

# Clearview Library District Annual Report 2017



**Clearview Library District**  
**720 3<sup>rd</sup> St.**  
**Windsor, Colorado**  
**[www.clearviewlibrary.org](http://www.clearviewlibrary.org)**

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## ***Executive Summary***

The most important event in August, 2017 was the Library Board's decision to refer a mill levy increase to the voters in the general election on Nov. 7, which would have funded the building and operation of a 38,000 sq. ft library on Main St. The Board voted unanimously at a special meeting on Thursday, Aug. 10, 2017. at 5:30pm. This was the culmination of years of study and deliberation.

Ballots were mailed to voters on October 16.

November began with an air of anticipation and excitement over the upcoming election to fund a new library. The excitement ended on Nov. 7, 2018 when the voters of the Clearview Library District failed to approve a mill levy increase for the District. The Board, Staff, Members of the Library District Foundation, Members of the Y2OL (Yes To Our Library) campaign and those voters who had supported the mill levy increase were extremely disappointed in the outcome of the election.

Although the funding was not approved by the voters, everyone who worked tirelessly on the project believes that it is a definite need for this growing community and that it will need to happen at some time in the future.

## **Firsts for 2018**

While the Staff of the Library continued to provide some of the favorites in programming for all ages throughout the year and while staffing and services did not change drastically, there were several "firsts" for the District throughout the year.

- The Clearview Library District Foundation hired its first Foundation Director, Bob Hix and with Bob's direction held a very successful fund-raiser at the Concerts in Boardwalk Park, partnering with High Hops Brewery to run a beer garden.
- On June 1, the Library District went fine free for children's material. This is an important step in encouraging parents and caregivers to borrow materials to enrich their children's lives without worrying that items may incur fines if they are not returned on time. The Colorado State Library has made fine free children's materials a part of the state standards. Many libraries in the state had already adopted a fine free policy. Reactions to the change were very positive.
- The Outreach Team moved Bookmobile Day to Boardwalk Park and held the first ever Chili Cook-off.
- The Adult Services Team held the first Pub Trivia night at High Hops Brewery. Trivia night has proven to be so successful that a second session each month will be added early in 2018.
- Early Literacy Librarian, Andrea Cleland started the Bed Time Yoga Storytime

- The first Rec and Tech programs were held at Lakeview Park in Severance during the summer months.
- Outreach Librarian, Kat Sharp with the help of some Scouts and the Town of Windsor installed the Storywalk at Eastman Park.
- With the help of a grant from the Windsor Rotary Club, the Library was able to begin the 1000 Books Before Kindergarten program which encourages parents to read to their children.
- Teen Librarian, Brittany Dolezal worked with Kim Chambers, coordinator of Northern Colorado Pride, to set up the GLOW program (Gay, Lesbian, or Whomever) for teens. The first GLOW program took place in February and was very well received.
- #Fridays was started in the Fall to provide an outlet for school age kids to end their week on a positive note by hanging out in the meeting room, watching a movie, doing crafts, playing games and interacting with Outreach/Children's Assistant Resa Mai.

*Cultivating Curiosity  
Englightening the Mind  
Strengthening the Community*

## ***Administration***

Much of the year was spent in designing a library that would meet the growing needs of the Library District and in working on a communications plan to inform citizens about library services and the need for a new library.

In January, Dan Spykstra of Wember and Associates, the Library District's owner's representative, drafted an RFP for a design firm for the new library. Barker Rinker Seacat was hired from a pool of six firms who responded to the RFP. In April, Mr. Spykstra drafted an RFP for a Contract Manager at Risk. Of the seven firms who applied, Fransen Pittman was selected. A Design Advisory Committee was formed with the following members: Joann Perko, Katie Scherer, Ann Kling, Bud Hunt, Casey Lansinger, Bob Hix, Joyce Johnson, Julie Stout and Dan Spykstra. The Committee met regularly throughout the year. Public meetings were held on April 4 and May 17 to solicit input from the District's residents. The last public meeting was held on Monday, September 18. Attendees were able to take a virtual walk through various areas of the new library.



Early in the year, Lisa Relou was hired as the Library District's Communications Consultant. Lisa conducted focus groups and drafted a public perception survey, which had more than 1800 responses. From the results of the survey and the focus groups, a communication plan was developed. A postcard campaign targeting library services for different demographics was designed and implemented during the summer months. A handbill on the new library was designed and printed. An email from the Library Director was drafted and posted to the District's email subscribers and mailed to households in the District. In addition, Lisa helped the library find a social media firm, WideFocus, to expand the reach of the Library's Facebook page and a videographer to produce five films about various library services.

Throughout the summer, the Library Director, Library Board President Joann Perko and Public Services Manager, Casey Lansinger met with Town of Severance Board members, Town of Windsor Board members, School Board members, the Optimist's Club, the Kiwanis Club and the Chamber of Commerce to talk about the design of the new library and the need for a new library for Windsor, Severance and West Greeley.

After conducting a salary and benefits study in 2016 and surveying the full-time staff to gauge interest in various options, the Library Board adopted a new benefits package for district employees. Some changes to the previous benefits included the removal of vacation time for part-time employees working less than 24 hours per week, a wellness benefits of up to \$300 per year for full-time staff to encourage exercise, weight-loss, smoking cessation, and other health-related options, reduction in the number of banked sick hours, change to vacation

accruals, and more. These changes move the District closer to the benefits received by library staff in competing libraries in Colorado.

As part of the benefits review, The Library also signed a Contract with Mines Associates for 2018 to provide an Employee Assistance program for all staff.

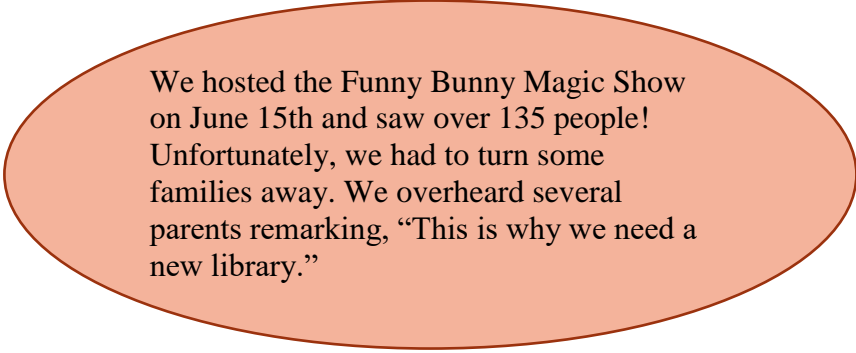
On December 26, the Library switched from Timeforce2 to Inifinisource/Qforce as the online time tracking system. Sherry Greenlee and Bud Hunt were instrumental in planning for the change and in training the staff to use the software.

On December 14, the Library Board approved the 2018 budget of \$2,730,298. There was a slight increase in assessed property values resulting in a \$56,668 gain in property tax income.

## ***Building***

No major changes or repairs were made to the building in 2017. To cope with the ever-expanding dvd and blu-ray collections, a third row of shelving was added by gluing kitchen drawer grip to the bottoms of large book ends and placing them on top of current shelves. While this takes away display space and is not aesthetically pleasing, it does provide needed space for one of the Library's most popular collections.

The Children's Service staff and the Adult Services continued to deaccession less popular items in order to make room for new items. Space is very tight.

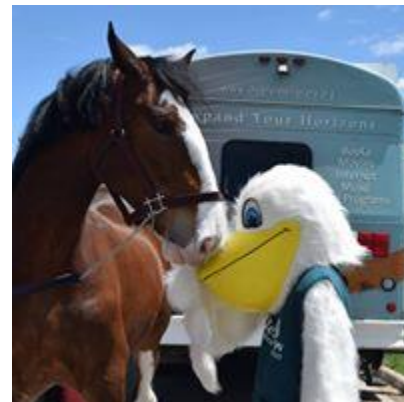


We hosted the Funny Bunny Magic Show on June 15th and saw over 135 people! Unfortunately, we had to turn some families away. We overheard several parents remarking, "This is why we need a new library."

## ***Services and Programming***

The Library continued to provide outstanding programs for preschoolers, schoolchildren, teens and adults throughout the year. 2,276 programs were offered. 53,142 people attended those programs. The Library District, once again, outperformed other libraries of the same size and larger in the number of people who attend library programs. It is a testament to the Library District's creative, energetic programming staff.

Bookmobile Day was held at Boardwalk Park in 2017. Along with all of the fun activities, a Chili Cookoff was added to the line-up. Over 350 people enjoyed the ambience of Boardwalk Park while sampling chili from 10 contestants. A Budweiser Clydesdale was a late addition to the festivities. The Lions Club of Windsor served 200 hot dogs and hamburger lunches, a magician performed magic tricks, the Library District staff provided crafts and science activities for kids of all ages.



Summer Reading was renamed Summer Adventure to reflect the many exciting adventures one can have at the Library during the summer months. Chainsaw Mama kicked off the summer programs by carving a bear from a tree stump. The bear now resides in the lobby of the library, welcoming everyone. The Windsor Middle School Action! Media class created a teen Summer Reading Program video for the library. The video was entered in the State Library's video contest and received first place among librarian judges around the state.



The Library hosted the first Rec and Tech program at Lakeview Park in Severance in June and saw 25 people at the first session. Adults and children enjoyed outdoor activities, as well as all of the tech toys brought to the park by the Library staff. Two additional sessions were planned for the summer, one was rained out. The Library intends to continue this popular program in 2018.

Several new programs were offered for adults during the year. The most popular was Pub Trivia at High Hops. Led by Adult Programming Assistant, Jason Boak, the number of attendees continued to climb throughout the year. In 2018, the library will add a second session to accommodate the number of people who are interested.

The Adult Programming staff partnered with the Master Gardener Association and CU-Extension to start a new series of gardening programs at noon, called Lunch and Learn. The classes featured a mix of informative talks, craft activities, and off site visits to the Treasure Island Demonstration Garden.

Two additional programs were started for adults: Well-Traveled, initiated by Jason Boak, features talks and presentations about popular travel destinations around the world and Cooking the Books initiated by Marsella Johnson, a new library-sponsored book club that focuses on cooking-themed books (or actual cookbooks) and meets both inside and out of the library at various restaurant venues.

Through the efforts of Children's Outreach Librarian, Kat Sharp, the dream of a Storywalk was brought to reality. Storywalk at Eastman Park was launched on Sunday, September 3 with donuts, coffee, juice and balloons. This project was an example of how working together, we accomplish great things in our community. Kat Sharp took the lead on organizing the project which involved the Library District, the Parks and Recreation Dept. of the Town of Windsor, a very dedicated Eagle Scout, Evan Reynolds, and Cub Scout Pack 199. Families can now walk around the pond at Eastman Park and enjoy an action-packed picture book as they go. Library Staff have been changing the stories quarterly. The Library District hopes that this will be the first of many Storywalks in our various parks.



Early Literacy Librarian, Andrea Cleland started the Bed-time Yoga program. Kids came in their pajamas and thoroughly enjoyed following along as Andrea guided them through some easy and relaxing poses. It's a great way to end the day for working parents and kids.

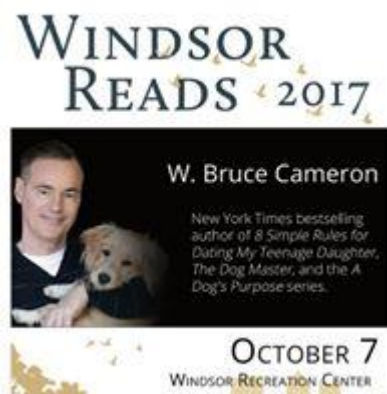
The Library District was able to become a part of the 1000 Books Before Kindergarten initiative through a generous grant from the Windsor Rotary Club. This program encourages children and their parents to read 1,000 books before kindergarten. Children receive prizes for each 100 books they read and are rewarded with a party once they reach 1,000.

For our after-school audience, a new program called #Fridays was kicked off in August. This unstructured program, led by Resa Mai, is intended to offer kids a variety of activities on a Friday afternoon. It provides time to talk with kids and find out what they want to see at the library in terms of programming and also keeps them engaged at the end of the week.

Teen Librarian, Brittany Dolezal, worked with Kim Chambers, coordinator of Northern Colorado Pride, to plan and conduct the GLOW program (Gay, Lesbian, or Whomever) for teens. The first GLOW program took place in February and was very well received.

Solar viewing was on almost everyone's mind in August. Free solar viewing glasses were in short supply and became a much in demand item. Staff did their best to find more glasses. On the day of the eclipse, staff were outside viewing the eclipse along with a few patrons.

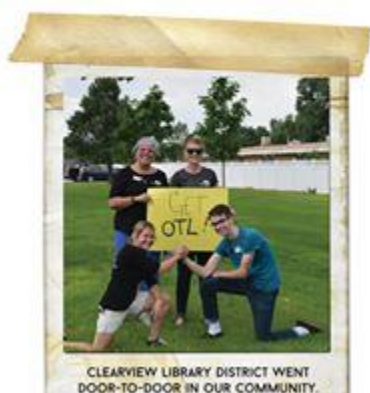




Windsor Reads in 2017 featured Bruce Cameron, author of the book and movie, *A Dog's Purpose* as well as many other titles. Mr. Cameron visited Windsor High School to speak to 100 students about his writing career. On Saturday evening, Mr. Cameron spoke to 90 people at the Windsor Recreation Center and signed books provided by Barnes and Noble afterwards. The Library District is grateful to the Library Foundation and to Vince Murphy who has funded the Kathy Murphy Author Services in memory of his late wife and former library director, Kathy Murphy.

In anticipation of our Windsor Reads event, a dog carnival, The Dog Days of September, was held on September 30th in the library parking lot. 131 attendees and their canine friends enjoyed face painting, crafts, and a food truck. One family even adopted a dog from the Humane Society!

The Library participated in the Labor Day Parade. Ramona Dixon was the winner of the Summer Adventure program's "Get to Ride with Page in the Parade" contest. By completing the Summer Adventure Program, kids were entered into the contest. Ramona and her Mom were a great addition to our parade lineup, which included Library Director, Ann Kling, Public Services Manager, Casey Lansinger, Outreach Assistants Katie Northern and Tucker Valentine and Outreach Supervisor, Cari Borchert. Staff were at Main Park with the Bookmobile on both Sunday and Monday of Labor Day.



The Library's Outside The Lines committee, led by Teen Librarian Brittany Dolezal, executed a door-to-door campaign throughout the beginning of August in an attempt to get library card sign-ups in potentially underserved neighborhoods. 150 homes were visited with several library cards issued and more importantly, a brief discussion of the services provided by the Library.

Who knew kittens would draw such a crowd? On Nov. 18, the Library collaborated with the Humane Society to offer a Kittens and Coffee event. The program was a rousing success with an estimated 150 visitors! Puppies and Popcorn will be offered in January. A different registration method will be put in place in order to spare the puppies from being overwhelmed by so much human affection!

At the end of the year, the Library acquired three new Gale business databases: Small Business Resource Center, Small Business Builder, and Legal Forms. As a tie in to these databases, a new quarterly lunchtime business series called How to Succeed in Business has been scheduled for 2018.

To end the year on a musical note, the Library hosted the Severance Middle School choir and band on December 15 for Christmas carols and hot chocolate. 70 people attended, many of whom were new faces from Severance.



## *IT/Technology*

Without the dedicated staff of the IT/Technical Services Staff, the library district would not have been able to accomplish the following:

- Installation and implementation of Communico, a software system that has made booking of rooms much easier and has changed the way patrons register for our programs. This also involved a do-over of the Library District's website.
- Installation and implementation of Collection HQ, software which allows staff to manage the collections of the library, tracking use, grubby items, content areas for expansion, items to be culled for non-use, and more.
- Installation of Learning Express, Small Business Builder and Small Business Resource Center, three new databases for public use.

In addition, the staff of this department made changes that allowed our children's materials to be fine exempt, added 11,082 items to the collection, updated software for our integrated library system, repaired broken equipment, applied and received e-rate funding, purchased and repaired computer equipment, purchased supplies for the library district and provided

interlibrary loan services to the public. They are also responsible for the Ask a Geek program which helped 586 people with technology related programs.

## **Staff and Volunteers**

Donna Reiser, longtime volunteer at the Windsor Severance Library, decided to stay home and enjoy her cats while keeping up on her reading. Donna had been an active volunteer for many years and was supportive of the library staff and the services offered.

Teen Librarian, Brittany Dolezal resigned to take a position with the Jefferson County Libraries.

Amy McFadden was promoted from children's services assistant to teen librarian.

Public Services Manager, Casey Lansinger and IT/Technical Services Manager, Bud Hunt attended the Chamber of Commerce's first ever Experience Windsor Day on October 5th. This one day leadership opportunity gave attendees a chance to hear from local leaders, tour various facilities and meet other people who work in Windsor. Casey had this to say about the experience, "I really enjoyed this opportunity to learn more about some of the major companies in Windsor and to tour their facilities. This day also proved to be a great networking opportunity and I walked away with new contacts in the Windsor community."

Several Staff presented at the Colorado Association of Libraries Conference in October: Bud Hunt, Michael Ross, Casey Lansinger, Pam Lambert, Cari Borchert, and Kat Sharp. Andrea Cleland guest lectured for University of Nebraska's Library Science Children's Literature course on using yoga during story times. Brittany Dolezal, along with Tucker Valentine, presented a program on the Books and More partnership with the RE 4 schools at the CLiC (Colorado Library Consortium) Workshop in Fort Morgan.

## **Trustees**

There were no changes to the Board of Trustees in 2017. The Trustees are a dedicated group of individuals who work hard for the citizens of our District.

## **Library Foundation**

In 2017, the Library District hired a part-time Foundation Director, Bob Hix, to lay the groundwork for private fund-raising. Bob was with the Foundation from March through August and was instrumental in getting the beer tent at the Windsor Summer Concerts at Boardwalk Park. The Foundation in partnership with High Hops Brewery and with help from the Town of Windsor operated the beer tent, a first for the concerts in Boardwalk Park, for nine weeks. The tenth concert was cancelled due to weather.

The Foundation formally changed its name from the Windsor Severance Library District Foundation to the Clearview Library District Foundation.

Vince Murphy, husband of the late Library Director, Kathy Murphy, donated \$100,000 to the Library which was invested in the Community Foundation. Funds for the Kathy Murphy Author Series, Windsor Reads will be disbursed annually.

The Foundation also signed on to the Amazon Smile program. A percentage of purchases from Amazon is donated to the Foundation.

### ***2017 Statistics***

**Number of Customers Served – 290,809.** The Library is open 353 days each year. That is an average of 824 people walking through the doors each day!

**Number of Items Borrowed – 361,874.** The number of people who live in the Library District's service area is 24,292. That is comparable to every person in our service area checking out 15 items! And kudos to our Customer Service Staff, who face the customers each day with a smile and a hello and who keep all of those items in order.

**Attendance at Programs – 52,905.** That would fill Red Rocks Amphitheater 5 times!

**Wifi Usage – 8396.** That's 24 people using the Library's WiFi every day that we are open!



## Financial Information

### Clearview Library District Unaudited 2017 Budget and Expenditures

	2017 Actual	2017 Budget	% of Budget Use
<b>Revenue</b>			
General property tax	2,425,432	2,440,328	99
Other revenue	67,221	53,948	125
Specific ownership tax	189,622	140,000	135
<b>Revenue Total</b>	<b>2,682,275</b>	<b>2,634,276</b>	<b>102</b>
<b>Expense</b>			
Bookmobile costs	13,270	15,000	88
Building costs	72,907	80,000	91
Capital outlays	815,348	140,000	582
County treasurer's fee	36,418	36,560	100
Electronic Databases	14,013	13,250	106
Materials/periodicals	211,584	212,000	100
Operating supplies	31,208	30,000	104
Other Expenses	204,106	274,350	74
Programming	38,270	43,000	89
Public relations	31,494	50,000	63
Related expenses	308,547	325,818	95
Salaries	1,236,894	1,307,342	95
Software/tech support	91,355	102,500	89
<b>Expense Total</b>	<b>3,105,414</b>	<b>2,629,820</b>	<b>118</b>

### Coming Attractions – 2018

Strategic Plan – 2019-2021  
 New Self-checks  
 Free printing for cardholders  
 Re-establishing the Friends of the Library

***Clearview Library District, Cultivating Curiosity. Enlightening the Mind. Strengthening the Community.***

Everyone loves a story and our library is full of stories!



A small group of younger patrons -- that Tucker typically sees in the library - came aboard the Bookmobile when it was at Windsor Charter Academy. They asked if the bus was with the library and he said yes, so they sat inside for a few minutes. After about ten minutes they asked when the bus was going to leave, thinking that the Bookmobile was a commuter bus to the library. :)



A loyal Severance patron told Kat that Family Bingo Night was, “a good way for the little ones to learn their numbers and letters.”





Amy McFadden hosted a Tic Tac Flashlight program. After the program, she received this text from a mother of two boys who attended: "They had an AWESOME time!!! Thank you for inviting them! Cyrus is now scheming how to make them and sell them."







A patron who attended the chocolate tasting program said, "I just wanted to let you know I am grateful for the adult programs. I learn so much. You are making me branch out. I will never eat plain, commercial chocolate again!"



One attendee told us, "My husband loves how happy I am when I get home from book club!"

## **Appendix A - 2017 Trustees and Staff**

### **2017 Clearview Library District Board of Trustees**

**Joann Perko**, President  
**Bev Menke**, Vice-President  
**Ian Whittington**, Treasurer  
**Katie Scherer**, Secretary  
**Catherine Davis**, Trustee  
**Rochelle Brotsky**, Board Alternate  
**Bruce Florquist**, Town of Severance Liaison  
**Christian Morgan**, Windsor Town Board Liaison  
**Christopher Perkins**, RE4 Liaison  
**Cindy Scheuerman**, Windsor Town Board Liaison

### **2017 Clearview Library District Staff**

**Kindra Baker** – Customer Service Specialist  
**Dahlia Bishop-Cotner** – Shelver  
**Jason Boak** – Adult Services Assistant  
**Cari Borchert** – Outreach Supervisor  
**Jennifer Bradley** – Adult Services Librarian  
**Brenden Bricher** - Shelver  
**Dennis Bruns** – Bookmobile Driver  
**Caitlin Bubnich** – Customer Service Specialist  
**Andrea Cleland** - Early Literacy Librarian  
**Kaine Cure** – IT Assistant  
**Steven Davis** – Customer Service Specialist  
**Karen Deane** – Youth Services Assistant  
**Brittany Dolezal** – Teen Librarian  
**Chelsey Dorsey** – Customer Service Specialist  
**Matthew Fries** - Shelver  
**Melody Gallagher** – Customer Service Specialist  
**Monica Gould** – Youth Services Assistant  
**Sherry Greenlee** – Financial Assistant  
**Kim Grubbs** – Customer Service Specialist  
**Rosita Hernandez** – Customer Service Specialist  
**Robert Hix** – Foundation Director  
**Nanette Hoelmer** - Shelver  
**Bob Houle** – Maintenance  
**Bud Hunt** – IT/Technical Service Manager  
**Marsella Johnson** – Outreach Assistant  
**Ann Kling** – Director  
**Makenna Kueny** - Shelver  
**Pam Lambert** – Technical Services Assistant

**Casey Lansinger** – Public Services Manager  
**Rea Mai** – Outreach Assistant  
**Amy McFadden** – Youth Services Assistant  
**Heather Montgomery** – Youth Services Supervisor  
**Aimee Moore** – Customer Service Specialist  
**Kelsey Moore** – Customer Service Specialist  
**Melissa Nichols** – Outreach Assistant  
**Katie Northern** – Outreach Assistant  
**Makayla Northern** – Shelver  
**Nicole Nygaard** – Customer Service Specialist  
**Christy Olson** – Outreach Assistant  
**Pam Parish** – Library Assistant  
**Anthony Perez** – Outreach Assistant  
**Alissa Ratliff** – Shelver  
**Jennifer Reisch** – Shelver  
**Stephanie Renz** – Customer Service Specialist  
**Michael Ross** – Technical Services Librarian  
**Karen Schaefer** – Customer Service Specialist  
**Kat Sharp** – Outreach Librarian  
**Kirstie Smith** – Customer Service Specialist  
**Mendi Sumter** – Customer Service Specialist  
**Nathan Triz** – Circulation Supervisor  
**Tucker Valentine** – Youth Services Assistant  
**Mason Vess** – IT Assistant  
**Brad Vogler** – Technical Services Assistant  
**Natalie Wagner** – Library Assistant  
**Rob Wygal** – Customer Service Specialist  
**Ashley Yager** – Customer Service Specialist

