books and other resources.

In addition, library card holders within the three counties can use their library cards to check out items at *any* branch in the three counties and return the items at any branch.

MCL has 5 locations plus the Bookmobile, Lake County Library has 4 locations, Sonoma County has 14 locations; **altogether there are 24 fantastic locations to visit!** Additionally, you get free admission to the Mendocino County Museum.

Borrowers can also request books, DVDs and other library materials online to pick up at your local branch that may come from any of these 24 locations.



Check out our library app at www.mendolib.org



Seed planting event at Fort Bragg Library

The History of Measure A

Mendocino County has a long history of support for libraries. In the early 1900s, libraries funded by the Carnegie Corporation were built in Willits and Ukiah. In other towns in Mendocino County, library buildings and collections were donated by local benefactors, formed by their local communities, and some were funded by local taxes.

In the 1960s, these local libraries started joining together with the Bookmobile under the newly created Mendocino County Library (MCL) system.

Over the years there have been periods requiring budgetary restrictions, and this happened again during the recession in the mid-2000s. During this time, the County and the State reduced MCL funding which resulted

in less open hours and staff, a minimal collection budget, and fewer programs and services.

The funding crisis was so extreme that by 2010 the Library Director considered closing branches and eliminating the Bookmobile all together.

During this time, the Friends of the Library organizations provided money for books, magazines, supplies, and services.

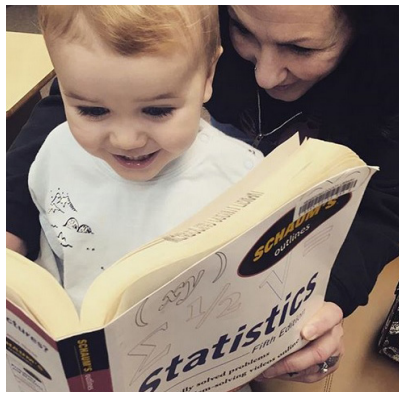
The Library Advisory Board, with support from the Friends of the Library groups, initiated a ballot measure to provide for stable and dedicated library funding. Their efforts were rewarded in 2011 when Measure A succeeded with a 75% voter approval, which today provides approximately \$2,000,000 in dedicated annual funding to the library.

Digital Advancements

- ◆ The Library has a new user-friendly website with a county-wide events calendar
- ◆ In the Find catalog, you can scroll down and see reading recommendations from NoveList
- ◆ The Library has many digital resources for everything from audiobooks and ebooks to online encyclopedias and car repair manuals

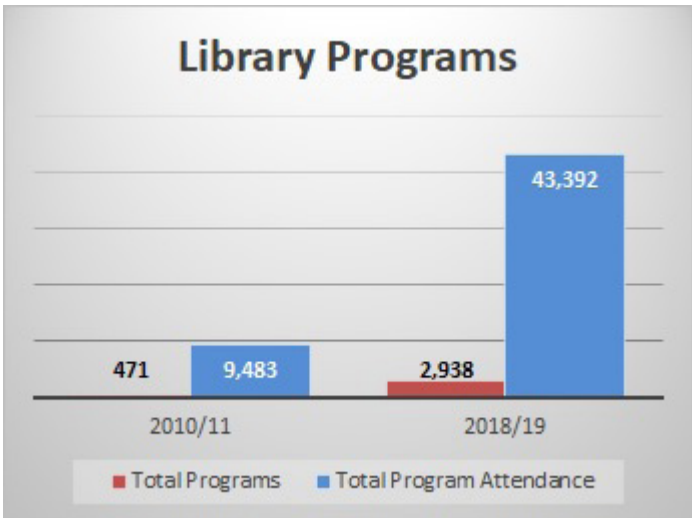
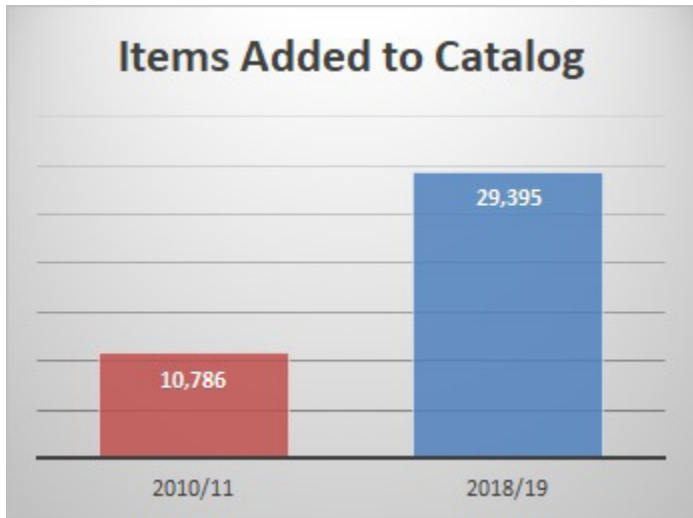
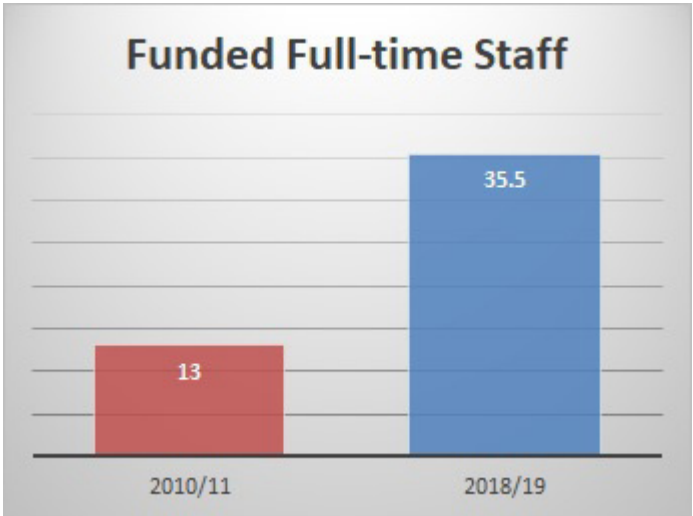
Measure A - Then and Now

Measure A implemented a one-eighth cent (0.125%) sales tax in support of the Mendocino County Library system for sixteen years. It provides for a library budget to support a professional staff, and it also provides for collection materials and diverse and exciting programs at all branches.



The following graphs show a snapshot of the before and after statistics for pre-Measure A and the last fiscal year for several important areas of improvement:

- ◆ Annual open hours for all library branches greatly increased hours to better serve the public.
- ◆ Number of funded full-time staff supports the increase in branch hours and services.
- ◆ Individual items added to the catalog to update collection and make available for check out.
- ◆ Number of library programs and program attendees.



Library Outreach at Local Schools



Outreach Story Time at Preschool

Facility Improvements

Measure A funds are also used for preserving and upgrading the library facilities. This consists of custodial and grounds maintenance for the libraries, and building maintenance for those locations not owned by the Friends of the Library.

In the last few years the Ukiah Library has seen some major improvements: the teen room was expanded and beautifully remod-

eled, and the building received a renovation. This included fresh paint inside and out, a new circulation desk, new computer desks, and new carpeting. In addition, Coast Community Library's book drop was replaced.

The next few years include plans for new carpeting at the Willits Library as well as new roofing for Willits Library and Ukiah Library.



Ukiah Library's teen room



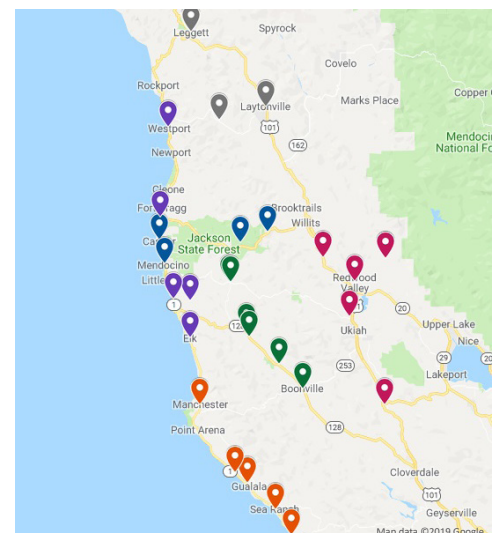
Coast Community Library's book drop



New paint, carpeting, and circulation desk at the Ukiah Library

The Bookmobile

The Bookmobile has been a vital part of MCL since the 1960s. It travels throughout the county, making about 80 stops each month, increased from 48 stops a month before the passage of Measure A.



Visit www.mendolibrary.org for Bookmobile route dates and times

Youth Services

Programs for children and young adults has increased tremendously since the passage of Measure A.

Some of our amazing programs include: 1,000 Books before Kindergarten, Summer Reading Program, NaNoWriMo (National Novel Writing Month), Free Comic Book Day, Lego time, and story time.



Teens and kids at the Library

Library Outreach

In the years since Measure A passed Mendocino County Library (MCL) has seen a marked increase in the number of outreach programs being performed by all of the branches in the following areas:

- Story times and crafts at Farmers Markets
- School visits by children’s Librarians and other staff
- Visits to local nursing homes with items for residents to check out
- Booths at local events, such as: Pumpkinfest, Paul Bunyan Days, Mendocino College Career Day, Earth Day, Pride Day, Whale Festival, the Mendocino County Job Fair, and First 5 activities
- Reaching out through Social Media
- Increased Bookmobile stops from 48 to 80 per month
- Library participation in local parades

MCL has also been able apply for grants due to increased staffing made possible by Measure A. The most notable of these is the California State Library Pitch-An-Idea Grant which awarded \$100,000 for library outreach.



Coast Community Library’s bee-friendly parade float



Carmel Angelo and Karen Horner cutting the ribbon for the new Library Outreach Van

Youth Programs at the Library



Teens at Fort Bragg Library

Branch Highlights



Teens at Fort Bragg Library



New Book Festival at Coast Community Library



Storytime at Round Valley Library



Xtreme Science at Ukiah Library

www.mendolibrary.org

Revenues and Expenses - Actual 2011-2019



Revenues and Expenses Over the Years

Since Measure A was passed, Mendocino County Library’s revenues have increased allowing for MCL to increase services by hiring additional staff, purchasing updated library materials, and upgrading and maintaining library buildings.

Library reserves have been used for major facility projects such as Ukiah Library’s renovation. Future major facility plans include the removal or upgrade of kitchen areas and new carpet at Willits Library, and roof replacements for the Willits Library and the Ukiah Library.



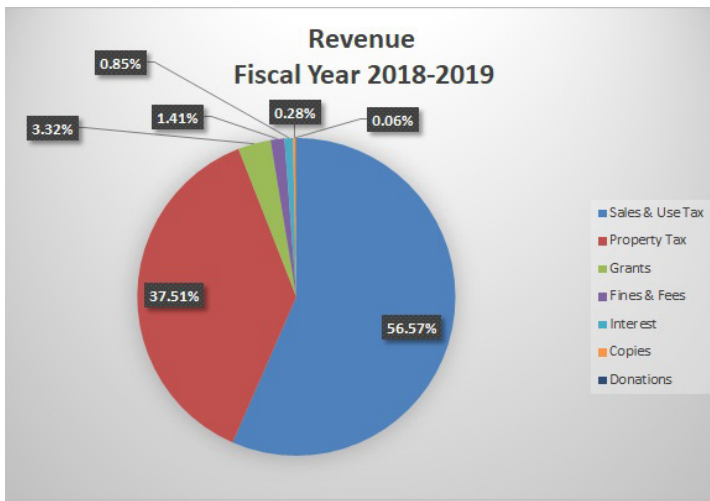
Gathering at Willits Library during Redwood Complex Fire

Library Finances

Fiscal Year 2018-2019

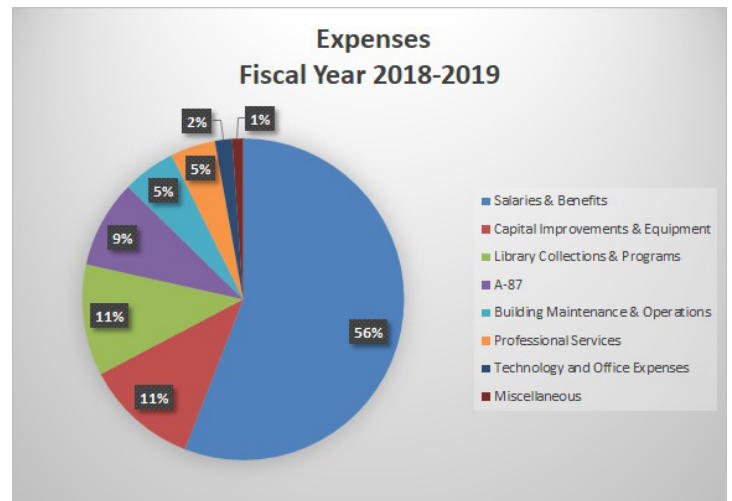
Revenue & Reserves

The majority of MCL revenue is from the Measure A sales & use tax. Although only one eighth of a cent (0.125%) per dollar spent, it comprises over 50% of the library budgeted revenue. The other sizeable portion of revenue comes from Mendocino County property taxes, with smaller amounts coming from grants, fines & fees, interest, copier prints, and donations. The Library currently has \$1,040,547 in reserves available for future expenses and capital improvements.



Expenses

The majority of MCL expenditures go toward employee salaries and benefits necessary to provide essential services. 9-11% of additional expenses go towards each of these three categories: Capital Improvements & Equipment, Library Collections & Programs, A-87 County allocated costs. Smaller percentages are allocated to the remaining areas including building maintenance and operations, and professional services such as Ukiah Library's security guard, Sonoma County's online services, and delivery of materials. Miscellaneous expenses include library memberships, education and training and travel expenses.



Fun & educational programming at Round Valley Library



Children with their library books sitting outside the Bookmobile

The Library Advisory Board

The Library Advisory Board (LAB) was created by the Mendocino County Board of Supervisors in 1970, to act in an advisory capacity to the Board of Supervisors, the library director, and the Chief Executive Office, regarding issues of library operations and services. The LAB has nine active members: one from each supervisorial district, and one from each of the incorporated cities. Supervisorial representatives serve three-year terms, and city representatives serve two-year terms. The LAB welcomes input from the general population.

The LAB is the interface between library patrons, Friends of the Library groups, and the County. The LAB's strategic plan envisions future library projects and policies to enhance users' educational and community-based activities in all five branches and the Bookmobile. Additionally, the LAB monitors library revenue and expenditures, and ensures that dedicated library funds are not co-mingled with other county departments.

In the immediate future, the LAB is focused on supporting the creation of a small library station in Laytonville, as well as the expansion of the Fort Bragg Library. The LAB also has a long-term goal of improving or replacing the Ukiah branch.

Attend a LAB Meeting

All LAB meetings are open to the public. The LAB meets every other month beginning in January, and these meetings are on the third Wednesday of the month. Meetings take place in a rotating schedule around the county.

The Friends of the Library

Each of the five Mendocino County Libraries and the Bookmobile has its own volunteer non-profit organization: the Friends of the Library (FOL). The purpose of the FOL organizations is to provide funding and generate support for library services and facilities, and to promote and encourage charitable gifts.

These five organizations were separately incorporated as 501c non-profits about thirty years ago. In addition, community members in Laytonville recently incorporated a FOL with the goal of establishing a library station there. Each local organization has a volunteer board which oversees income derived from membership fees, book sales, donations and fund-raising efforts. Membership in any of these FOL

organizations is open to anyone for a small membership fee.

In addition to on-going support of programs and other activities of the library branch, significant funds for capital improvements have been raised by FOL groups. Point Arena and Round Valley library buildings were purchased by their FOL groups. In Fort Bragg, the FOL purchased property to expand the existing library. The Ukiah FOL has applied for a grant for a needs assessment to improve or replace the Ukiah Library building.

Also, several of the FOL members are on the Library Advisory Board as well. This interface provides a conduit for local library issues to be heard county-wide.



Felting workshop at Ukiah Library

The Cultural Services Agency

Library - Museum - Parks

In 2018 the Cultural Services Agency (CSA) was formed, bringing together the Library, Museum, and Parks under one administrative agency.

While some may have been concerned about this organizational change, CSA staff carefully monitor and allocate all revenue and expenses, ensuring that Library funds are not commingled with Museum and Parks funds.

The past year has shown that combining three departments under one Director and administrative staff, not only reduced administrative overhead, it also provided a collaborative advantage.

The Library has benefited from having a wonderful partnership with the Museum and Parks. The CSA has experienced growth in enhanced outreach and services.

Karen Horner, County Librarian



Message from the Chair of the Board of Supervisors



As the Chair of the Mendocino County Board of Supervisors (BOS), I am pleased to have the opportunity to write on behalf of the Board in recognition of the success of the Library (MCL) and the integral part it plays in our communities.

As a long standing member of the BOS, I had the honor of supporting the passage of Measure A. The BOS are firm believers in the im-

portance of the role that libraries play in our communities and the right to access information for all.

Since the passage of Measure A, MCL has flourished, providing indispensable educational, informational, and recreational support to our communities. Through the dedicated hard work of the staff, volunteers, and with the support of the community, our libraries are thriving and have become cultural

centers of our County, delivering quality services, outstanding programs, and access to vital resources and materials.

The BOS is pleased at the continual enhancement of services MCL provides as highlighted in this report, and we look forward to the continued success of our libraries in many years to come.

Carre Brown, Chair of BOS

**Mendocino County
Cultural Services Agency**
880 N. Bush St.
Ukiah, CA 95482
707-234-2875

Ukiah Library
105 N. State St.
Ukiah, CA 95482
707-463-4490

Willits Library
390 E. Commercial St.
Willits, CA 95490
707-459-5908

Round Valley Public Library
23925 Howard St.
Covelo, CA 95428
707-983-6736



Fort Bragg Library
499 E. Laurel St.
Fort Bragg, CA 95437
707-964-2020

Coast Community Library
225 Main St.
Point Arena, CA 95468
707-882-3114

Bookmobile
707-234-2874

www.mendolibrary.org