



Mount Pleasant Public Library

# 2020 Annual Report

## Our Mission

The Mount Pleasant Public Library is a warm and welcoming center of discovery: through books, media and programming we connect people to ideas, and to each other, in order to enrich their lives and the overall life of the community.

## **PRESIDENT’S MESSAGE**

As with most of the world, 2020 was historic in having a once in a lifetime event with the COVID-19 Pandemic. It has been an extremely difficult past year and hopefully with the vaccine being rolled out we can contemplate turning the corner and returning to some form of “new normalcy”.

It would be amiss if I did not take the time to reflect on the prior endeavors of the Mount Pleasant Public Library and all they have accomplished in 2020. It included many meetings throughout the year at all levels. It starts with a cohesive and thoughtful Board of Trustees and flows down to a terrific leadership team of John Fearon and Vivian Gufarotti.

Of significant importance was the ability of the library to quickly pivot as this pandemic proliferated and its ability to commence a “Curbside Pickup” program at the Main Library and “Browsing” at the Branch Library. Both programs were hugely successful and positioned the MPPL at the forefront of being extremely proactive and accommodating during a chaotic time.

All of this could not have been accomplished without the total buy-in, compassion and wherewithal of the entire staff of employees. All employees went above and beyond the call of duty and are to be commended for outstanding performances during this turbulent past year.

I am hopeful that, in the coming months of 2021, the MPPL can commence “Browsing” again and eventually start reopening on a phased in basis. We are looking forward to a brighter future for the world and stay tuned for future upgrades and improvements at the MPPL.

Thank you for your continued support and understanding.

Emil Muccin  
Board President

## REVIEW OF 2020

It is hard to find the words that do justice to 2020. The Library was founded in 1895, so this was not the first global pandemic that it has seen; but it was our first one, and it was an extraordinarily challenging year.

Ironically it began very well. We have launched several successful initiatives over the past five years – children’s services process, afterschool services process, commitment to digital services, expansion of our children’s and adult programming, investment in our book collection – and they were bearing fruit. January and February were very busy: the Library was a hub of activity with children and seniors in the morning, teens in the afternoon, adults in the evening. Attendance at our programs was very good and our circulation of books was well up on the previous year.

Then, in mid-March, Covid-19 struck. We were forced to shut our doors and go into lockdown on March 13, and from that point on we have been balancing how best to meet our mission while protecting the health of our staff, our patrons and our community.

We did not realize it at the time, but we were about to begin a year of phased services – a blend of remote and in-person, digital and physical offerings.

The first phase saw staff at home and was limited to digital materials and phone and email services. To support this service we had to invest in a new phone system and also purchase portable IT for staff. The investment paid dividends and by mid-April the remote service program was running smoothly.

In May we were able to begin to bring staff back into the building and we began to tentatively explore a new concept: contactless service. Our initial offering was quite limited, but by the end of the summer it had evolved to include daily pick-ups at both libraries, evening and weekend pickups at the Main Library, the ability to schedule pickups and also an on-demand service (we even put a door bell on the front door!).

In the fall we ran a survey and learned that people were very happy with the Curbside service and did not want to lose it. There was also interest in being able to browse our collections. We were able to meet both of these desires by opening up our Branch Library to browsing in September.

Unfortunately, with the onset of cold weather and the holidays, the level of Covid began to rise again and, after Thanksgiving, we had to suspend the browsing service. However, although the level of positive tests continued to grow through the New Year, we were able to maintain our “full-service” curbside through the winter months.

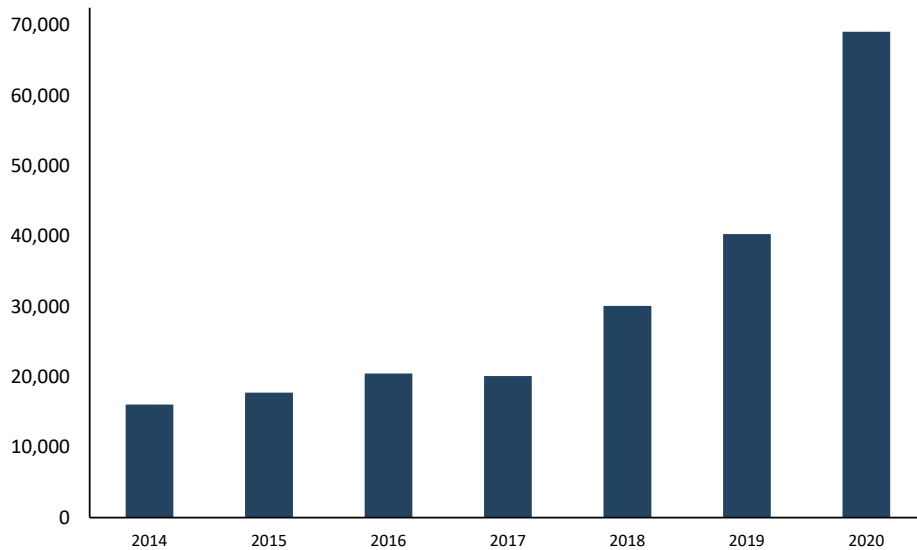
Our goal for 2021 is to gradually bring back our traditional services. In order to do this, we will need the spread of the virus to be controlled. The Board and the Administrative team will continuously review the situation with a view to determining the appropriate level of services. When applicable, updates will be posted on the Library’s web-site.

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## **STATISTICS**

Almost all of the statistics that we normally collect – visitors, materials lending, attendance at programs etc. – is more or less meaningless for 2020. For the first ten weeks our statistics could be compared to previous years, but for the rest of the year there is no context to put the numbers in.

That said, the following statistics hopefully give a feel for what we did in 2020. They also illustrate the one positive for us last year – enormous growth in our eBook lending.



**eBook Lending: 2015 – 2021**

Month	Curbside Lending Program			Inbound Calls	
	Main	Branch	Total	(# Weeks)	# Calls
Jun	736	-	736	3	1,448
Jul	1,617	-	1,617	4	3,403
Aug	2,041	60	2,101	5	3,689
Sep	1,434	66	1,500	4	3,543
Oct	1,607	59	1,666	4	3,533
Nov	1,725	60	1,785	4	3,234
Dec	1,956	86	2,042	5	3,668
<b>Total</b>	<b>11,116</b>	<b>331</b>	<b>11,447</b>	<b>29</b>	<b>22,518</b>

Table 2: Curbside Lending Program (patrons served) & Inbound Telephone Calls

Service	Metric
Homepage: Sessions	89,040
Homepage: Users	47,905
Homepage: Pageviews	183,700
Booklists: Pageviews	12,196
Facebook Likes	16,395
Twitter Followers	15,245
Constant Contact Subscribers (year-end)	6,735

Table 3: Website Statistics

Age	Sessions	Attendance	Youtube Views
Children	139	905	123
Adult	56	502	145
Young Adult	5	29	

Table 4: Virtual Programming 2020 (June through December)

Service	Metric
Overdrive (eBooks)	59,068
Freading (eBooks)	63
Cloud Library (eBooks)	4,707
Hoopla (eBooks)	5,219
Hoopla - other	1,497
Recorded Books (eBooks)	31
Acorn.tv views	3,942
Qello	101
Recorded Books Magazines	6,765
NY Times (code redemptions)	1,628
Consumer Reports	10,596
Freegal - Music Downloads	4,512
Freegal - Music Streaming	18,695
Niche Academy (Tutorials)	3,272

Table 5: Digital Services

## FINANCE

Revenues	Orig Bud	Adjustments	Rev Bud	Actual	Balance
Fines etc.	\$26,750	(\$22,185)	\$4,565	\$5,095	\$530
Interest	\$7,500	\$0	\$7,500	\$5,932	(\$1,568)
Misc. Revenues	\$2,750	(\$2,655)	\$95	\$101,886	\$101,791
Municipal Support	\$2,804,331	\$0	\$2,804,331	\$2,801,421	(\$2,910)
State Aid	\$11,981	\$30,989	\$42,970	\$39,481	(\$3,489)
<b>Totals</b>	<b>\$2,853,312</b>	<b>\$6,149</b>	<b>\$2,859,461</b>	<b>\$2,953,815</b>	<b>\$94,354</b>

Table 6: Budgeted and Actual Revenues, 2020

Expenses	Orig Bud	Adjustments	Rev Bud	Actual	Balance
Benefits	\$625,818	(\$48,351)	\$577,467	\$544,034	\$33,433
Books, Programs etc.	\$290,750	(\$38,038)	\$352,712	\$381,309	(\$28,597)
Capital, Loan Repayments	\$106,000	\$0	\$106,000	\$55,315	\$50,685
Covid-19	\$0	\$32,376	\$32,376	\$35,256	(\$2,880)
Facilities	\$233,620	\$0	\$233,620	\$209,665	\$23,955
IT	\$133,200	\$0	\$133,200	\$130,134	\$3,066
Other	\$65,500	(\$3,500)	\$62,000	\$66,379	(\$4,379)
Salaries	\$1,449,549	(\$199,549)	\$1,250,000	\$1,259,525	(\$9,525)
<b>Totals</b>	<b>\$2,904,437</b>	<b>(\$257,062)</b>	<b>\$2,747,375</b>	<b>\$2,681,616</b>	<b>\$65,759</b>

Table 7: Budgeted and Actual Expenses, 2020

In April of 2020, in response to the Covid Pandemic, the Library Board approved an emergency budget (with a ten percent cut in spending), a hiring freeze and also appropriated \$100,000 from the Virginia Odell Legacy to supplement spending on digital materials for the public.

As a result, the Library has been able to enhance its fund balances, which will allow it to preserve future services without the need for large funding increases. The revised budget also led to a very high spend on digital materials in 2020 (almost of fifteen percent of operating expenses), which, combined with the Pandemic, led to a record breaking year for digital loans.

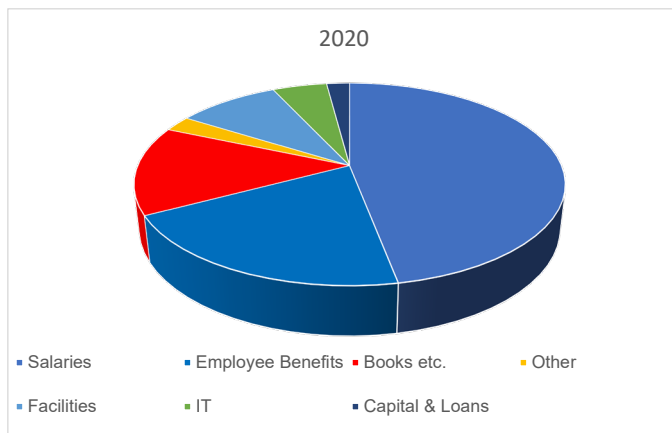


Table 8: Actual Expenses, 2020

**MPPL Annual Report: 2020**

Revenues	2020 Original Budget	2021 Budget	Year-to-year Comparison
Municipal Support	\$2,804,331	\$2,804,331	\$0
Fines etc.	\$26,750	\$500	(\$26,250)
State Aid	\$11,981	\$9,585	(\$2,396)
Interest	\$7,500	\$7,500	\$0
Misc. Revenues	\$2,750	\$0	(\$2,750)
<b>Total</b>	<b>\$2,853,312</b>	<b>\$2,821,916</b>	<b>(\$31,396)</b>
Expenses	2020 Original Budget	2021 Budget	Year-to-year Comparison
Salaries	\$1,449,549	\$1,437,600	(\$11,949)
Benefits	\$625,818	\$637,150	\$11,332
Books, Programs etc.	\$290,750	\$290,750	\$0
Facilities	\$233,620	\$248,250	\$14,630
IT	\$133,200	\$138,500	\$5,300
Capital, Loan Repayments	\$106,000	\$106,000	\$0
Other	\$65,500	\$73,500	\$8,000
Covid-19	\$0	\$0	\$0
<b>Total</b>	<b>\$2,904,437</b>	<b>\$2,931,750</b>	<b>\$27,313</b>

**Table 9: 2020 & 2021 Budgets**

The 2021 Budget will allow the Library to bring staffing up to full levels in order to support a full range of traditional library services – reference, browsing, programming for all ages, story-times etc.

In light of the challenges created by the Pandemic, the Board has anticipated no revenue from fines in 2021. The Board also agreed to not seek an increase in funding from the Town and the Village. The gap between the budgeted expenses and the budgeted revenues will be charged to the Library’s fund balance.



## LIBRARY TRUST & AGENCY FUNDS

### Virginia Odell Legacy: Update

In 2019 the Library created the Virginia Odell Legacy. The Legacy is the result of the Library being named as a beneficiary in the estate of Virginia Odell, a long-term Mount Pleasant resident as well as a user and supporter of the Mount Pleasant Public Library.

During 2020 the Library received approximately \$600,000 in additional funds from the Estate of Virginia Odell, bringing the total bequest to \$1,915,000.

The Library’s Board of Trustees is extremely grateful for the generosity of Ms. Odell, and it intends to utilize these funds to support services and improvements to the Library that will benefit the community of the Town of Mount Pleasant and the Village of Pleasantville.

As indicated elsewhere in this Annual Report, in April of last year the Board authorized the release of \$100,000 from the Legacy to support the purchase of additional eBooks for our patrons during the early phase of the Covid-19 Pandemic. The Board is currently developing a plan to ensure this wonderful resource continues to be used in ways that best benefit the Library and the community.

### Julia Jussim Brody Legacy

Julia Jussim Brody began her distinguished career at the New York Public Library as a children’s librarian, then moved into administering and developing branch libraries, and eventually retired as Chief of the NYPL's Mid-Manhattan Library and Associate Director for Central Library Services. Noted for her storytelling both in NYPL and with neighborhood and family children, she remained at heart a children’s librarian, never losing her interest in and love of children’s books, generously sharing that love as well as the books with young readers.

To honor her legacy, her family has started the Julia Jussim Brody Bequest to continue to support children’s literacy. In the years ahead, funds will go towards the purchase of children’s books for every child that participates in the Library’s summer reading programs.

Fund	Balance
Julia Jussim Brody Legacy	\$125,050
Virginia Odell Legacy	\$1,815,346
Principal	\$63,856
Restricted	\$8,409
Unrestricted	\$34,241
<b>Total</b>	<b>\$2,046,902</b>

**Table 10: Library Trust & Agency Accounts: 2020 Year End Fund Balances**