

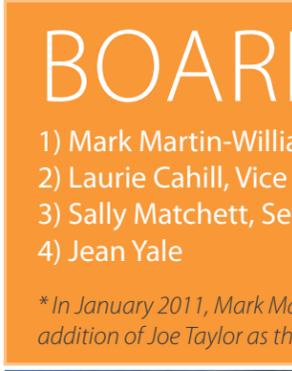
LEADERSHIP MESA COUNTY LIBRARIES

Staff Leadership

Eve Tallman, Library Director
Shana Wade, Public Services Director
Lois Becker, Development Director
Barbara Burr, Human Resource Director
Penny Shiel, Technical Services Director
Laurie Cole, Controller

Library Managers

Laurie Gomez, Head of Public Services
Karen Kllanxhja, Head of Literacy Services
Eric Ming, Head of Operations
Shawna Bird, Head of Reference & Instructional Services
Gail Yerbic, Head of Youth Services
Wynell Webster, Head of Branches



BOARD OF TRUSTEES 2010

- | | |
|------------------------------------|-------------------|
| 1) Mark Martin-Williams, President | 5) Linda Davidson |
| 2) Laurie Cahill, Vice President | 6) Laurie Tashiro |
| 3) Sally Matchett, Secretary | 7) Fred Smith |
| 4) Jean Yale | |

** In January 2011, Mark Martin-Williams relocated to Summit County. Mesa County Commissioners approved the addition of Joe Taylor as the newest trustee.*

Foundation Board Members

Peggy Foster, President	Sally Matchett
David Soderborg, Vice President	Rob Pierce
Laurie Cahill, Secretary/Treasurer	Fred Smith
Eve Tallman	Kevin Bray
Enid Bell	Katy Trimm
Dan Currier	Duke Wortmann
Dr. John Poovey	



FRUITA BRANCH LIBRARY CHILDREN'S AREA

ANNUAL REPORT: 2010



LETTER FROM THE DIRECTOR

This year has been full of activity and improvement at Mesa County Libraries. Our locations are busier than ever, with a 12 % growth in checkouts (1.27 million items were borrowed) and more than 720,000 visits at all our branches. Attendance at our events increased 18%, and we registered more than 12,000 new members for library cards. This growth is not something we take for granted, and yet our services,

wayside and instead we have introduced SmartShelf, a new way of organizing materials by words rather than by Dewey call numbers. For example, books about baking bread are now found under Cooking — Baking rather than 641.815. Books about iPhone apps are now found under Computer Devices rather than 621.38456. The intention is to make library browsing easier and more intuitive for our patrons.

collections, and comfortable places continue to pique the interest of our regulars and newcomers alike.

District-wide, we have refreshed our strategic plan to include tangible support for local businesses and our local economy, as well as specific support for our K-12 students. You'll see highlights of these programs in the following pages.

A main project for MCL during the year has been the completion of our new Fruita Branch. We successfully moved our 1380 square-foot branch into a brand new 7000 square-foot facility that is housed in a wing of the new Fruita Community Center. This beautiful new library is a flagship for our district and we welcome our patrons from across the county to visit and check us out. Our children's room has a playful outer space theme with installations created by local artists, designers, and crafts people. The project was constructed by FCI, Inc., a local company. The community center has a rooftop array of solar panels and skylights, and carpet made with recycled content, plus many more ways of being as green as possible.

The decrease in property values around the county has had an impact on the library's bottom line, and our management team and board wrangle the numbers to ensure top quality services in the face of declining revenues. Also, the specter of last November's ballot measures gave us a literal run for our money, as the impacts of Prop 60 and 61, and Amendment 101 would have changed the library to its core. We worked hard to create what-if scenarios so that there would be no surprises to our staff and community. We are actively working to operate the most efficient and thrifty public service agency possible. Please peruse the following pages to see how we've measured up in the past year, and what to look forward to in 2011.

Best wishes,

Eve Tallman, Library Director

One of the unique elements of the Fruita Branch is the way we have organized the books: the Dewey Decimal System has gone by the



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 – 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
• Wednesday – Friday 3 p.m. – 7 p.m. (Sept. – May)
• Saturday 10 a.m. – 2 p.m.
• Wednesday – Saturday 10 a.m. – 2 p.m. (June – Aug.)

Fruita Branch (970) 858-7703
324 North Coulson Street, Fruita
• Monday – Friday 9 a.m. – 6 p.m.
• Saturday 9 a.m. – 4 p.m.

Gateway Branch (970) 931-2428
42700 Highway 141, Gateway
• Tuesday 4 p.m. – 6:45 p.m.
• Thursday noon – 6 p.m.

Orchard Mesa Branch (970) 243-0181
230 Lynwood Street, Orchard Mesa
• Monday – Friday 9 a.m. – 6 p.m.
• Saturday 9 a.m. – 4 p.m.

Palisade Branch (970) 464-7557
711 Iowa Street, Palisade
• Tuesday – Friday 9 a.m. – 1 p.m., 2 p.m. – 6 p.m.
• Saturday 9 a.m. – 1 p.m., 2 p.m. – 4 p.m.

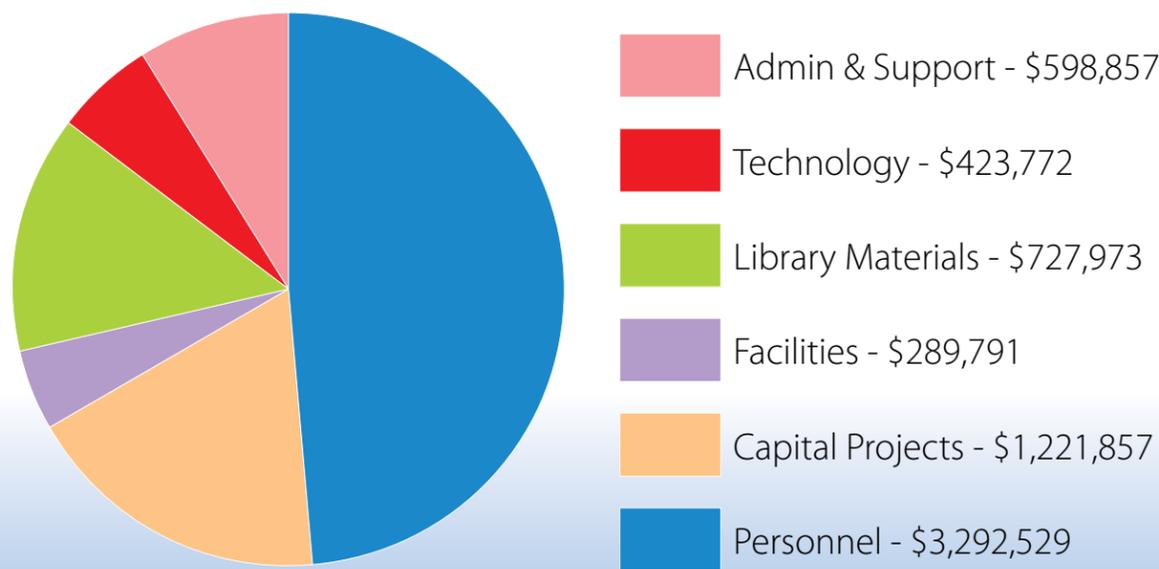
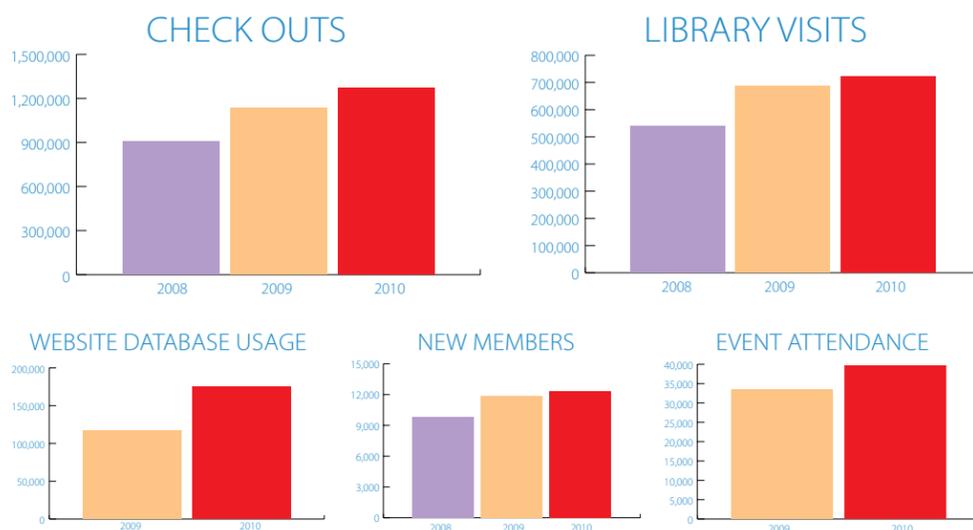




LIBRARY USE ON THE RISE

Mesa County Libraries continued to grow in popularity in 2010. There were increases in almost all library areas including check outs, library visits, and new patrons. Library card holders in Mesa County increased to 69,434 people, a 5% net increase compared to 2009. For the second straight year circulation topped 1 million items. In 2010 over 1.27 million items were checked out, a 12% increase.

Other areas with large growth included youth program attendance (+126%), website visits (+16%), and wireless Internet access (+13%).



2010 OPERATING EXPENDITURES

Highlights from 2010

JANUARY

- Construction begins on the new Fruita Branch Library. Close to a year later the library opens to great excitement.
- The Green Team forms, setting its sights on reducing the library's environmental impact.

FEBRUARY

- One Book, One Mesa County author Eric Weiner visits Grand Junction and talks about his *New York Times* bestselling book *The Geography of Bliss*. Events surrounding the One Book program include book discussion, a meditation session, and Grand Junction's own quest for bliss.

JUNE / JULY

- Youth programming attendance increases by 38%. The Summer Reading Program kicks off with several teen bands playing on the Central Library front lawn. SRP participants grow to more than 3,000.
- A jobs program assists job seekers with resumes, interview skills, and more.

NOVEMBER

- Thanks to a grant from the Grand Junction Commission on Arts and Culture, the Culture Fest art show debuts with a place on the First Friday Art Hop. The entire Culture Fest event draws in more than 2,000 visitors.
- Mesa County Libraries check out over 1 million items for the second consecutive year.

DECEMBER

- Hugo and Printz award winner for Science Fiction writing Paulo Bacigalupi visits the Bistro Book Club at the Central Library.
- Mesa County Libraries introduces a new catalog interface making it easier for patrons to locate library items.



FRUITA BRANCH LIBRARY

A large part of 2010 was devoted to opening the new Fruita Branch Library. After years of planning and preparation by the Board of Trustees and Mesa County Libraries' staff, the new space officially opened on February 2, 2011. The date coincided with the library's 110-year anniversary of service in Mesa County. The Fruita Branch is also the first new library constructed in Mesa County since the original Carnegie Library was built in 1901.

The Fruita Branch Library Features:

- Quiet Reading Room (pictured)
- Teen Area
- Children's Area
- Meeting Room
- Art collection from regional artists
- Twice as many computers
- 7,000 square feet of space

Future Projects

Mesa County Libraries' management and Board of Trustees recognize their responsibility to secure the library's future. In 2012 there will be a reduction in library revenues, and the district's challenge is to balance current programs with future projects that will increase the number of card holders and add services county-wide. Hours, staffing, and library events are up for review.

CENTRAL LIBRARY CATALYST SITE PROJECT

Mesa County Libraries continue to explore a mixed-use development project that will combine public and private entities with a new Central Library at 5th Street and Grand Avenue.

PALISADE BRANCH LIBRARY

The Library is poised to consider a future collaboration with the Town of Palisade to include a new branch library in the future civic center at the old Palisade High School.

BRANCH EXPANSION IN THE NORTHWEST CORRIDOR

The Mesa County Libraries Board of Trustees is weighing the possibility of adding a new branch location in the northwest corridor of Grand Junction.

UPDATED CATALOG

The library is joining Prospector, a partnership with several large Colorado libraries, giving library patrons access to over 30 million items.

THE LITERACY CENTER

The Literacy Center at the Central Library had one of its busiest years yet. In 2010 nearly 400 adult students participated in English as a Second Language classes, citizenship classes, or Rosetta Stone computer classes. Each of the 30 students who took the Citizenship Naturalization test passed, and over 80% of students in ESL classes increased at least one learning level.

The Literacy Center also collaborated with numerous community organizations including the Marillac Clinic, KAFM, Mesa State College, the Veterans' Administration Hospital, Mesa County Sheriff's Office and Mesa County Valley School District #51.

Now in its third year, Culture Fest entertained over 2,000 people with music, food, entertainment, and a juried art show.

Additional programs included Bridges, a

Spanish conversational group, and Sueños Spanish book club.

Finally, the Literacy Center was awarded grants from the United Way, BTOP, the Anschutz Foundation, the Grand Junction Commission on Arts and Culture, and the Mountains and Plains Independent Booksellers Association.

For questions about the Literacy Center call 970-243-4442 or visit the center in person at the Central Library.

