



MILL VALLEY
PUBLIC LIBRARY

**Friends of the Mill Valley Library
& Mill Valley Library Foundation**

Funding Report 2022-2023

COLLECTION (DIGITAL & PHYSICAL): \$227,094.85

The City provides the primary funding for the Library’s collections in most categories but the additional funding from the Friends and Foundation makes a critical difference in the quality of the collection, allowing selectors to purchase unique materials and build the depth and breadth of the collection.

Zip Books funding was close to \$11,500. This state-funded program, where patrons can request books not in our catalog and have them delivered directly to their doorstep from Amazon, continues to be very popular.

Behind the Scenes: According to the Baker & Taylor Collection HQ Diversity Tool, our physical collection is 23.5% diverse. The average for the Bay Area is 18-23%. The Library has changed the way our staff order fiction books. Instead of assigning selectors a portion of the alphabet to cover all of fiction, we have given selectors sub genres within fiction that they are most interested in, for examples mysteries, science fiction, etc. We hope this will improve the overall quality of our fiction collection.

Changes to the Collection: As the circulation of books on CD continues to decline the Library will allocate more space to higher demand fiction sections. The Library will also be exploring alternatives to books on CD. There is still a demand for audio content. The Library is looking at different options for how to deliver this content.

PHYSICAL COLLECTION: \$161,137.78

ADULT BOOKS: \$123,646.99

FRIENDS: \$15,804.56

CITY: \$96,388.34

ZIP BOOK GRANT: \$11,454.09

CHILDREN’S BOOKS: \$19,775.27

DONATION: \$1,900.24

CITY: \$17,875.03

MAGAZINES: \$4,354.34

FRIENDS: \$3,754.34

CITY: \$489.00

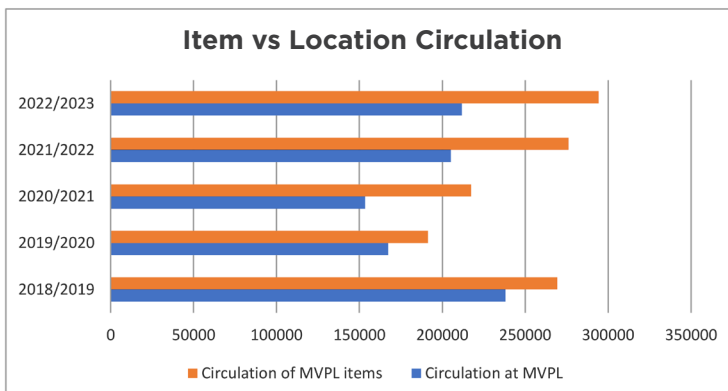
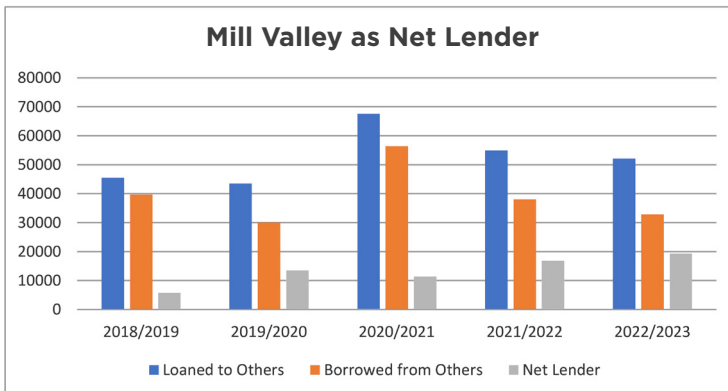
AUDIOVISUAL (AUDIOBOOKS): \$7,377.39

FRIENDS: \$7,377.39

AUDIOVISUAL (DVD & CD): \$5,983.79

FRIENDS: \$343.44

CITY: \$5,640.35



COLLECTION (DIGITAL & PHYSICAL): \$227,094.85

Similar to last year, the Friends supported the print, audiovisual and magazine collections. The Friends and the Foundation both support databases which includes Kanopy, Hoopla, Consumer Reports, JSTOR, Britannica, Heritage Quest, and the OED. The Foundation supports the bulk of econtent purchases (primarily ebooks and eaudiobooks). eContent continues to increase in popularity and is delivered through the MARINet shared collection.

**DIGITAL CONTENT:
\$65,957.07**

**ECONTENT (EBOOKS AND
EAUDIOBOOKS): \$38,967.28**

FRIENDS: \$6,222.93

FOUNDATION: \$32,744.35

DATABASES: \$26,989.79

FRIENDS: \$9,695.10

FOUNDATION: \$9,942.14

CITY: \$7,352.55

Overdrive Checkouts by Format

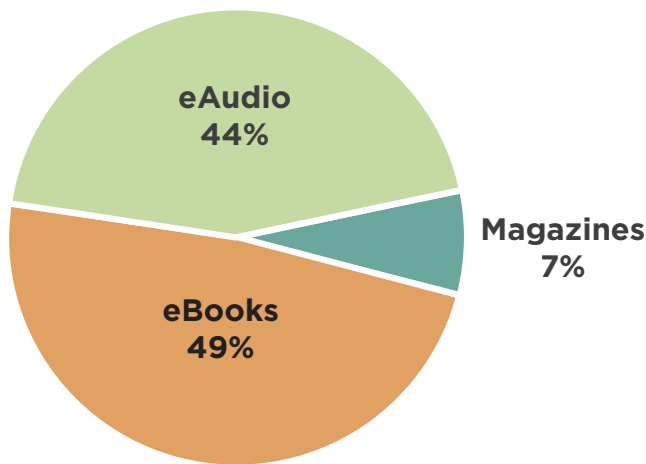


Chart shows similar popularity between eAudio and eBooks.

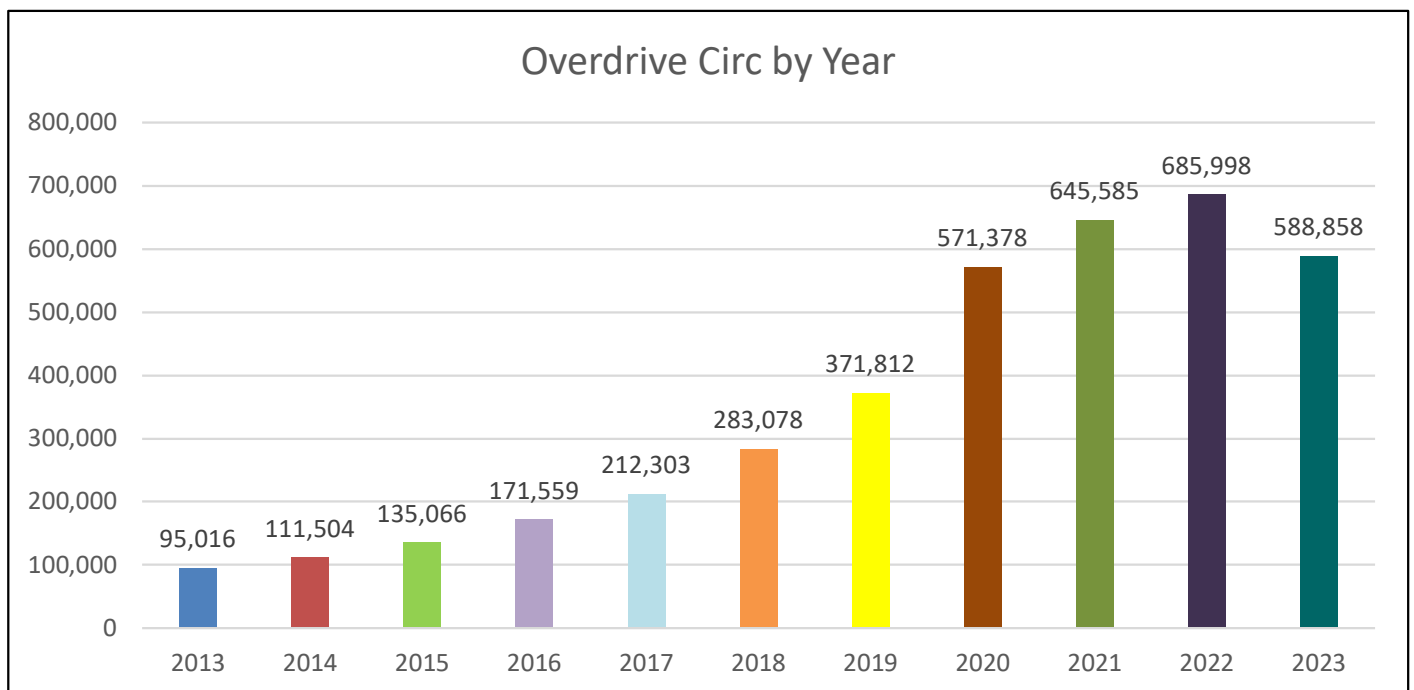


Chart shows checkout of eContent continues to increase each year.

ADULT PROGRAMMING: \$51,815.86

The Library started bringing back in-person programming at the beginning of FY 2022-2023 and gradually built up offerings so that the event calendar was quite full by year's end. The Friends supported the Library's seven book clubs that were popular during the pandemic and continue to meet on Zoom, covering the cost of facilitators and copies of books for participants. They also supported two new series of author talks: an in-person series started in 2023 features authors on book tours, and a virtual series hosted through the Library Speakers Consortium features 2-4 authors monthly. Examples of authors include: Amor Towles, Rick Steves, and Lydia Bastianich. Funding covers the cost of moderators for the in-person series, and a subscription cost for the virtual series.

The Library is increasing programming that represents more diverse populations, experimenting with new offerings, and partnering with outside organizations to do more programs outside the Library. Funded by the Friends, examples include a *Trans Day of Visibility Open Mic* at the Spahr Center, *Star Party at Hauke Park*, *Trivia Night at the Depot*, film screenings for Black History Month, documentary screenings with Felicia Lowe, and a new Mending Meet-Up series. Funding covers equipment, including buying a telescope, materials, and speaker costs. The Adult Summer Reading, *Down the Rabbit Hole*, was funded by the Friends, covering printing costs for program materials, tote bags for participants, and programs such as *The Queen's Garden: Flower Arranging Workshop* and *A Very Bookish Brunch*.

Starting with *Naked Truth* in March 2023 and continuing in April with the *Poetry World Series*, patrons were happy to see the return of the Foundation funded After Hours series. The Library featured a *Poets for Science* event in May with four poets reading, the *Queer Chorus of San Francisco* in June, celebrating Pride Month, and Record Listening Night, also in June. Funding

covers part-time staffing for the events, the costs of storytellers, performers and invited guests and beverages. The Foundation also funded *An Evening with Poet Laureates* featuring California Poet Laureate Lee Herrick, SF Poet Laureate Tongo Eisen-Martin, and former Marin County Poet Laureate Rebecca Foust. Though a weeknight event, it took place in the Main Reading Room due to its popularity and included a reception.

The Foundation funded a series of bi-weekly *Writing Workshops* that ran throughout the year. The offering transitioned to Zoom during the pandemic and remained on Zoom.



Actor and comedian Don Reed at *Naked Truth*. March 2023

FRIENDS: \$31,633.12

FOUNDATION: \$16,224.84

DONATION: \$3,957.90

CHILDREN'S PROGRAMMING: \$23,260.23

The Foundation supported the Summer Reading Program for kids and varied programming including *Day of the Dead*, *African Village Celebrations*, *Monarch Butterfly Habitat*, *Drag Queen Story Hour*, *Lion Dance Performance*, and the *Books & Bites* book club. Walker Rezaian funds were used to support Pop Up Storytimes, which alternate between Hauke and Boyle Park.



Yuval Zommer (*The Big Book of Nature Art*) guiding staff and patrons on window painting.

Friends funding covers the reading logs and flyer printing costs for the Summer Reading Program, and the printing of bookmarks for the Annual Bookmark Contest.

The Library's focus on increasing diversity can be seen in the Summer Reading Program. This year's program, based on Alice

in Wonderland, showcased diverse characters in the flyers and reading logs. The Library's graphic designer portrayed Alice as a brown girl with curly puffs and all the characters (Red queen, card people) were diverse as well. Staff looked at programs through a diverse lens. For a tea party program, boba tea, was used instead of traditional teas. Staff ensured that the free books that were given to everyone who signed up for the summer program were diverse selections.

FOUNDATION (WALKER REZAIAN): \$2,803.37

FOUNDATION: \$17,474.04

FRIENDS: \$2,982.82

TEEN/TWEEN PROGRAMMING: \$5,645.34

Foundation funding supported teen programming including the *Enthusiasts Book Club*, *Dungeons & Dragons*, cartooning classes, *DIY Tote Bag*, *May the 4th Be With You*. It also supports an active Teen Advisory Board that makes recommendations to the Youth Services Librarian, and whose members volunteer and help support programs.



Teens making flower crowns during Summer Reading Program 2023

FOUNDATION: \$5,645.34

HISTORY ROOM: \$35,991.83

The Foundation continued to support digitization of the Sweetwater collection (\$1,425.56). Funding (\$1,550.82) also supported opening receptions for Lower-Level Gallery Exhibitions, which included the Sweetwater, Village Music and Chains of Fire exhibitions. The opening receptions are coordinated with the First Tuesday Art Walks when possible and have been drawing a good crowd. The opening receptions are successful in generating interest in local history and bringing attention to the fact that the History Room has an impressive archival collection.

The City funded all part-time staffing to support work on special projects.



Gidlow cultivated a progressive environment, described by feminist librarian and editor Celeste West as a "Lesbian Avalon." – Photograph courtesy of the GLBT Historical Society

FOUNDATION: \$2,976.38

DONATION: \$73.68

CITY: \$32,941.77

TECH TO GO: \$11,684.57

Tech to Go, funded by the Foundation, launched in early 2021. The program makes Chromebooks, Wi-Fi hotspots, and backup batteries available for patron checkout. One of the Lenovo Chromebooks was replaced with an HP version due to a hardware flaw (more will be replaced in 2023-2024). The Library purchased five additional hot spots at the end of the prior fiscal year to meet increasing demand. Usage is high. Even with the additional hotspots, they are often all checked out. Three hotspots are in-demand, which means patrons cannot put holds on them. Patrons check out hotspots for reliable connectivity for important meetings or presentations, for camping trips or vacations, especially to remote locations, and because they cannot afford their own plans for internet access. The increase in stats for hot spots is due to the additional number of hotspots as well as to increased use. Device chargers were used less frequently than the prior year, most likely because there were fewer power outages. Funding covered the Verizon Data Plan and replacement laptop costs.

FOUNDATION: \$11,684.57

CIRCULATION STATISTICS 07/01/22 - 06/30/23

Chromebooks: 157
Hotspots: 750
Device Charger: 102

STAFF DEVELOPMENT: \$9,345.25

The Friends supported staff development including a Verbal Judo training offered to all part-time staff, sending staff to a California Library Association Conference, and sending staff to a Performers Showcase (important for networking on programs for youth services). A donation was used to cover the costs of sweatshirts and tote bags for staff.

FRIENDS: \$3,902.89

DONATION: \$2,271.86

CITY: \$3,170.50

The City covered memberships for professional organizations and an intern appreciation lunch.

COMPUTER INSTRUCTION: \$3,570.00

The Foundation funded *Everything Apple* with Jon Hartman, a long-running and popular series of computer classes, which transitioned to Zoom during the pandemic, and transitioned back to in-person in early October 2022. Attendance for in-person classes dropped significantly.

FOUNDATION: \$3,570.00

City funding also supports digital literacy classes taught by full-time staff covering topics like: Staying Safe and Sane on the Internet, Decoding Devices, the Wonderful World of Windows, and the Wired and Wireless classes. Library staff also teach a Welcome Aboard series to help patrons navigate library resources like Libby, Kanopy, and Hoopla.

WI-FI ON THE PLAZA: \$3,083.20



Funded by the Foundation, Wi-Fi on the Plaza provides free Wi-Fi access from the Gravity Car to the Lytton Square median. There are five access points: two facing the Plaza, two facing the Throckmorton median, and one facing Miller Avenue.

FOUNDATION: \$3,083.20

Users logged on to the Wi-Fi on the plaza 31,000 times during the first full year the service was made available, and there were 4,600 unique users. Foundation funding for Wi-Fi on the Plaza covers Comcast fees, which run approximately \$220 monthly, and annual Cisco support. The Library promoted Wi-Fi on the Plaza with pole banners during February. The unique name of the Wi-Fi network was changed from Wi-Fi on the Plaza to Free Wi-Fi on the Plaza so it would appear higher up in the alphabet when people look for a network. The list that shows up is very long!

PODCASTING AND RECORDING BOOTH: \$822.43

The Foundation covered costs for hosting fees for the Library's existing podcasts. While no new podcasts were recorded this year, there are plans for new podcasts and new episodes of existing podcasts in the upcoming year. The balance of a donation from the Smart Family also covered some new equipment purchases to simplify the use of the Recording Booth. This was important as the Library now allows patrons to book the Recording Booth.



Urban Carmel and Todd Cusimano in the Library's Recording Booth.

FOUNDATION: \$398.78

DONATION: \$423.65