



Mendon Public Library

2017

Annual Report

96,004 Items Borrowed

43,876 Patron Visits

380 Programs

1 Year in Review

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Cristina Romig, Vice President
Craig Moscicki, Treasurer
Anne-Marie Gordon, Recording Secretary
Bruce Peckham
Larry Young
Alicia Zysman-Cromwell

Friends of MPL

Meg Segrue, President
Cyndi Vassallo, Vice President
Janet Altimonda, Treasurer

Library Staff

Laurie Guenther, Director
Kelly Paganelli, Assistant Children's Librarian
Andrea
Barb
Dana
Deb
Emily
Janet
Laima
Joanne
Lisa
Lisa
Lisa
Lynette
Martha

Leadership of 2017

Greetings,

At the Mendon Public Library, we keep our patrons at the heart of all that we do. Whether we are considering purchases for our collections, changes to our operational hours, technology upgrades, or policies and planning, we like to think we provide enrichment for all.

Molly Ortiz, BoT President

As your library's Board of Trustees, the seven of us meet each month to discuss how we can make our library function efficiently to meet our community's needs. We listen to our capable director, Laurie, and feedback from staff, patrons, and community leaders. We take pride in these endeavors and find joy in seeing great library services offered to everyone who visits the Mendon Public Library.

Our Friends group works behind the scenes to support so many extras for our community. The Friends of the Mendon Public Library includes a number of volunteers who organize and staff our book sales, in-library book store, and other activities. We appreciate all of our Friends, but this year three of our Friends will be stepping down after five years of dedicated leadership. President Meg Segrue, Vice President Cyndi Vassallo, and Treasurer Janet Altimonda have served our library with great dedication and enthusiasm. They have facilitated more than ten book sales, coordinated and hosted several functions, including a super-fun barn dance, attended hundreds of meetings, helped us close out the Heart of Our Town Capital Campaign, assisted us in securing grant funding for various projects, lobbied for libraries, and even assembled and shopped for library furniture and equipment. On behalf of the Trustees, I say, "Well done! Meg, Cyndi, and Janet, you ladies are awesome!"

Looking to the future, our library will soon be undergoing some renovations. Upgrades to our interior spaces include the demolition of an interior wall in the children's area to make the space more conducive to children's activities, the installation of a storage closet near the circulation desk, and new fittings for our interior lights. Grants and donations will fund this work.

Change is constant, even in the library world. As your library Board of Trustees, we do our best to constantly adapt to new ideas. We are thankful for our great volunteers, terrific staff, dedicated community leaders, and interested and informed public. Our library strives to be great. As scholar R. David Lankes pointed out, bad libraries only build collections, good libraries build services, and great libraries build communities.

Molly Ortiz

Happy 2018!

In 2017, the Friends of the Mendon Public Library offered many events and celebrated a number of accomplishments.

We started our year with a staff appreciation event where we created Ukrainian eggs and our staff shared their culinary delights. The staff also participated in a reading contest this past summer with a gift basket going to the grand prize winner.

Meg Segrue,

Friends President

The Friends collaborated with Causewave Community Partners and the Rochester Regional Library Council to provide matching funds

for a branding grant. Library staff, Friends officers, and volunteers worked over the course of three months in focus groups to further refine our library brand. Branding work continues as we work to incorporate these ideas into our library functionality.

The Friends continue to sponsor some of the Summer Reading programs and community speakers. Meg LeFauve, a movie producer, screenwriter, and HF-L graduate, was here in the fall of 2017 for a showing of *Inside Out*, one of Meg's very own screenplays. After the movie, Meg talked to the community about writing and her career in Hollywood.

Renovations at the library should commence in early 2018. The Friends are contributing new furniture, as well as new stacks for the adult fiction collection.

We appreciate our volunteers and our community's continued financial support of our annual appeal. We thank everyone for supporting our in-library book store and book sales.

Please know that the Friends is always looking to increase its membership. It's our mission to promote literacy, encourage a love of books, and foster the use of library services. With our community behind us and with us, the Friends endeavor to offer Mendon Public Library patrons the best in-library services and a place that is our community's heart.

Meg Segrue

Friends Report

Welcoming

and seniors from Pinehurst Senior Living teamed up with children on crafts for Valentine's Day and a Patsy Cline musical tribute.

Enrichment for All

Our Teen Advisory Board enjoyed various special programs that included a movie night, a library lock-in, and self-defense for teens,

Knowledgeable

and the Board of Trustees attended training to stay up-to-date on new library laws, practices, and trends.

Personalized Service

Staff received training in youth services and marketing design,

Connected

toys, hats, gloves, and coats to local families in need, thanks to our partnerships with The Kade Project, The Knit Nook, and Skyport IT, Inc.

Partnerships with Our Community

The Summer Reading Program initiative has been sponsored by M&T Bank and Charitable Foundation, and patrons donated

Dedicated

sponsorships, and book sale management. After closing out the Heart of Our Town Capital Campaign, campaign chairman Ron Knight was recognized for his outstanding leadership in a Town of Mendon proclamation.

Advocacy for Our Community & Services

Friends of Mendon Public Library officers are retiring after five years of faithful service, which has included fundraising, library enhancement

Resourceful

NYS Public Library Construction Fund, and Senator Richard Funke's office will fund improvements to our library in 2018. In addition, live camera feeds featuring various forms of wildlife and habitats now stream to TV conferencing equipment funded by the Max and Marian Farash Charitable Foundation.

Utilizing Opportunities to Improve Our Library

Thanks to the efforts and generosity of staff, volunteers, and donors, grants from the May K. Houck Foundation,

WE STRIVE TO BE...

New Initiatives

The Friends of the Mendon Public Library

Our Friends play a major role in providing funding for new library initiatives. This year they sponsored two major initiatives with gifts from the community. 2017's annual appeal, titled "High 5! Campaign," sought donations in any amount that ended in \$5.00. Supporters gave as they were able, with gifts ranging from \$5 to \$555. With these gifts, the Friends have been able to sponsor exciting new programming for the library, increase access to exceptional technology, and improve the physical library space!

Additionally, library leadership met in early 2017 to develop the MPL's brand with professionals at Causewave, thanks to a grant from the Friends. After receiving input from leadership, staff, and patrons, the branding committee developed a dynamic brand promise to guide all decisions for the library staff and leadership. Our promise to our community: "Only Mendon Public Library offers its patrons the uniqueness of a small, personalized library with the broadest array of enrichment opportunities."

Thank you to everyone who has given of their time, energy, and treasure to generate these funds that will make our library a more valuable resource!

Children's Construction

Thanks to the efforts of the Mendon Public Library Friends, Trustees, staff, and the Town of Mendon, our library will soon be able to offer improved, efficient, and child-friendly services.

Grant monies and donations to the library will fund the upgrade to the children's area of the library.

Continued on page 13.

High 5! Campaigns of 2017

Special Guests & Partners

The Monroe County Library System-MPL partnership brought the Book Bike to Festival On the Green.

The Gordon and Betty Moore Foundation supplied libraries across the country, including the MPL, with safe-view glasses for the solar eclipse this past summer.



M&T Bank sponsored our 2017 Summer Reading Program.



The Amerks hosted story time and a hockey demo.



December's holiday open-house featured the live string quartet Pizzicatomus.



Patrons screened *Inside Out* with screenwriter Meg LeFauve.



Wildlife Educators' Coalition of Avon introduced different animals to families.



Jennifer Catalano hosted the Firefly Friends program for children, funded by the Decentralization Program.

The MPL partnered with HF-L school librarians to provide tickets to local residents for Rochester's Rick Riordan author-fan meet-up.



...and these are just a few!

Highlights of 2017

Library Starts

255

volunteer hours
logged



151

one-on-one
technology
training sessions



6,679

interlibrary loans



18,824

free wifi connections



2,552

items added to the
collection



4,060

program
attendees



1,480

Summer Reading
Program participants

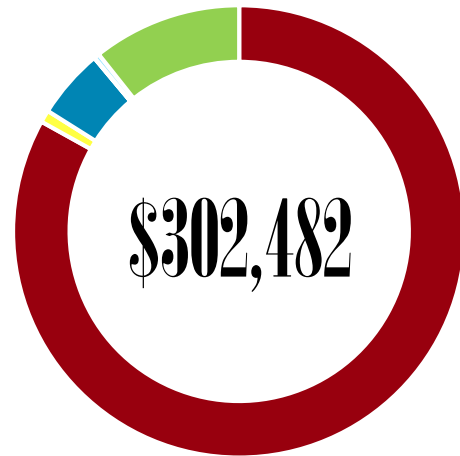


MPL Fiscal Year

We pride ourselves on maintaining a budgetary balance between our revenue and expenses each year, making the most of resources for non-profit organizations and finding thrifty means to provide quality services to our library community.

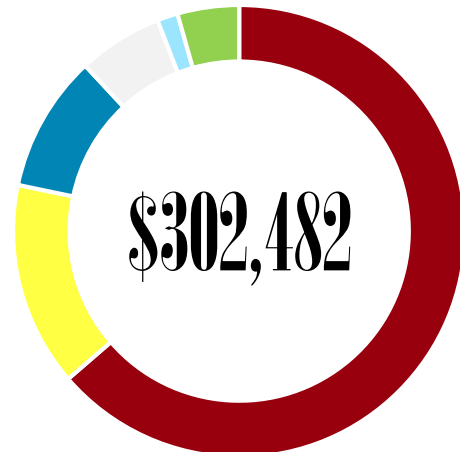
By the Numbers

2017 Revenue



- 83% Local Public Funds (\$251,250)
- 1% State Aid (\$2,656)
- 5% Library Charges & Overdue Fees (\$15,064)
- <1% Income from Investments (\$89)
- <1% Other Income (\$1,139)
- 11% Balance in Operating Fund, Beginning of 2017 (\$32,284)

2017 Expenses



- 64% Staff Expenditures (\$192,553)
- 15% Collection Expenditures (\$44,222)
- 10% Telecommunications & Internet Expenditures (\$29,626)
- 6% Operation & Maintenance of Buildings Expenditures (\$18,289)
- 1% Other Expenses (\$4,464)
- 4% Balance in Operating Fund Year-End, 2017 (\$13,328)

Value of Services

Thanks to our community, the Mendon Public Library offers various services free of charge to the general public that would normally cost money. We have calculated the cost of equivalent services based on national averages collected and calculated by the American Library Association. This year alone, our library has provided the equivalent of \$1,330,235 in services to the public.

By the Numbers

Items	Units Used	Average Price	Value Provided
Public Computers	4,653 hours	\$12	\$5,836
Library Materials	96,004 items	\$13	\$1,248,052
Study Rooms	1,016 hours	\$25	\$25,400
Museum Passes	99 check-outs	\$23	\$2,227
Programs for All Ages	4,060 participants	\$12	\$48,720

Total Value of Services Provided to Mendon Residents:

\$1,330,235



Grant-Makers

Max & Marian Farash Charitable Foundation
Hallowell Fund*
May K. Houck Foundation*
M&T Charitable Foundation*
NY Council for the Humanities*
The Kade Project*
Schwab Charitable*
Gordon & Betty Moore Foundation*
NYS Public Library Construction Fund*

Red Door Donors

Christopher & Melissa Jacobs*
May K. Houck Foundation*
Star Headlight & Lantern*
The Friends of the Mendon Public Library*

Founder Donors

Canandaigua National Bank & Trust*
Andrew & Mary Hislop
Chris & Susan Holliday
Honeoye Falls & Mendon Meadows Market Places
William & Mary Lane
M&T Bank & Charitable Foundation*
David Jacobs*
Anne Peacock*
Pittsford Federal Credit Union
Anton & Laura Schutz
Gary & Shari Stottler*
Deric & Amy West
Max & Marian Farash Charitable Foundation

Benefactor Donors

Clark & Lisa Hochgraf
HF-M Rotary Foundation Inc.
Erland & R. Pauline Kailbourne, AYCO Trust*
Ron & Judy Knight
David & Nancy Middleton
B. Scott & Elizabeth Taylor
Kenneth & Carol Tomaszewski
Sam & Laura Villanti
Lawrence & Melissa Young
Robert J. Bride
Daniel & Helen Fultz
Joseph & Maureen McRae

Champion Donors

Mike & Luanne Alcorn
Nancy Allinger & Duane Basch
Douglas Baldwin & Marion Blankopf*
Irene Bennett
Morris & Joan Bickweat*
David & Kristine Brassie
Brincka Family*
Robert & Judith Burkman*
Paul Celuch, College Assistance Plus
Ann Christiansen
Jill Cicero*
Constellation Brands
Mark & Nicki Cottle
Dipper Dan
Charles & Denise Dickinson*
Peter & Patricia Dohr*
Tom & Dianne Dooley
Walter Eckhardt, Sr.
Mark Fairchild & Lisa Reniff*
Falls View Academy
Edward Fiandach
Gregg Firster & Gretchen Schober
Jody Fleischer*
Beverly French
Robert & Sandra Grievson
Hallowell Fund*
Ruth Hayes
Blake Held & Sarah Leddy
Timothy & Stephanie Heywood*
Peter Henderson
Jeffrey Joseph*
The Kade Project*
Peter & Michelle Kavanaugh
KJT Group
Gregory & Sheila Keyes
Andrew & Amy Kittleson*
Sue Laraway-Barker & Jack Barker
Kevin & Patricia McGuire
Melcher-Kelley Family
Micron Management
Raymond Milne, Jr.*
Drs. David & Mary Kay Ness
Paganelli Family*
Bruce Peckham*
SkyPort IT, Inc.*
RB Mac Construction Co., Inc.
Michael & Elizabeth Rogers*
Alice Sargent*
Steven & Kathryn Schmidt
Segar & Sciortino, PLLC
Southco
Joseph & Vickie Stankaitis

Community Gifts

Todd & Dawn Stout*
Michael & Judy Tobin
Brad VanAuken & Stacey Miller
Charles VanDeMar
George & Sue Wiegand
Susan Worboys
Drs. Jules Zysman & Nadette Jacob*

*denotes 2017 gift

2017 Donors

Adams
Alaimo
Allan
Hough
Baldwin
Blankopf
Baldwin
Barabasz
Bastow
Bates
Bears
Bergwall
Jahn
Bernstein
Bertram
Bertram
Bickweat
Blumenstock
Brincka
Burch
Burkman
Burt
Canandaigua
National Bank
Cardon
Carlson
Church
Converse
Cooper
Corey
Corey
Corry
DiGiorgio
Costanza
Cotton
Coyne
Crichton
Cuffney
Cummings
Dailor
Daniele
Davis
DePuy

Dickinson
Dohr
Duncan
Durham
Eckhardt
Eilers-Lloyd
Erway
Fairchild
Feasey
Felice
Ferriter
Finucane
Fitzgerald
Fleischer
Ford
Francesco
Hallowell Fund
Fyfe
Geen
Geisel
Goodman
Gorton
Gretton
Hoskins
Hamilton
Hanson
Harrison
Hart
Hedenstedt
Heiss
Heywood
Hill
Hoose
Hotra
Humphrey
Ingalsbe-Geno
Ingle
Jacobs
Jacobs
Peacock
Jehan
Jozwiak
Kailbourne

Kammermeier
Kane
Kemp
Kissack
Kittleson
Ko
Kolodziejski
Kosboth
Krackov
Krause
LaDine
Lawlor
Leckie
Leonard
Levatich
Levine
List
Lofthus
Love
Magee
Markham
Markus
Martin
McCagg
McGory
McGuire
McHugh
McRae
Merrill
Merritt
Milne
Moffett-Krause
Mueller
Mueller
Munson
Natale
Newman
Nolan
Owen
Paganelli
Parmelee
Parobek
Rankin-Parobek
Patzwald
Peckham
Pennington
Perrin
Peters
Pike
Pritchard
Pryor

Pulcino
Quinn
Radi
Rasmussen
Reilly
Reniff
Rice
Robbins
Robertson
Roca
Roeser
Rogers
Romig
Rubin
Sargent
Scannell
Schottmiller
Sciortino
Scott
Sherwood
Shipe
Simmons
Skvarla
Snoddy
Soehner
Somes
Spalding
Stambaugh
Stephens
Stetter
Stottler
Stout
Thomann
Tolan
Tondryk
Tracey
Truax
Turner
Uttaro
Van Daff
Vogt
Volland
Walsh
Wehs
West
Williams
Wolf
Wright
Young
Zielinski
Zysman-Cromwell

Community Gifts

Special Thanks To:

Tom & Cristina Romig of Mood Media, Functional Communications Corp., donated twenty acoustic panels to sound-proof the library's two study rooms, keeping conversations inside more private and dampening noise coming in from outside the rooms.

The train table in Noah's Corner, more commonly known as the children's area, has been an extremely popular feature over the past several years. After having been loved to bits, quite literally, the train table has been replaced by The Kade Project so that our young patrons may continue to enjoy trains for years to come!

Stephanie Livingston-Heywood has provided multiple brand-new LEGO sets to the library as prizes for the children's Summer Reading Program LEGO Club.

Robert Bride, our friend and long-time patron, designated the Mendon Public Library as a beneficiary of his estate.

The family and friends of Paul MacAulay, former Board of Trustees member and avid library supporter, have given generously to the Mendon Public Library in Paul's memory.

Thanks to Chris and Betsy Carosa of *The Sentinel*, our High 5 Campaign was able to offer complimentary one-year subscriptions to donors of \$100 and up.

Construction (Cont. from Page 5)

The planned upgrades to the children's area will allow us to create a more open space that will enhance our library as a whole.

The grant monies for this project come from various sources that include NYS Public Library Construction Grant, NYS Bullet Aide for Public Libraries (Senator Funke), the May K. Houck Foundation, the estate of Robert Bride, the Hallowell Fund, The Kade Project, and the Friends of the Mendon Public Library.

It is important to the Mendon Library to provide services to children each year; thus, it focuses on providing many opportunities for early literacy with programs like our story times. Using current research and community input, the library proposed changes to the existing children's space that would give children and their caregivers the best possible place to gather, discuss, learn, and enjoy.

According to experts, the best way to engage early learners is through literacy-rich and play-based pavilions that allow children to explore and navigate the world of reading. Libraries are no longer quiet "shushing" places, but vibrant, hands-on exploration spaces that provide a range of early learning opportunities. As such, the current children's area will undergo a transformation in the coming months to better design the space to offer a cohesive, bright, safe, and engaging area for our young library users.

We anticipate that the library will be open during the renovation and most of the collection will be available for circulation. Stay tuned for updates!

New Winter Hours

We hope our new winter hours (see page 14) will accommodate more patrons without adding to our bottom line expenditures and will be a more efficient use of staffing and building utilities. Winter hours will apply for a test period that runs from January 2 to March 31, at which point the MPL Board of Trustees will evaluate the new hours' effectiveness based upon patron feedback and make a decision as to making these winter hours permanent or not.

2018 Sneak Peek

Services We Offer

printing (black and white, color); scanning; faxing; study rooms & conference tables; free high-speed wifi; wireless printing from mobile devices; free computer access; searchable digital database of HF-L yearbooks; program variety for all ages; access to books, audiobooks, e-books, movies, & periodicals; video conferencing equipment; ongoing bargain deals on books at the Friends book store

Book Return Locations

Mendon Public Library, Honeoye Falls;
Mendon Meadows Marketplace Mall, Mendon;
Any Monroe County Library System Branch

New Winter Hours

Monday-Thursday: 9 AM-8:30 PM
Friday: 9 AM-5 PM
Saturday: 10 AM-4 PM



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KEY Library Info