

2011 ANNUAL REPORT

MESA COUNTY LIBRARIES

LIBRARY LEADERSHIP



2012 BOARD OF TRUSTEES

From left: Alicia Williams; Laurie Tashiro, Secretary; Jean Yale; Elaine Barnett; Linda Davidson, President; Barry Blanchard; Joe Taylor, Vice President. Mesa County Libraries thank outgoing trustees Laurie Cahill, Sally Matchett, and Fred Smith for their service.



HOURS AND LOCATIONS

CENTRAL LIBRARY - (970) 243-4442
530 GRAND AVENUE, GRAND JUNCTION
• Monday – Thursday 9 a.m. – 8 p.m.
• Friday 9 a.m. – 6 p.m.
• Saturday 9 a.m. – 5 p.m.
• Sunday 1 p.m. – 5 p.m. (Sept. – May)

CLIFTON BRANCH - (970) 434-6936
590 32 ROAD, 6F, CLIFTON
• Monday 9 a.m. – 6 p.m.
• Tuesday 11 a.m. – 8 p.m.
• Wednesday – Friday 9 a.m. – 6 p.m.
• Saturday 9 a.m. – 4 p.m.

COLLBRAN BRANCH - (970) 487-3545
111 MAIN STREET, COLLBRAN
• Tuesday & Thursday 10 a.m. – Noon, 1 p.m. – 6 p.m.
• Friday 10 a.m. – Noon, 1 p.m. – 6 p.m.
• Saturday 9 a.m. – 1 p.m.

DE BEQUE BRANCH - (970) 283-8625
730 MINTER AVENUE, DE BEQUE
• Tuesday – Friday 3 p.m. – 7 p.m. (Sept. – May)
• Saturday 10 a.m. – 2 p.m. (Sept. – May)
• Tuesday – Wednesday 3 p.m. – 7 p.m. (June – Aug.)
• Thursday – Saturday 10 a.m. – 2 p.m. (June – Aug.)

FRUITA BRANCH - (970) 858-7703
324 NORTH COULSON STREET, FRUITA
• Monday 10 a.m. – 8 p.m.
• Tuesday – Wednesday 10 a.m. – 7 p.m.
• Thursday 9 a.m. – 7 p.m.
• Friday 10 a.m. – 6 p.m.
• Saturday 10 a.m. – 4 p.m.

GATEWAY BRANCH - (970) 931-2428
42700 HIGHWAY 141, GATEWAY
• Tuesday 4 p.m. – 6:30 p.m.
• Thursday noon – 6 p.m.

ORCHARD MESA BRANCH - (970) 243-0181
230 LYNWOOD STREET, ORCHARD MESA
• Monday – Wednesday 9 a.m. – 6 p.m.
• Thursday 11 a.m. – 8 p.m.
• Friday 9 a.m. – 6 p.m.
• Saturday 9 a.m. – 4 p.m.

PALISADE BRANCH - (970) 464-7557
119 WEST 3RD STREET, PALISADE
• Tuesday – Wednesday 9 a.m. – 6 p.m.
• Thursday 11 a.m. – 8 p.m.
• Friday 9 a.m. – 6 p.m.
• Saturday 9 a.m. – 4 p.m.

MESA COUNTY PUBLIC LIBRARY FOUNDATION	STAFF LEADERSHIP
PEGGY FOSTER, PRESIDENT	EVE TALLMAN, LIBRARY DIRECTOR
DAVID SODERBORG, VICE PRESIDENT	SHANA WADE, PUBLIC SERVICES DIRECTOR
KEVIN BRAY, SECRETARY/TREASURER	LOIS BECKER, DEVELOPMENT DIRECTOR
EVE TALLMAN, LIBRARY DIRECTOR	BARBARA BURR, HUMAN RESOURCE DIRECTOR
ENID BELL	LAURIE COLE, FINANCE DIRECTOR
DAN CURRIER	LIBRARY MANAGERS
ROB PIERCE	PENNY SHIEL, HEAD OF TECHNICAL SERVICES
DR. JOHN POOVEY	LAURIE GOMEZ, HEAD OF PUBLIC SERVICES
LAURIE TASHIRO	KAREN KLLANXHJA, HEAD OF LITERACY SERVICES
JOE TAYLOR	SHAWNA BIRD, HEAD OF INFORMATION SERVICES
LIN IRVIN	GAIL YERBIC, HEAD OF YOUTH SERVICES
JEAN YALE	WYNELL WEBSTER, HEAD OF BRANCH SERVICES
DUKE WORTMANN	TIM DAVIS, FACILITIES MANAGER



NEW HOME OF THE PALISADE BRANCH LIBRARY

LETTER FROM THE DIRECTOR

INSIDE

- 2011 year in review
- Circulation up 10%
- Financial highlights
- Central Library Project
- New mobile app
- New website

Mesa County Libraries experienced another outstanding year in 2011, due in part to the hard work of our dedicated staff, the rich value the public derives from our services, and the active support of the library's Board of Trustees. Extending far beyond the time-honored role of supplying a collection of books to lend, modern library services include providing vital services to residents of all ages and abilities. Mesa County Libraries strive to meet wide-ranging demands for services, from support to families and early literacy to home delivery of books to elderly patrons.

In 2011, Mesa County Libraries' users once again confirmed the importance and popularity of the services we offer, driving our key measurements to record levels. Checkouts and renewals of 1.392 million items during the year were up 10 percent over 2010. Visits to library locations countywide also grew by 10 percent, in part due to two new branch locations in Fruita and Palisade and the growing popularity of other recently renewed branches in Clifton and Orchard Mesa.

The library's knowledgeable and well-trained staff members continue to provide traditional services such as research help and Story Time, and in 2011 hosted delightfully popular events on how to use eReaders, taught

workshops for small-business owners, and served many new and existing patrons with one-on-one assistance through our "Book a Librarian" service. Library staff help patrons download files onto their new gadgets, find auto repair manuals, gather investment advice they can access from home, and research their family tree. One of the library's mainstays is The Literacy Center, which facilitates a large volunteer program for teaching more than 400 adults to read and to speak English.

In the pages that follow, we present our 2011 statistics and financial report, highlights of our major accomplishments, and plans for our new Central Library Expansion and Improvement Project. The coming year will be exciting and challenging for Mesa County Libraries as we balance the demands of a construction project with providing the best possible service to our patrons. We are poised to expand our capacity for services for decades to come.

Eve Tallman, Library Director



2011 REVENUE AND EXPENSES

REVENUE SOURCES

OWNERSHIP TAXES - \$749,278
GIFTS, GRANTS, OTHER - \$232,617
PROPERTY TAXES - \$6,868,041

=
TOTAL REVENUE
\$7,849,936



EXPENDITURES

LIBRARY MATERIALS - \$772,800
CAPITAL PROJECTS - \$660,470
ADMIN & SUPPORT - \$630,996
TECHNOLOGY - \$399,612
FACILITIES - \$319,452
PERSONNEL - \$3,312,284

=
TOTAL EXPENDITURES
\$6,095,614



A LITERACY STUDENT ATTAINS HER CITIZENSHIP

YEAR IN REVIEW

- Mesa County Libraries kept pace with the growing popularity of ebooks in 2011 by expanding its ebook selections and offering eReader training programs to the public. Hundreds of patrons learned how to use eReaders at the library.

- With help from the Colorado State Library Broadband Technology Opportunity Program (BTOP) and a grant from the Bill and Melinda Gates Foundation, Mesa County Libraries installed a Computer Language Learning Lab with eight computers and a teacher's station. In addition, the library acquired 10 laptop computers for a portable language lab, an ADA-compliant computer workstation, and six new desktop computer stations for the public computer lab.

- More than 5,700 children, teens, and adults participated in the 2011 Summer Reading Program, up 19 percent over the prior year.

- Dan Chaon, author of *Await Your Reply*, visited Grand Junction to discuss his book as part of One Book, One Mesa County. One Book presentations in 2011 attracted many new attendees to the event.

- Laura Resau, author of popular teen novels such as *Red Glass* and *The Indigo Notebook*, visited Mesa County Libraries and gave a series of well-attended workshops about writing for young adults.

- The Fourth Annual Culture Fest attracted more than 1,700 people, who enjoyed food, music, and an art competition made possible by a grant from the Grand Junction Commission on Arts and Culture.

- In 2011, more than 460 adults participated in The Literacy Center's English as a Second Language classes, citizenship classes, and Rosetta Stone computerized language-learning opportunities.

- Library staff members were extremely visible in the community in 2011, participating in outreach events such as the Mesa County Fair, Farmers Markets in Grand Junction and Fruita, the Palisade Peach Festival, the Grand Junction Chamber of Commerce Business Showcase, Truck or Treat in Fruita, the Cinco de Mayo festival, and the Downtown Parade of Lights.

- New evening hours were added at several branches to accommodate programs and to improve library convenience for residents.

NEW LOCATIONS IN FRUITA, PALISADE

Library users in Fruita and Palisade enjoyed new homes for their respective branches in 2011.

The Fruita Branch relocated to the brand-new Fruita Community Center in February 2011, a move which met with strong approval from patrons and resulted in a 57 percent increase in checkouts compared to a year earlier. After a search for the right location, the Palisade Branch moved

in October 2011 to a spacious, well-lit building in the heart of the downtown area. The new location at 119 W. Third St. promises to become a popular gathering place in Palisade and will serve library patrons well for many years.

Both new locations contain a considerable amount of meeting space, children's areas, additional public-access computers, art collections by local and regional artists, and comfortable areas where patrons can relax while enjoying their library.



2011 PALISADE BRANCH LIBRARY OPENING

CENTRAL LIBRARY IN LINE FOR EXPANSION, IMPROVEMENT

Mesa County Libraries this year embark on a long-awaited project to enhance the Central Library. The project will create a new look and feel for the library for decades to come.

The Central Library Expansion and Improvement Project entails adding significant space to the library's public areas and will unify the library's support services into one building. As a result, the Mesa County Public Library District will achieve several goals for improved service, including a comfortable, welcoming environment; meeting rooms for small groups; and a versatile multiuse space. The project will require no tax increase and no public debt.

The nationally recognized Denver-based library architecture firm of Barker Rinker Seacat (BRS) will lead the design. BRS has

provided architecture services for other new libraries across the Western Slope, including Durango, Parachute, and Rifle. The Library District Board's intention is to design and build a facility that is as energy-efficient and sustainable as possible, and to engage as many local workers on the project as possible.

Mesa County Libraries have been working for many years on a plan to improve the Central Library. After failed elections in 2003 and 2004 to raise a tax to construct a new library, the district completed a minor remodel in 2007 and then turned to improvement of other branches. Continuing growth in the use of Mesa County Libraries makes 2012 the right time to expand and improve the Central Library.

FOUNDATION EYES CAPITAL CAMPAIGN

As 2012 begins, the Mesa County Public Library Foundation is considering a capital campaign to benefit the Central Library Expansion and Improvement Project. Community discussions about raising additional funds for the project from grants and local fundraising have encouraged the Foundation to develop a plan.

A capital campaign will enable community members to help Mesa County Libraries create a modern, comfortable facility that will continue to provide top-notch service and be an asset to downtown Grand Junction. As of January 2012, more than \$145,000 had been raised for the project.

The Foundation thanks donors who have generously assisted the library in its many endeavors. Friends of the Mesa County Public Libraries contributed more than \$21,000 for art, feature areas, and tween-area furnishings, as well as for the Summer Reading Program and One Book, One Mesa County. The Palisade Auxiliary contributed \$9,000 for improvements to the Palisade Branch. Alpine Bank was a generous donor to the new Fruita Branch. Others too numerous to mention individually also assisted the library.

VISITS AND CHECKOUTS INCREASE IN 2011

Use of Mesa County Libraries continued to increase in 2011. Checkouts and renewals, visitation, and use of eResources on the library's website were among the areas that experienced significant increases.

Our eight locations counted more than 797,000 visits in 2011, up 10.6 percent over the previous year. Checkouts totaled 1.39 million in 2011, also up 10 percent. Use of the library's eResources, which include information about topics ranging from investments to car repair, increased by 7 percent.

Checkouts at Mesa County Libraries have been on a steady upswing since 2006. The 2011 total set a record for a one-year period at Mesa County Libraries, topping the

previous mark of 1.27 million in 2010.

Contributing to the increase were the opening of a new location for the Fruita Branch in February 2011 and increasing use of other convenient branch locations, such as Orchard Mesa and Clifton. Other factors include the variety of materials available at library locations and online, successful event programming, and the value that libraries provide in a slow economy. A popular service that helped drive the increase in 2011 is Prospector, a unified catalog of academic, public, and special libraries in Colorado and Wyoming. Mesa County Libraries joined Prospector in February 2011, giving patrons access to 30 million items in libraries throughout the region.

2011 STATISTICS

	2009	2010	2011
CHECKOUTS	1,133,865	1,270,853	1,392,070
VISITS	685,404	720,885	797,093
LIBRARY CARDHOLDERS	65,615	69,434	73,353
eRESOURCE USE	116,763	175,027	187,291



LIBRARY LAUNCHES NEW APP, WEBSITE

Taking more bold steps into the digital age, Mesa County Libraries in 2011 unveiled a mobile application and completed work on an improved website that will make it easier than ever for patrons to use library services online.

By the end of 2011, almost 500 patrons were using the mobile app to check their library accounts, search for and place holds on library items, check the library's calendar of events, and more. The app also lets patrons easily send questions to library staff by text message, email, or phone

call. The app is available for popular mobile platforms, such as iPhone, Android, and iPad.

The new www.mesacountylibraries.org website went live in January 2012 after a year in development. Comments from the public and web users were sought in an effort to design a site that features an improved experience for patrons who use the library's online catalog and eResources. The site has a clean, modern appearance with easy access to the library's most popular online destinations.