



**CITY OF LODI
COUNCIL COMMUNICATION**

AGENDA TITLE: Presentation regarding 2013 Library Accomplishments and 2014 Library Goals
MEETING DATE: February 5, 2014
PREPARED BY: Library Director

RECOMMENDED ACTION: Presentation regarding 2013 Library accomplishments and 2014 Library goals.

BACKGROUND INFORMATION: The Lodi Library Board of Trustees, the Lodi Library Foundation, the Friends of the Library, volunteers by the hundreds, and Library employees have worked hard this past year to reorganize and reenergize Library operations to expand access and opportunity to knowledge in the hopes of creating and promoting a more intellectual, creative and welcoming environment for our community. Reflective of the tireless efforts of all those involved, the Library had an outstanding year, with the significant achievements included below:

- Increased hours open to the public by 21 percent. The Lodi Library is now open the 3rd most hours of 19 area libraries.
- Increased visitors/patrons to the Library almost 12 percent from 2012 to more than 21,000 visitors per month, or approximately 250,000 per year.
- Provided over 3,000 free tutoring sessions to assist Lodi youth with their homework.
- More than 18,000 books/media items were checked out by patrons every month.
- Issued 15 percent more Library cards in 2013 than in 2012, approximately 4,000 new patrons join the Library every year.
- Increased number of Library volunteers by 10 percent; we now have approximately 225 volunteers.
- Doubled the amount spent purchasing new books and media than in 2012.
- Create and disseminate a monthly email to over 13,000 Lodi Library patrons advertising Library events, programs and supporters.
- Partnered with several Lodi businesses – including General Mills and Target – to expand our services to the public. Additionally, the Library worked with the Lowe’s stores to rehabilitate the Library Community Room and front landscape. These efforts by Lowe’s included donating more than \$15,000 in materials and dozens of Lowe’s employees performing the work free of charge.

Importantly, all the above was accomplished with 17 percent fewer staff.

In 2014 we intend to continue our efforts to build an enviable public library that exceeds the expectations of our citizens. Our ambitious goals include:

- With donations gathered by the Lodi Library Foundation, complete the \$400,000 renovation of the Library by May 2014.

APPROVED:

Konradt Bartlam, City Manager

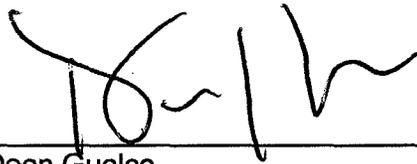
- Complete the rehabilitation/reconfiguring of the outdoor patio, including replacement of canopies and installation of overhead fans so the space can be better used in the summer months.
- Promote volunteerism at the Library, including a City "Volunteer at the Library" month in January 2014 to encourage additional contributions to support your library.
- Research and implement a new online, ebook platform to expand our media presence.

Because of budget constraints now and in the future, we continue to reassess our services and restructure our operations, and every effort is dedicated to expanding and opportunity to the Library – access to visit the Library, and the opportunity to gain a broader knowledge of yourself and your world. To meet this obligation, we are guided by two, simple statements: why not, and we can do it. We are not bound by what cannot be done, but what can be done, and we are convinced that we can do it. As we rely more on donations and volunteers to exceed our customer expectations and offer an array of new services and products, we are so appreciative to the City Council and City Manager, who continue to provide support and guidance to the Library that we remain forever grateful.

These accomplishments and goals best represent a knowledge-centered, goal-driven and customer-focused Library with ambitions to make a difference in this community. We are on our way, and we are hopeful you will join us on this ambitious and worthwhile journey.

FISCAL IMPACT: Not applicable.

FUNDING AVAILABLE: Not applicable.



Dean Gualco
Library Director

Lodi Public Library



Accomplishments 2013

- Increased hours open to the public 21%
3rd highest among 19 area libraries
- Increased visitors to 21,004 monthly
12% increase from 2012
- Increased materials checked out to 18,347 monthly
- 14% increase in event attendance to 13,874 annually
- 15% increase in new library cards issued
- Doubled amount spent purchasing books/media
- Planned \$400,000 Library renovation
- \$15,000 Library renovation work by Lowe's
- Over 3000 student homework sessions
- Created and started emailing a monthly events newsletter to more than 12,000 patrons each month.

And this was all accomplished even though our Staff was reduced by 17%

Goals 2014



- Complete \$400,000 renovation of Library.
- Complete patio restructuring/rehabilitation
- Expand use of volunteers in library operations
- Research new eBook book platform
- Expand list of donors to Library, including Annual Fund Campaign
- Expand use of Library facilities to community members
- Expand use of technology, including smart pads/children's computers
- Automate issuance of new Library cards
- Encourage each area school to schedule Library class visits

Your place to be...



Motivated to Learn

Encouraged to Explore

Inspired to Act

Lodi Public Library

201 W. Locust Lodi CA 209-333-5566

[Facebook.com/LodiPublicLibrary](https://www.facebook.com/LodiPublicLibrary) twitter.com/LibraryLodi

www.lodi.gov/library

1st Annual Open House



**Lodi Public
Library**

**Wednesday
February 12, 2014
10am - 7pm**

**Love Your Library
Under Construction**



Refreshments will be served

COMPUTER CLASSES

Computer classes are FREE. To register for a class or to get more information, visit the library or call 333-5554

- **INTRODUCTION TO THE CLC (1 day)**
Tuesday, Feb 4, 12:30-2:30pm
Wednesday, Feb 5, 12:30-2:30pm
Wednesday, Feb 19, 12:30-2:30pm
- **INTRODUCTION TO EXCEL (1 or 2 days)**
Saturday, Feb 22, 10:30am-1:30pm (1 day)
- **WORKING WITH WINDOWS (1 or 2 days)**
Saturday, Feb 8, 10:30am-1:30pm (1 day)
Mon & Wed, Feb 24 & 26, 9:30-11:30am
- **INTRO TO EMAIL (Gmail) (1 day)**
(Not offered this month)
- **STATE OF CALIFORNIA JOB APPLICATION PROCESS (1 day)**
Each Tuesday in February, 6:00-8:00pm
- **INTRODUCTION TO THE INTERNET (1 day)**
Tuesday, Feb 11, 12:30-2:30pm
Tuesday, Feb 25, 12:30-2:30pm
- **INTRODUCTION TO MS WORD and INTERMEDIATE MS WORD (1 or 2 days each)**
Intro: Mon & Wed, Feb 10 & 12, 9:30-11:30am
Intro: Sat, Feb 15, 10:30am-1:30pm (1 day)
Interm: Sat, Mar 1 & 8, 10:30am-12:30pm
- **INTRO TO POWERPOINT (2 days)**
(Not offered this month)
- **WINDOWS 8 (1 hour tutoring by appointment)**
February appointments available on 2/3, 2/5, and 2/19
To make an appointment: 367-5819 or r7russ@gmail.com

The Lodi Public Library offers many free services in its fully equipped Computer Learning Center (CLC). We offer programs for all ages, including basic and advanced computer training, help with job hunting and résumé writing, learning a second language, G.E.D. and U.S. citizenship preparation. For more information, visit the CLC or call (209) 333-5554. Class sizes are limited. Please be sure to notify us in advance if you can't attend so that another student can have your seat. Notice: our classes are taught by volunteers. Class dates and times are subject to change without notice.

When computer classes are not happening the Computer Learning Center is open for job seekers to come in to create a resume, fill out online job applications, search for jobs online, etc. A Library card is not required to use the CLC computers.

FEATURED DATABASE

INFOTRAC®

Start your research by finding full-text magazine and journal articles from a database of more than 1000 titles. It's free, available 24/7, and all you'll need is a valid library card!

<http://www.lodi.gov/library/find-databases.html>

BOOKSPOTLIGHT

Child

Teen

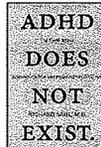
Adult



"The day the crayons quit"
By Drew Daywalt



"The Complete Don Quixote"
Rob Davis

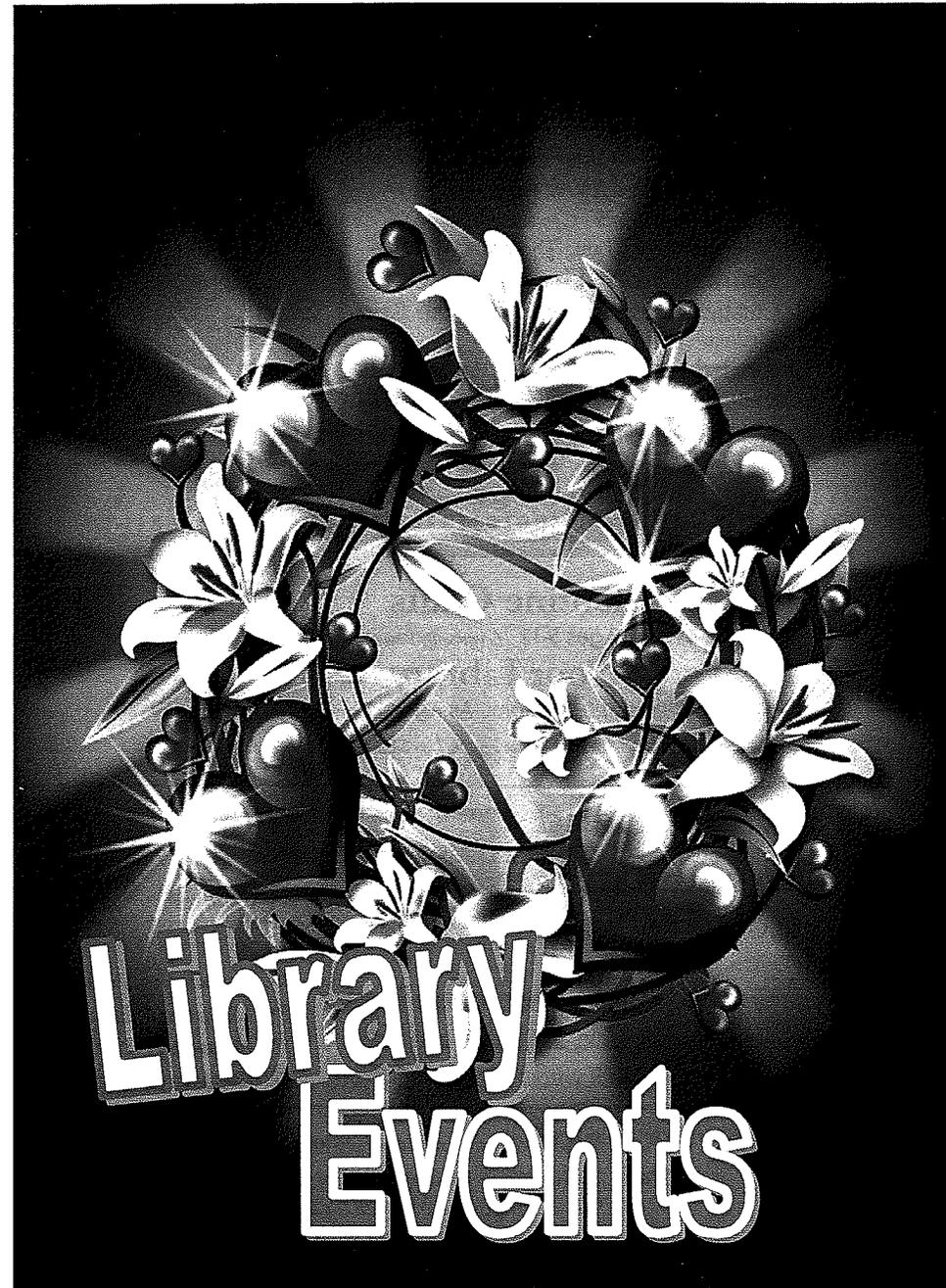


"ADHD does not exist"
By Richard Saul

Lodi Public Library 201 W. Locust St. Lodi, California 95240 209-333-5556
library@lodi.gov facebook.com/LodiPublicLibrary Twitter.com/LibraryLodi

FEBRUARY | EVENTS

LODI PUBLIC LIBRARY FEBRUARY 2014



Expand your world with classes and events at the Library • www.lodi.gov/library

FEBRUARY EVENTS

Story Times for Children



Toddler Time

Children ages 1-3 *Cozy Book area*
Wednesdays, 10:00 am, Thursdays, 10:00 am



Preschool Story Time

Children ages 3-5 *Community Room*
Wednesdays, 10:00 am, Thursdays, 10:00 am



Spanish Story Time

Children all ages *Children's Activity Room*
Wednesdays, 7:00 pm



Saturday Story Time

Children all Ages *Children's Activity Room*
Saturdays, 10:30am



Children's Programs and Events

- **Children's Valentine Crafts**

February 4 3:30 Ages 5-12 *Community Room*



- **Game Day @ Your Library**

February 22nd, 1:00-4:00pm All Ages *Community Room*



Continuing Children's Programs

- **Paws to Read**

Come in and Read Out Loud
to One of the Dogs



Fuzzy



Eele



Indie



Ivy



Polka

Fuzzy is here Sundays 2-4pm
Eele, Ivy, Indie, and Polka
will rotate Mondays 5-7pm

1st Monday: Polka
2nd Monday: Eele
3rd Monday: Ivy
4th Monday: Indie



- **Homework Help**

We have volunteers to help you with your assignments!

• **Who:** K-8th grade reading, writing and math.
9th -12th grades Algebra and Geometry

• **When:** Monday, Tuesday, and Wednesday: 3-6pm

• **Technology Thursdays:** 3-5:30pm
No sign-up required. Come see us!



Give us your email address to receive our online newsletter!

Adult & Teen Programs and Events

- **First Friday Art Hop** February 7, 6-8:30pm

Artist of the Month: **Mohsin Shah**

Photos and Art Work

Community Room



- **Baskets of Love** February 6th, 6-8pm

Ages 14 and up *Community Room*



- **Second Sunday Movie** February 9th, 2pm

"Miracle" **Free Popcorn!** *Community Room*



- **Library 1st Annual Open House-A Look Inside the Renovation** February 12th, 10am-7pm

The Whole Library Refreshments will be served



- **Affordable Health Care Program**

February 12th, 6-8pm Registration Required *Computer Learning Center*



- **Textile Arts Club**

February 13th, 6:30-8pm *Children's Activity Room*



- **Author Talk: Margie Vieira**

"Seeing Again: through the eyes of a child"

February 15th, 2:00-4:00pm



- **Spy Film Double Feature II Free Popcorn!**

February 15th, Movies start at Noon *Community Room*



- **Free Legal Clinic**

February 18th, 3:00-6:00pm *Community Room*

- **Game Day @ Your Library**

February 22nd, 1:00-4:00pm *Community Room*



- **Digital Photography Workshop**

February 23rd, 2:00-4:00pm Registration Required *Community Room*



- **Free Tax Assistance @ Your library**

Wednesdays from 3-7



A Message From the Friends of the Library

The Friends of the Lodi Public Library is a volunteer run bookstore located inside the Lodi Public Library. We accept donations of books from the community and all of the money raised is used to support many of the Library's programs. If you love books and enjoy reading be sure to drop in at the bookstore and see what we have to offer. You might want to support us by becoming a member of the Friends. Ask one of our friendly volunteers for information about Membership, becoming a volunteer, or how to donate books.



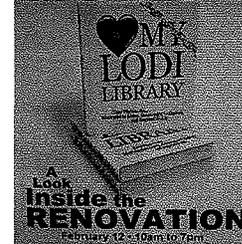
The Lodi Library needs you!
Please, won't you **Volunteer?**



If you see yourself hosting a workshop, tutoring adult learners, helping students with their homework, being a coach in the CLC or teaching a computer class, aiding with events, shelving or processing the books, or becoming a member of the Library Foundation, give Yvette a call at:

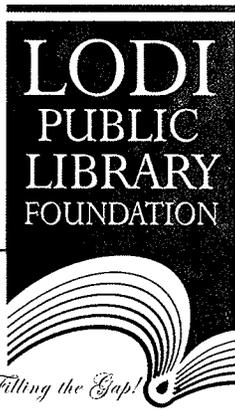
209-333-5554 or email: literacy@lodi.gov

OPEN HOUSE



Wednesday, February 12
10am - 7pm
Refreshments will be served!

Visit the Events Calendar @ www.lodi.gov/library

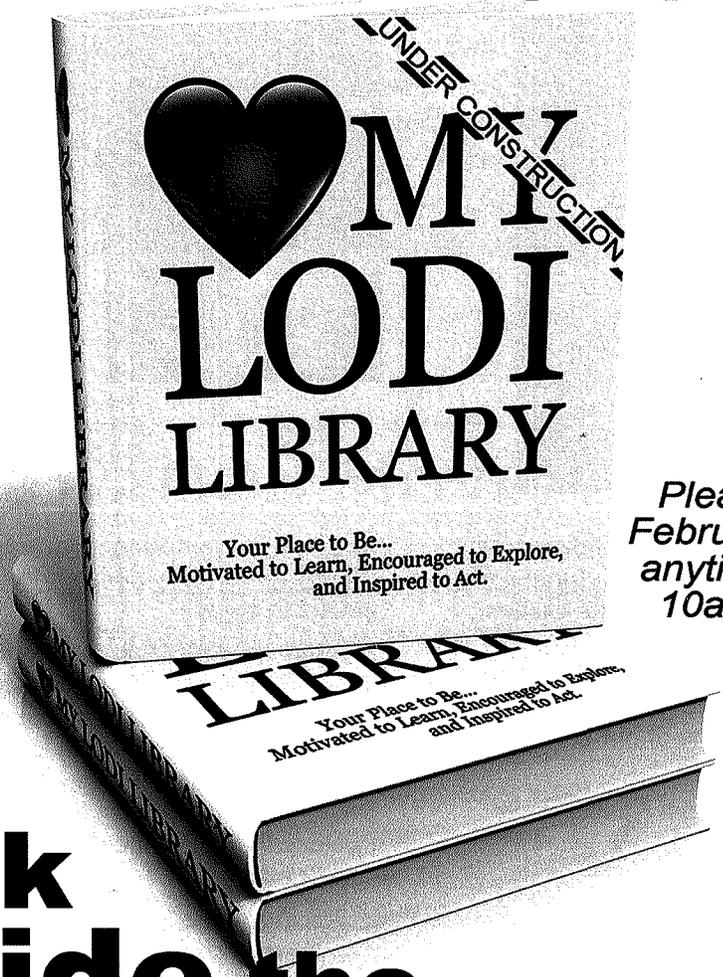


BOOK *Report* Winter 2014

LOOKING FORWARD IN 2014

see page 4

OPEN HOUSE



*Please drop by
February 12, 2014
anytime between
10am and 7pm*

LPLF Book Report
1
Chapter 1 2014

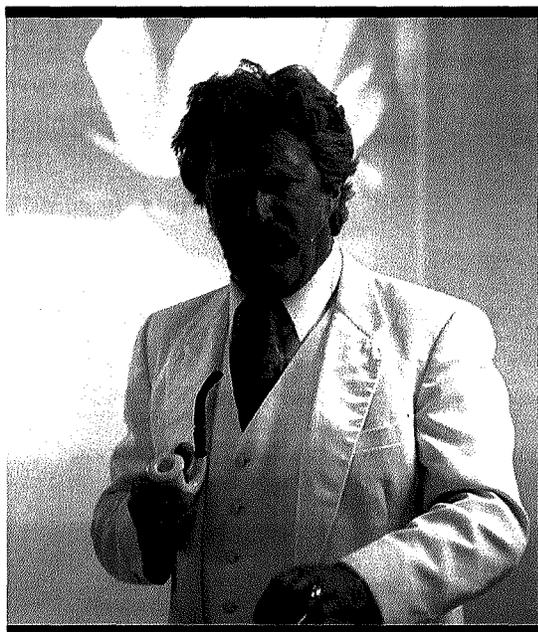
A Look Inside the RENOVATION

ANNUAL DINNER EVENT

A FOUNDATION SUCCESS

An Evening at the Library: A Celebration of the Art of Storytelling.

Samuel Clemens *a.k.a.* Mark Twain (Dave Ehler from Branson, Missouri), strolled into the Lodi Public Library on Saturday, September 28, 2013, with his cigar and bourbon in hand. Looking every bit the person we know and love from stories and old photographs, he immediately engaged the dinner guests



with his humorous remarks that have endured for over 100 years. Most attendees were surprised at the timeliness of his political rhetoric. His deliberate delivery and quiet demeanor took everyone back to what we think of as a kinder, gentler time. Mr. Ehler is a consummate actor with the belief that libraries are the cornerstone of our country—just like his alter ego Mark Twain.

Accompanied by champagne from Kautz Family

Farms, the evening began with a lively raffle, silent auction, and 50/50 raffle to benefit the Lodi Library Foundation.

In addition, Mr. and Mrs. John Tudor served tasty wines donated by various Lodi wineries. As the evening progressed, guests enjoyed their time with Samuel/Mark and a tasty meal prepared by Scooters.

The annual dinner event took on a new format this year with just the one storyteller. This programming made it possible for guests to enjoy the company of their dining companions without interfering with the



Special
Guest Host
Tim Daly



NEWS10
abc

words of the performer. Once again, Woodbridge Winery generously donated the dinner wine for guests to enjoy.

A grand evening of wine, sumptuous food, historic entertainment, and prizes to take home made the 13th annual *Evening at the Library—A Celebration of the Art of Storytelling* an event to remember. Next year's dinner will take place on Saturday, September 26, 2014, in the newly renovated Lodi Public Library. Put the date on your calendar!

Thank You!

Event Sponsors: Drummond & Associates • Michael David Winery

Gold Sponsors: Friends of the Lodi Public Library • Jim and Barbara Peck

Silver Sponsors: Dart Container • Bob and Helen Gross • K. and Robbie Hovatter • Pacific Coast Producers
Fred & Margie Paulsen • Doris M. Reeves Memoriam • John Ledbetter / Vino Farms • Waste Management

Bronze Sponsors: Clark Pest Control • Peter Hetzner, O.D. • Phillips Financial • Sweetener Products, Inc
F & M Bank • Meehleis Modular • Lodi Sunrise Rotary

Sponsors: Louis Ponick & Caitlin Casey • Clark Family Foundation • Stan and Coryl Foster • General Mills
Lustre-Cal • Robert and Margie Machado • Nancy Martinez • Linda Parker • Lori and Mark Sawdon • Jeff and Julie Thompson
Charles and Sally Simpson • Newt and Jan Wakeman



PRESIDENT'S MESSAGE

As 2014 begins, our main focus is the completion of the final phase of the library renovation. The plans are drawn; the bids are in, and we are anxious for the work to begin. Because of the disruptions that remodeling always brings, the next few months will be an awkward time for the staff and patrons of the Lodi Library. However, efforts have been made to lessen the stress.

Save Wednesday, February 12, to stop by for a first-hand look at the beginning of the "rest of the story" as the Foundation and library staff host a public Open House. Additionally, we can hardly wait to finally celebrate the completion of the final phase of this 14-year project in May. By then we will have a public library worthy of the 21st Century. A new computer lab, new tutoring rooms, more meeting space, and additional circulation materials are just a few of the changes on our long list of planned improvements. We are excited!!

Next comes the challenge to stay on the path to keep the Lodi Public Library at the apex. We must work together so that our library stays up-to-date and relevant.

Please join us on this journey.

Nanette Green, Foundation President

RENOVATION MOVES AHEAD

DIRECTOR & FOUNDATION MONITOR TIMELINE FOR RENOVATION

After a 14-year struggle to raise the funds, the Lodi Public Library Foundation and new Director Dean Gualco have proudly announced that *The Rest of the Story* has begun.

The timeline for the Phase III project is listed below:

Request Construction Bids

September, 2013



City Council Selects Contractor

December, 2013



Construction Begins

January, 2014

IN PROGRESS

Construction Completed

Spring, 2014

The total cost of the renovation is \$400,000, plus furniture. Of that amount, the Foundation will contribute \$380,000, and the Trustees will donate \$20,000. The Library General Fund will supply approximately \$40,000 for furniture.

LODI PUBLIC LIBRARY CELEBRATES BANNER YEAR *by Dean Gualco*



Last year, 2013, was an outstanding year for the Lodi Public Library, one made possible through the tremendous support of the Library Board of Trustees, the Library Foundation, the Friends of the Library, the City Council, Library employees, and donors

and volunteers by the hundreds. Only through the dedication and contributions of those named above have we been able to build a knowledge-centered, goal-driven, customer-focused library with ambitions to make a difference in this community.

Reflective of the tireless efforts of all those involved, the significant achievements of the Lodi Library and its staff this past year are listed below:

- Increased hours open to the public by 21%. Of 19 area libraries, the Lodi Library is third in the number of hours it is open.
- Increased visitors/patrons to the library by 12%,

to almost 21,000 per month.

- Increased the number of books/media checked out to the public to over 18,000 per month.
- Issued more than 15% more library cards in 2013 than were issued in 2012.
- Doubled the amount spent purchasing new books and media over that spent in 2012.
- Partnered with several Lodi businesses, including General Mills and Target, to expand our services to the public.
- Worked with Lowe's stores to rehabilitate the library Community Room and front landscape. These efforts included Lowe's donation of more than \$15,000 in materials and dozens of Lowe's employees donating their labor and time to complete the project.

Most importantly, every achievement above was accomplished with 17% fewer staff workers at the library....and we even posted a small budget surplus!!

- 250,000 visitors to the Library annually
- 4,000 new books/media added annually
- 220,000 materials checked out annually
- Over 200 Library volunteers / 27,000 hours annually
- 448 scheduled events annually
- Over 3000 individual/group homework help sessions

LIBRARY DIRECTOR LOOKS TOWARD 2014

In 2014 we intend to continue our efforts to build an enviable public library. Note our ambitious goals listed below:

- By May, 2014, complete the \$400,000 renovation of the library. Construction starts in late January, 2014.
- Complete the rehabilitation/reconfiguration of the outdoor patio, including replacement of canopies and installation of overhead fans so the space can be better used in the summer months. The City Council is paying approximately \$20,000 for this project.
- Promote volunteerism and encourage additional contributions to support the library by making January "Volunteer at the Library" month.
- Research and implement a new online, ebook platform to expand our media presence.

We continue to reassess our services and restructure our operations to meet budget constraints. Every effort, however, is dedicated to expanding access to the library and offering greater opportunities to gain a broader knowledge of oneself and the world.

To meet these obligations, we are guided by two simple statements: "Why not? We can do it!" "We are not bound by what cannot be done, but by what can be done. We are convinced that we can do anything we set out to do.

As we rely more on donations and volunteers to help us exceed our customers' expectations and offer an array of new services and products, we have been honored to work with and be supported by people like you, our readers, and so many other individuals and groups. We are on our way, and we could not be more grateful!

SEE WHAT LOWE'S DID?

On December 6, the local Lowe's Home Improvement Center furnished both time and materials to refurbish part of the Lodi Public Library. Prior to the start of the upgrade, Lowe's management negotiated with several of their suppliers to donate some of the necessary materials for the project. Lowe's then picked up the rest of the \$15,000 price tag and rallied employees to donate their time to improve the library as described below:

- Repainted the trim and cabinets in the Community Room.
- Repainted under the 4-foot eaves around the entire library.
- Refurbished the pull-down movie screen in the Community Room.
- Removed blinds, cleaned windows and walls, and installed commercial-grade roller shades in the Community Room, the new Computer Learning Center, and in the Foundation, Literacy, Friends, and Library Director's offices.

- Landscaped in front of the library with trees and planter boxes.

Eventually Lowe's personnel will complete their contribution to the library with the following projects:

- Upgrade wiring and install an overhead projector in the Community Room.
- Install electric ports in library tables so patrons will be able to charge laptops and other mobile devices.
- Clean and touch up the concrete strip around the outside of the library.

Special kudos belong to Lowe's management and the dozens of other Lowe's employees and suppliers who so generously continue to share their time, money, and expertise to help bring our Lodi Public Library into the 21st Century. They are truly our hometown heroes, and we thank them sincerely.

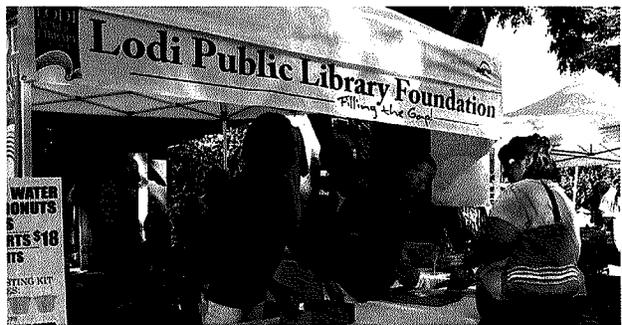


CHILI COOK-OFF BENEFITS FOUNDATION

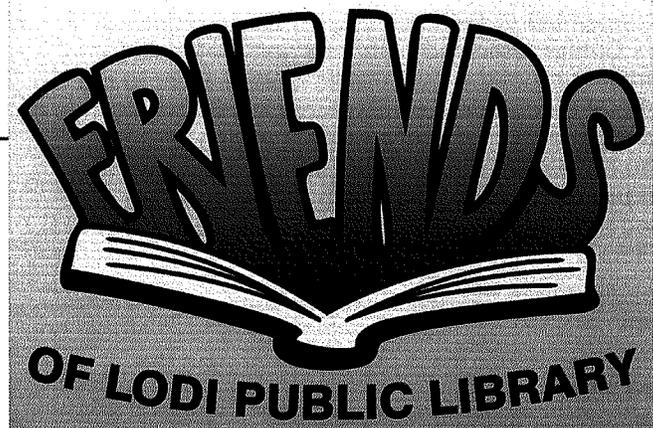
On October 19, 2013, a beautiful autumn day, Woodbridge by Robert Mondavi held its 11th Annual California State Championship Chili Cook-off and Car Show at the Woodbridge Winery in Acampo.

This fundraiser for the Lodi Public Library Foundation included several activities to satisfy the many interests of its attendees. Plenty of tasty chili and wine to sample, huge car show participation, a bookstore booth manned by Friends of the Lodi Library, and several food concessions kept event-goers busy most of the day.

Lodi Public Library Foundation members sold chili tasting kits, food, and drink. The Foundation also entered its own original chili in the competition. Many thanks to the Woodbridge Winery for sharing the proceeds from this event with the Foundation.



THE LIBRARY HAS GREAT FRIENDS!



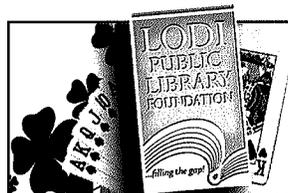
The Friends of the Lodi Library provides support to the Foundation as well as directly to library programs. Approximately \$25,000.00 a year is collected for the Library's literacy and children's programs, staff appreciation, etc. We make great partners! Be sure to visit the Friends' Bookstore off the foyer.

You will find great bargains in hardcover books (even very recent titles), coffee table books, and children's books--all in prime condition. So bring a few extra dollars and see what treasures you can find. And take a minute to visit with the dedicated volunteers who serve you.

The friendship is free!

Monday - Thursday: 10a - 6p

Saturday & Sunday: 1p - 5p



Dessert & Bridge

With the renovation construction well under way in March, this year's annual *Dessert and Bridge* event has been rescheduled for 2015. We thank all the players and supporters from 2013, and look forward to seeing you next year.

2013 - 2014 BOARD OF DIRECTORS

Nanette Green, President Helen Gross, Vice President Nancy Potts, Secretary Dennis Sattler, Treasurer

Judy Brent, Friends' Board Liaison
Cindy Chappell
Terry Costa, Library Trustees' Liaison
Keith B. Lewis
Marjorie Paulsen
Judy Tillinghast

Associate Members:
Mary Cabral
Pat Hill
Arleen Mataga
Louis Ponick
JoAnne Rantz

To reach any of the Directors by email, please send to the address below and your mail will be routed to that member.

Lodi Public Library Foundation • 201 W. Locust Street • Lodi, CA 95240 • Phone: 209-333-5536

LodiLibraryFoundation.org • office@lodilibraryfoundation.org

LPLF Tax ID 68-0438028

Watch for and support the Foundation's fundraising activities throughout the year.