2011 Hunterdon County Library Commissioners

Mr. Thomas Valasek, Chairman
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Ms. Jean E. Allured
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2011 Hunterdon County Freeholders

J. Matthew Holt, Freeholder Director
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Libraries in the Hunterdon County System

Hunterdon County Library Headquarters (HCL)
314 State Route 12, Bldg. #3, Flemington 08822 908-788-1444
Monday, Friday, Saturday, 9-5; Tuesday-Thursday, 9-9 [Open Sunday 1-5 Sept-May]

North County Branch (NCB)
65 Halstead St., Clinton 08809 908-730-6262
Monday, Friday, Saturday, 9-5; Tuesday, Wednesday, Thursday, 9-9

South County Branch (SCB)
1108-A Old York Rd., Ringoes 08551 908-782-3564
Monday, Thursday, Friday, Saturday, 9-5; Tuesday, Wednesday, 9-9

Bunnvale Library
7 Bunnvale Rd., Califon 07830 908-638-8884
Wednesday, 1-8; Thursday, Friday, 9-5; Saturday, 9-2

Frenchtown Public Library
29 Second St., Frenchtown 08825 908-996-4788
Monday 9:30-12:30; Tuesday, Wednesday, 3-5, 7-9; Friday, 9:30-12:30

High Bridge Public Library 71 Main St., High Bridge 08829 908-638-8231
Monday, Wednesday, 10-12, 3-8; Friday, 10-12, 3-7; Saturday, 10-2

Holland Alexandria Free Public Library
129 Spring Mills Rd., Milford 08848 908-995-4767
Monday-Friday, 9-12, 3-8; Saturday, 9-3

Readington Township Library
105 Route 523, Whitehouse Station 08889 908-534-4421
Tuesday, Thursday, 12-8; Monday, Wednesday, Friday, 9-5; Saturday (Closed August), 9-12

Tewksbury Public Library
31 Old Turnpike Rd., Oldwick 08858 908-439-3761
Tuesday, Wednesday, Friday 9-5; Thursday, 9-8; Saturday, 9-3

Three Bridges Library
449 Main St., Three Bridges 08887 908-782-2908
Monday, Thursday, Friday, 9:30-5:30; Wednesday, 12-8; Saturday (Closed August), 9-12

HCL Bookmobile
Call 908-788-1421 for schedule.

ANNUAL REPORT 2010

Hunterdon County Library

www.hclibrary.us

Message from the Director

We, like you, faced many challenges in 2010, but your faith in us and your continual support kept us going and even thriving by year's end.
The transformative process which the Hunterdon County Library has been experiencing for quite some time really intensified with the loss of two friends and colleagues to retirement. Barbara Riesenfeld retired as the Supervising Librarian in charge of the North County Branch at the beginning of the year. This was followed in April with the retirement of Assistant Library Director Floyd Saums. I am pleased to report that they have both successfully made the transition from dedicated employees to staunch library supporters while also reserving time to enjoy the fruits of their labor. Their positions, unfilled as part of an ongoing hiring freeze, brought our total number of vacancies to 11 by the end of the year. Although running our library system without these two positions has been a challenge, our remaining staff has done an outstanding job taking up the slack. We know we're not out of the woods yet – in fact, we will be losing two more full-timers to retirement soon.

Fortunately, just when we were looking for some good news, I received a call from Ms. Jane Petrie, informing me that the Hunterdon County Library would be the recipient of a "six-figure" bequest from the estate of her close friends Dario and Anneliese S. Stefani. Their truly generous $860,000 donation was the best news we could ever have imagined. Dario and Anneliese shared a lifelong love of learning and a strong belief in the value of libraries. Humbled by their faith in us, we pledge to honor their lives in our stewardship of their generous donation.

-Mark Titus, Library Director

2010 – The Year In Review

Once again, the Hunterdon County Library was faced with a challenging year. Tax revenues declined again and tough budget decisions had to be made. A continued hiring freeze left several gaps in staffing, but the staff continued in their dedication and worked hard to provide continuing high levels of service for our patrons. At a time when there is much competition for people's time, money and attention, the library continues to try to provide a variety of materials, services and programs.

2010 saw the addition of e-books to our downloadable content we get from OverDrive. During March we hosted *O Freedom* the state-wide traveling exhibit created by the Department of Environmental Protection subtitled Blacks on the Battlefront and in the Aftermath of the American Revolutionary War in New Jersey; a local exhibit created using documents from the Hunterdon County Historical Society complimented this exhibit.

The Hunterdon County Library continues to strive to provide a sense of place for the residents of Hunterdon County and looks toward 2011 to continue providing new and innovative services and program as diverse as the community we serve.

EBooks

The addition of e-books to OverDrive at the beginning of 2010, just in time to meet the explosion of e-book popularity, was a popular enhancement to our downloadable digital collection. The collection began with 54 e-books at the beginning of 2010, and by the end of 2010, demand had increased an astonishing amount, even though by then the consortium owned 1,006 e-books (multiple copies of 508 different titles) - a collection 18 times the size of the collection when the year began.

As 2010 began, there were only two e-readers on the market which were compatible with the DRM (Digital Rights Management) format used by OverDrive. By years end, five supported e-readers, as well as six mobile devices, are now supported including smartphones and Apple's iPad.

Volunteers at Headquarters 2010

The volunteers at Headquarters work at many different tasks which enable the library to provide better services. During 2010, 11 adult and 19 junior volunteers gave over 800 hours of their time. These hard workers supported the staff by doing many tasks, including assimilating reference materials into the collection, keeping the brochure racks and community bulletin boards current, and helping set up and take down eight new book displays each month.

During the summer the library benefited from extra student volunteers; there were opportunities to work on special projects such as updating the Directory of the Arts and Historical Organizations, helping to make the New Jersey Reference collection more user-friendly, and assisting with the adult summer reading program.

The volunteers at Headquarters continued to work on a project relabeling all the picture books from every library in the county system. The new labels the volunteers make display the author's entire last name rather than just the first letter of the author's last name as in the past. At the end of 2010, the books from eight of the libraries in the system had been completed. Early in 2011 the project should be finished and the volunteers will have given new labels to over 48,000 children's books! Frenchtown Library head Sara Heil remarked, after her books were returned, "The volunteers did a wonderful job of re-labeling them. They look very nice on the shelves! This project has been on-going since December 2007.

Linda Reynolds, Headquarters Volunteer Coordinator

HCL continued its commitment of providing quality musical programming for its patrons. Above: The Hunterdon Harmonizers Annual Christmas Show... Below: HCL's Outdoor Summer Concert Series

2010 – The Year In Review Continued

Library services to the community of Hunterdon County continue to be as varied as the community itself:

- 27,606 Reference queries were answered at the Headquarters and North County Branch during 2010
- 2,871 items were borrowed through Inter-Library Loan from other libraries and the Hunterdon County Library lent out 2,675 items in return
- Twenty new Book Group Kits were added bringing the total up to 60 kits; these kits circulated at total of 96 times to many book groups in the community
- Downloadable audio books, provided through a region-wide cooperative through OverDrive, continue to be popular. The selection of titles grew 24% from 2,697 copies in 2009 to 3,344 copies in 2010. There are almost 2,000 individual titles
- E-book content was added to OverDrive and patrons can now download the materials directly to their devices
- IPOD and MAC users are now also able to take advantage of this service
- The Friends of the Hunterdon County Library provided money for the library to purchase almost 100 blu-ray titles for Headquarters and the North County Branch. Blu-ray circulation grew to almost 10,000 in 2010

The library continues to provide a variety of cultural, education and community events including:

- A live radio broadcast, Variety at the Library, a joint project between the library the community radio station WDVR
- The summer brought high temperatures but patrons enjoyed the cooler evenings on our lawn as we presented two outdoor concerts:
- Over 300 people attend the SummerSwing Orchestra concert; people were dancing on the library lawn and in the streets
- In August over 200 people sat (and danced) to the sounds of the Bass-Boards, a group with members as diverse as the music they play
- Scrabble Club
- Book Groups at the Headquarters and South County Branch libraries continue to attract over a dozen members each month

Bringing the library to its community continues to be a top priority. Our outreach services include:

- Bulk loans of books to nursing homes on a bi-monthly basis
- Bookmobile stops at a local assisted living facility every other week
- The Bookmobile participated in the County Parks System's Touch-a-Truck, the Bloomsbury; Art Festival and the Flemington-Raritan Holiday Parade
- An every other week Bookmobile stop at the Franklin Township School during their construction, providing library service to the students
- "Discounts with your Library Card" through which local businesses offer discounts to Hunterdon County Library cardholders, provided a mutually beneficial marketing campaign for the second year in a row.

Friends of the Hunterdon County Library Highlights 2010

The 14th Annual Used Book Sale put on by the Friends was held April 10-11 at the Flemington National Guard Armory. What a great community event this has become – county residents donate books and other items during four book drives and then return to the Armory as our best customers. Organizations like the Armory, the Link, the Boy Scouts, Raritan Township personnel and County and Library staff all play their part in helping the Friends pull off this highly successful sale. The end result: in 14 years over $650,000 has been raised to benefit the Hunterdon County Library System.

The big ticket items purchased with the proceeds from the 2010 book sale included a retractable projection screen, speakers, wireless and lavaliere microphones, pedestal lectern and a monitor for the gallery for overflow programs. The objective: to install state-of-the-art audio visual equipment in the Route 12 Library First Floor Meeting Room and Gallery. Speedy equipment deliveries allowed this installation to happen in December, much sooner than the Friends' target date of March 2011.

Landscaping continued to be part of the allocations in 2010. The Friendship Gardens plaque was installed at the Route 12 Library, basically completing this garden work. Then their sights turned to the North County Branch Library. The first step was to power wash the library sign and two cement globes at the entrance. In the fall, the area around the sign was trimmed back making the library sign clearly visible from both directions on Leigh Street and finally some colorful, new low-growing plants were planted around the sign.

The Friends allocated funds for both South and North County Branch Libraries for new shelving units for CDs and books. Finally, as in previous years, the Friends allocated funds to each of the seven member community libraries.

Six $600 "Books for the College Bound" Scholarships were awarded to six graduating seniors from Hunterdon County at the HCL Annual Book Sale Volunteer Appreciation Party on June 17.

Ongoing projects include the book discussion club whose meetings alternate between NCB and HQ. The Outreach Committee also continued its services.

Scarlett Doyle of Readington River Buffalo Co. spoke at the Friends Annual Reunion Dinner on October 1. And professional actress Linda Kenyon, who first performed as Eleanor Roosevelt for the Friends' 2008 program, returned for the Friends' winter program on December 1 as Julia Child in "Julia Says: Bon Appétit!"

Longtime Friend Ken Kutscher read from his recently published memoir "Watching Walter Cronkite" at the Friend's Annual Dinner on October 9. The year ended with Professional Actor Alan Kitty performing his 90-minute monologue "Mark Twain's Last Stand" to a packed house of over 100 in December.

Reference Department

The face of Reference is changing, and the members of the Reference staff find themselves answering not only the usual homework, research, genealogy and consumer questions - they are more involved with patrons' "real life" issues such as job searching and unemployment. Consequently, "Job Zones" have been set up at Headquarters and North County Branch, and the staff is being trained by (BTOP) to better assist patrons.

North County Branch Library News

The North County Branch got some sprucing up, thanks to the Friends of the Hunterdon County Library. The Friends had the front porch and sign power-washed, making everything look much brighter and nicer. The Friends are also are planning to have new landscaping done to further beautify the building and its surroundings.

South County Branch Library News

The South County Library continues to serve the southern part of the county with busy story times and summer reading clubs for children of all ages and adults. During the school year, the bulletin board is filled with student artwork from East Amwell Township School and Stockton Borough School. Their book group continues to be very active: a member whose son works in Pakistan and Afghanistan showed beautiful photographs of the region when they discussed *Three Cups of Tea*. The Friends of the Hunterdon County Library provided a new large flower pot for outside the library's front door. Stop by in the spring to see the beautiful blooms!

Affiliated Libraries News

During 2010 the Affiliated Libraries once again participated in the Hunterdon County Library's Summer Reading Clubs for children and adults and many of the smaller libraries enjoyed story times and craft programs presented by librarians from the Hunterdon County Library. Book groups continue to be popular at many locations and all locations have internet stations for the public to use. All of the libraries now offer free wireless internet service. The Three Bridges Library celebrated its 25th anniversary this June with a week-long celebration. Remember, your Hunterdon County Library card may be used at any one of these libraries.

Youth Services Department

In 2010, the Youth Services Department had 607 programs, including story times and library tours, attended by 9105 children and 5460 adults

Summer program highlights included Wild Animals with Mr. Dave, World Music with Daria, a play, a magician, and a traveling farm.

The Summer Reading Club had 1,329 active participants who read a record number of titles – 33, 212!

The Teen Café at NCB is now in its seventh year and it continues to be one of the Youth Service Department's most popular programs. In the summer, six programs had 148 participants. Programs included Bubble Mania, Swashbuckling Pirate Hunt, and the 2nd Annual Teen Idol Talent Night.

In addition to monthly Teen Café programs and the Teen Advisory Board, a very active and dedicated group who plans and helps carry-out the programs, Teen Café Writers Workshops have been added. The Writers Workshops are held monthly and introduce enthusiastic attendees to a different genre at each meeting.

Budget Highlights	***2009***	***2010***
Salaries & benefits	$3,980,705	$4,207,891
Books	$457,800	$421,735
Newspapers, magazines, microfilm, indexes	$58,800	$52,165
CDs, DVDs, Audio Books, etc.	$246,735	$204,910
Online database subscriptions	$60,000	$47,500
Furniture, equipment, supplies	$59,800	$43,415
Youth & adult programming	$26,500	$25,100
Capital reimbursement	$315,000	$315,000
Library development reserves	0	0
Conferences & training	$3,500	$4,755
Vehicle maintenance and gas	$15,000	$8,000
Total Library Budget	$5,882,825	$5,988,637

Circulation Statistics for the Year	***2009***	***2010***
Books	923,509	906,762
Magazines	33,887	31,608
Music (CDs, cassettes)	84,052	89,551
Audio Books	81,174	81,010
Videotapes	29,815	14,859
DVDs	545,922	533,588
CD-ROMs	2,087	899
EBooks	0	657
Downloadable Audio Books	4,477	5,958

Items Borrowed Per Library Location	***2009***	***2010***
Headquarters	660,006	621,812
North County	592,108	592,388
South County	116,710	113,081
Readington	87,885	83,422
Holland Alexandria	54,471	53,328
Tewksbury	60,169	59,138
Three Bridges	43,819	49,060
Bunnvale	45,655	43,285
Bookmobile	19,424	21,951
High Bridge	12,085	13,353
Frenchtown	9,153	8,905
Total	1,701,485	1,659,723

Adult Programming/Public Relations

Programs at HCL Headquarters (HQ)

HCL Headquarters hosted an 74 musical programs, lectures and workshops in 2010. The Public Relations Committee worked very hard to sustain the library's reputation for offering a variety of quality programming to our patrons. Attendance for the series was nearly 4,500 patrons. The library was assisted in the funding of these events with a grant from the New Jersey Council on the Arts administered by the Hunterdon County Cultural and Heritage Commission as well as The Friends of the Hunterdon County Library.

Be sure to read "The Year in Review" section for other Public Relations events at the Hunterdon County Library in 2010.

Programs at North County Branch Library (NCB)

NCB had another successful year in it's adult programming. A total of 61 programs were held, of which 20 were musical, and 41 were non-musical. As in previous years, efforts were made to present a wide variety of programs. Some of the subjects covered were meditation, law, leadership, gardening, nature, and health. One of the more popular programs was the Singing Bowls. So many signed up that two extra nights had to be added. The concerts were also diversified, and included doo-wop, classical, Spanish, Celtic. Fred Miller's series continues to be a big hit and always draws a full-house. Three holiday (seasonal) concerts were held in December this year, all of which were well-attended.

The Paws to Read program also continues to do well at NCB and HCL. Paws was held 39 times at NCB, and drew in an excess of 800 children. HCL held it 31 times and had 400+ attend. These figures do not reflect the number of adults who also stopped in, of which there were as many, if not more! The PR Committee would like to recognize all the handlers and their dogs who continue to volunteer their time in order to make this program a success

Tuesday Night Wii & National Gaming Day

Wii continues to wow! Library patrons enjoy coming in weekly to rock out with Rock Band and to work on their sports and driving skills on Wii. This year the Friends of the Library paid for ten new games, along with the appropriate controllers, as well as points for unlocking new songs and new levels.

Hunterdon County Library was one of 1,877 U.S. libraries (and five libraries worldwide - Canada, Costa Rica, Italy, Japan, South Korea) participating in the American Library Association's Annual "National Gaming Day @ your library." The library participated in the live Mario Super Brothers Brawl Wii playoff, as well as in the Rock Band Competition, for which two of our teams placed in the top 10 out of 100 teams nationwide.

Adult Summer Reading Club

The biggest change we made in 2010's 4th Annual Adult Summer Reading Club was to go green. Members were encouraged to register and submit completed books online, cutting down on the use of paper. Of course, the 4% of the membership who preferred the paper method were accommodated as well. Another big change for the club was a blog column entitled "Just Jennifer," in which one of our librarians reviewed books about to be published.

The club continues to be a favorite with our patrons. This year, 146 members read 1,453 books. *The Observer* featured a full-color front page photograph and article about the club, which helped greatly in spreading the word. Despite this great media coverage, participation dropped off somewhat from the year before. Adult readers enjoyed submitting titles and reviews as they finished reading books, and many took a stab at this year's themed "Water Your Mind" crossword puzzle, Scramble puzzle, and database scavenger hunt. Because of the generosity of the Friends of the Library, we were able to offer modest prizes to the best solver of each puzzle/hunt as well as to 17 club members chosen at random. Attendance at the End-of-Summer Party reached an all-time high, and a good time was had by all 40 club members who came to celebrate.

Some comments received on this year's feedback form included:

- "What great fun the Summer Reading Club is. Especially, the end of year party!!"
- "Thank you for continuing the Adult reading Club. I am sure I would have read all those books anyway, but the club makes it even more enjoyable."
- "Thank you for a great Summer Reading Program. I enjoyed it very much again this year and am compiling a list of books for next summer. I'm also enjoying my prizes. :) "
- "I look forward to Summer 2011...you make it alot of fun!"
- "Nice picture & article in the paper!! I still use my cool "Master the Art of Reading" mug that I won last year every day! I get a lot of compliments on it."
- "The Adult Summer Reading Club is a good incentive to keep reading, and it's fun to check the website for winners."
  "Keep up the love of reading!"