



**Baraboo Public Library**  
**ANNUAL REPORT 2013**

COVER  
*As part of our inter-generational programming initiative, Gail Johnson and Babygarten went on the road to Oak Park Place.*

RIGHT  
*In celebration of National Library Week, guest of honor Mayor Mike Palm joined us for a special evening story time. In appreciation, the children presented the Mayor with an "official" mayoral necklace.*



## **BOARD OF TRUSTEES**

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Library Director

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### **GREG DESANTO**

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### **KELI GOODCHILD**

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### **JENNIFER HAGAR**

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### **GAIL JOHNSON**

Youth Services Programmer

### **PENNY JOHNSON**

Teen Services Coordinator

### **CAREY KIPP**

Youth Services Librarian

### **GEORGENE KUNZE**

Circulation Substitute

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Circulation Assistant

### **AMY MCGUIRE**

Circulation Substitute

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Circulation Substitute

### **GRETCHEN ROLTGEN**

Circulation Assistant

### **NATHAN RYBARCZYK**

Adult Services Librarian/  
Assistant Director

### **SUSAN THIEDE**

Circulation Substitute

### **ROBIN WHYTE**

Development Director

### **SHIRLEY WIGHT**

Shelver, Youth Services

## 2013 HIGHLIGHTS

A visit to our library helped *Smithsonian Magazine* reporter Susan Spano select Baraboo as the “4th Best Small Town to Visit in America.” The beginning of the year also saw library use increase by nearly all measures. Compared to 2012, checkouts rose by 7%, library visits increased by 8%, and program attendance rose by 15%.

Our patrons continued to increase their use of Wisconsin’s Digital Library, our state-wide library resource for e-content. After a nearly 500% increase in e-checkouts in 2012 compared to 2011, we still saw a 46% increase in 2013.

We have significantly expanded our patrons’ range of resources by pioneering a cooperative partnership with the UW–Baraboo/Sauk County Library. We now offer Wisconsin’s first library card that gives patrons borrowing privileges at both Baraboo’s public and academic libraries.



*Sporting their stylish drumstick hats, the big winners of Turkey Bingo show off their prize.*

## PROGRAMMING AND PUBLIC RELATIONS

Fresh ideas and new collaborations have been brought to programming.

The Youth Services Department launched a year of monthly Saturday family programs. Working closely with the Baraboo School District, Youth Services visited 4-K sites monthly for story times throughout the academic year and made regular visits to all Baraboo schools, both public and private. Story time families went on the road to Oak Park Place, to provide intergenerational programming for their residents.

Adult Services programming was diverse, from weekly fly-tying classes, to programs on origami, cheese, and Irish literature. Michael Czarnecki taught us about poetry and memoir writing, and *New York Times* best-selling author Jennifer Chiaverini did a book signing and reading.

Another program series was based on the Bridging Cultures Bookshelf/ Muslim Journeys grant in partnership with the UW–Baraboo/Sauk County Library and Wisconsin Dells’ Kilbourn Public Library.

an evening with  
**Jennifer Chiaverini**  
the *NY Times* best-selling author of the *Elm Creek Quilt* novels, *Mrs. Lincoln's Dressmaker*, and now *The Spymistress*

TUES OCT 8 7PM  
AL. RINGLING THEATRE

Tickets are FREE and available at  
• Baraboo Public Library  
• Al. Ringling Theatre  
• Book World–Baraboo  
• BMO Harris Bank–Baraboo  
• Quintessential Quilts, Reedsburg

Books available at theater for purchase and signing courtesy of Book World.

A program from the Baraboo Public Library  
for more info call 608-236-6166

Sponsored by BMO Harris Bank and Quintessential Quilts

The poster features a large portrait of Jennifer Chiaverini smiling. In the bottom left corner, there is a smaller image of the book cover for 'The Spymistress' by Jennifer Chiaverini, showing a woman in a purple dress reading a book.

Many of these outstanding programs were made possible by the generous support of local sponsors, including the Baraboo National Bank, BMO Harris Bank, Community First Bank, the Baraboo Elks Lodge, Oak Park Place, and Quintessential Quilts of Reedsburg, as well as grants from Sauk County, Wal-Mart, and the American Library Association.

Development Director Robin Whyte organized our entry in the new Baraboo Area Chamber of Commerce Big Top Parade. A crew of staff, library Friends, and volunteers donned sandwich board illustrations from *Last Night I Dreamed a Circus*, and marched in the parade to the delight of all. The Friends of the Library sponsored this project.

As a part of our communications and public relations initiative, Whyte also launched a monthly library newsletter, *Ex Libris*, wrote a monthly library column for the *Baraboo News Republic*, and did weekly press releases highlighting library news and events.



*Dig Into Reading was the theme for the summer reading program. Among the highlights was a visit by a live boa constrictor and other creatures of the rainforest with Nature's Niche.*

## **STRATEGIC DIRECTIONS**

The Library Board continued to prioritize financial stewardship of the investment of the trust finds they hold. After an assessment of the dismal certificate of deposit interest rates available, the Undesignated Trust Funds Investment Policy was revised and \$200,000 was added to the existing Pershing, LLC account, the value of which was \$858,640 at the end of 2013.

Our East Building tenant, Dane County Title Company's Land Title Service, asked to rent the entire building for their growing service and storage needs. In 2013 net revenue earned from rent (after expenses) was nearly \$60,000.

In addition to seeking sponsorships and support throughout the year, in December Development Director Robin Whyte conducted the library's first year-end appeal, which raised more than \$6,000 in donations. Additionally, the Library Building Fund received \$11,250 in donations, plus the Alma Waite Fund matching grant of \$11,131.

Acknowledging the dramatic changes in technology and library services since our expansion and remodel plan was created, it became clear that revisiting and updating the 2009 conceptual design was necessary. The Library Board charged the Buildings & Grounds Committee to collect and summarize input from staff and Board members to update the building program. As a result, Building & Grounds Chair Lena Nissley, Development Director Robin Whyte, and Library Director Meg Allen met with OPN, our architects, to discuss change options. OPN submitted a proposal to update the design (approved by the Library Board in early 2014).

## COLLECTION

To feed the growing demand for electronic content system-wide, SCLS libraries joined forces to launch an Overdrive Advantage account. This collection provides additional copies of items in highest demand for the exclusive use of SCLS patrons.

Youth Services Librarian Carey Kipp completed a weeding of the picture books to begin a reorganization of this collection by subject and theme for easier use.

*The e-book and e-audio collections, both available for download from Wisconsin's Digital Library, grew substantially in 2013 as libraries prioritize funding to meet growing demand. The e-book collection grew by 23% and the e-audio collection grew by a whopping 114%. Our own DVD collection showed notable growth in 2013 (15%) as we shifted funding from print to audiovisual materials.*

Books and magazines	72,565
E-books	65,673
Audio	2,660
E-audio	20,700
Video	6,266
E-video	321
Other*	74
TOTAL	168,259

\*Includes a variety of kits and watt meters

## BUILDINGS AND GROUNDS

Two major capital building maintenance projects were undertaken in 2013. Energy-saving white protective membranes replaced deteriorating membranes on the flat part of our roof. A crumbling brick chimney was removed, and a new stainless steel vent was installed as a replacement.

A workgroup was formed to study the space needs in the Adult Department, and a phased improvement plan was recommended. The plan includes purchasing new clear boxes for the periodical collection, adding a new interior return box, moving the reading room to the library's front west room, new open hold shelves, and a reorganization of collections.

Our historic building is aging. Some repairs have been made and others postponed. Continued maintenance is a challenge to our operations budget, underscoring the need for building renovation and expansion.



*We spruced up the Adult Department reading room with new display boxes for the magazines and newspapers. The library subscribes to 200 different titles!*



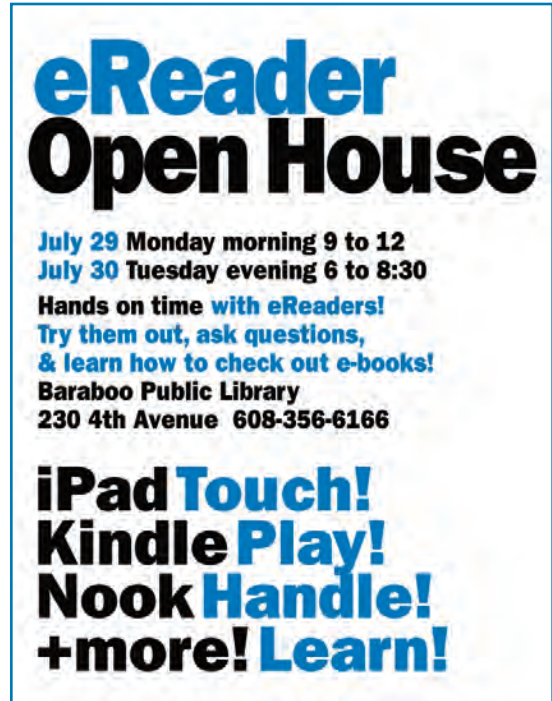
*Seeking inspiration for our reading rooms, Library Board members Lena Nissley and Nicol Knappen, Development Director Robin Whyte, and Director Meg Allen made a field trip to Madison to take in historic details at the State Capitol and at the Wisconsin Historical Society's recently restored reading room.*



## TECHNOLOGY

Reliable, building-wide wireless access was achieved through the installation of a second access point on the lower level. The equipment was part of a Library Services and Technology Act grant awarded to SCLS.

We took a serious look at our overall technology needs. A workgroup from the Baraboo Public Library, the UW–Baraboo/Sauk County Library, and the Baraboo School District IT department was convened to evaluate SCLS tech support, as well as explore cloud-based solutions for staff and patron future needs.



**eReader  
Open House**

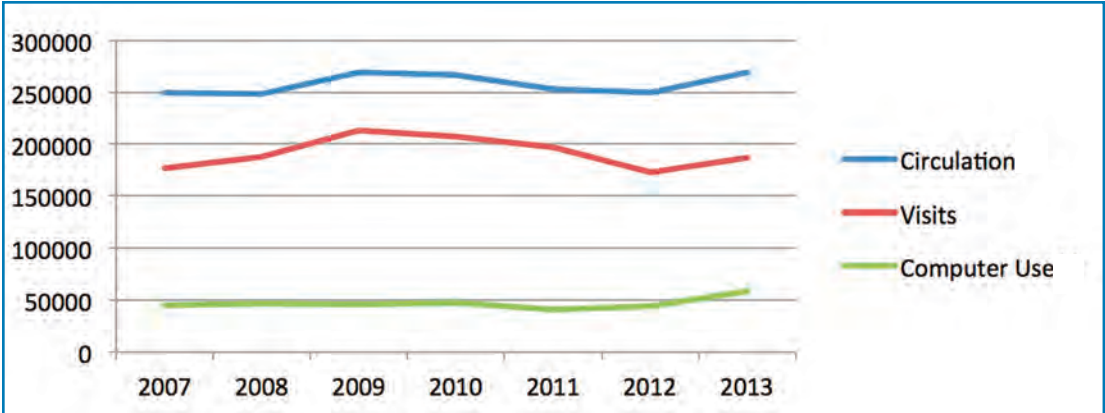
**July 29 Monday morning 9 to 12**  
**July 30 Tuesday evening 6 to 8:30**

**Hands on time with eReaders!**  
**Try them out, ask questions,**  
**& learn how to check out e-books!**

**Baraboo Public Library**  
**230 4th Avenue 608-356-6166**

**iPad Touch!**  
**Kindle Play!**  
**Nook Handle!**  
**+more! Learn!**

**LIBRARY USE 2007-2013**



## **LIBRARY BOARD AND PERSONNEL**

Board member Nancy Nelson stepped down after serving for many years. As a former reference librarian, Nancy's unique perspective will be missed. Lori Von Asten was appointed to succeed her. Common Council member John Ellington was appointed to replace Karla Vale, who chose not to run for reelection. Chris Olson, the new principal at the West Kindergarten Center, was selected as the new school district representative, replacing Jim Ruder whose new employment took him away from Baraboo.

There were just two changes in library staff in 2013. Susan Thiede and Maria Ingraham both resigned their part-time Circulation Assistant positions, which were filled by Barbara Lund and Greg DeSanto.

## **POLICIES**

In addition to the revision of the Undesignated Trust Fund Investment Policy by the Finance Committee, the Policy Committee completed revisions to the Internet Acceptable Use Policy and the Gift Policy. At the Committee's recommendation, the Board adopted a new Laptop Checkout Policy, which will allow lending laptop computers for use in the Library, a new service planned for 2014.

**EXPENDITURES \***

Salaries and wages	\$485,733
Benefits	155,587
Print materials	52,186
Electronic materials	2,952
Audio and video	20,658
SCLS	
Interlibrary Loan and Tech	42,632
Delivery	3,002
Other**	97,654
East Building	12,616

TOTAL      \$873,020

**REVENUE SOURCES**

City of Baraboo	\$502,734
Sauk County	228,870
Cross border	7,228
State SLP Aid	525
Federal	0
Desk receipts	24,502
Friends of the Library	3,611
Trust funds	72,589
East Building rent	12,616
Grants	2,392
Library Fund balance	17,954

TOTAL      \$873,021

**SUMMARY OF OTHER FUNDS†**

Trust Funds	\$1,483,682
Library Impact Fees	37,420
Library Building Fund	647,499
TOTAL	\$2,168,602

\*Capital expenditures for 2013 are not included above: \$31,103 from Library Trust Funds was expended for the roof repair, the chimney replacement, and the purchase of a laptop for the Development Director.

\*\*Other expenditures include heat, electricity, telephone, supplies, building maintenance services, etc.

†As of December 31, 2013.

## GIFTS TO THE BARABOO PUBLIC LIBRARY

Judith Acheson

Meg Allen

Alan Anderson

Judith Ashford

James Ball

Baraboo Elks Lodge #688 BPOE

Baraboo National Bank

Barabooks Club

Leroy Barnett

Karen Beardsley

Virginia Behn

BMO Harris Bank

Robert Bobrowicz

James and Janis Bohl

Book World

City of Baraboo

Fred Clark and Kerry Schumann

Coffee Bean Connection

Community First Bank

D.L. Gasser Construction

Carey Dachik

Theodore and Lucille Danube

Mara Doughty

Downtown Family Dental of Baraboo

DQ Grill

James Evenson

Carol Fleishauer

Fortnightly Literary Club

Friends of the Baraboo Public Library

Get N Go Mobil

Golden K (Kiwanis) Club

Mary Grant

Greater Sauk County Community  
Foundation/Krunnfusz Family Fund

Greater Sauk County Community  
Foundation/Richard and Mavis Schulze Sund

Greenwood Appraisals Inc.

Harry Machtan Realty Inc.

Forrest Hartmann

Erich and Jean Herbst

International Crane Foundation

Islamic Center of Madison

Tony and Tracy Jaynes

Teddy Jedry

Joan Klaski and Stephen Malpezzi

Nicol Knappen

Knuckleheads Bowling

Sylvia Kriegl

Labrynth Games

LaMasney Construction Co. Inc.

Kenneth Lange

Gene and Mona Larsen

Joan Litscher

Wayne and Sharon Maffei

Mid-Continent Railway Museum

## **GIFTS (continued)**

Richard Miller  
Minuteman Press  
Norbert and Cynthia Moy  
Mt Olympus Resort  
Neat-O's Bake Shoppe  
Nancy Nelson  
Cliff and Deb Nieuwenhuis  
Lena Nissley  
Noah's Ark  
Original Wisconsin Ducks  
Mike and Bonnie Palm  
Papa Murphy's Pizza  
Allen and Mona Paschen  
Ron and Earlene Persche  
Pirate's Cove  
Pizza Ranch of Baraboo  
Pointon Heating and Air Conditioning  
Mark and Cathy Prescott

Quintessential Quilts  
John Ramsey  
Judy Ray  
Recycled Sally's  
Maureen Reilly and Bradley Schnee  
Guy and Mary Reynolds  
Gretchen and Bob Roltgen  
Jim Ruder  
Ibrahim Saeed  
David SaLoutos  
Seneca Foods  
Catherine and Robert Smith  
Spin Shack  
Alan and Laura Stanek  
Beatrice and Roman Statz  
Subway Restaurant  
Scott Swengel  
Nancy Thome

Lucille Thompson Estate  
Thunderbird Lanes  
Turner Oil Co. Inc.  
David and Diane Vander Schaaf  
Walmart Foundation  
David Wernecke  
Robin Whyte  
Wild Bird Barn  
Wizard Quest  
WRPQ  
Zimmer Construction

## **GIFTS (continued)**

### **IN MEMORY OF**

Ardice Cady	David and Jeanne Fuhs
Jeanne Chickering	David Chickering
	Fortnightly Literary Club
Helen Dewel	Robert Dewel
Wayne Fleishauer	Carol Fleishauer
Carol Hulterstrum	Fortnightly Literary Club
Ardell Jewell	Robert and Rosa Fleming
Larry and Helen Martinek	Mollie Martinek
Barbara Meske	Baraboo High School Class of 1955
Barbara Naidl	Keri Olson and Larry McCoy
Glenn Quale	Debra Bent
	Clarence and Geraldine Cleary
	Rosann Madden
	Betty Matthews
	Thomas and Diane Groeneweg
	Nancy and Kenneth Nelson
	Carolyn Putz
	Marilyn Quale
	Dorothy Slota

### **IN MEMORY OF**

David Sacia	Karen Sacia
Arlene Smith	Jo Christianson
Lucille Thompson	Zane and Ann Adkins
	Barabooks Club
	James and Janis Bohl
	Thomas and Bonnie Conway
	Bill and Kathy Dick
	Darvin and Joan Goldben
	Sandra House
	Phyllis Janke
	Jim and Marilyn Karch
	Robert and Donna La Mar
	Joan Litscher
	M.W. and Patricia McFadden
	Allen and Mona Paschen
	Karl and Susan Schmidt
	Laura and Alan Stanek
	Gerald and Mary Thompson
	Josephine Zipsie



## **GIFTS (continued)**

### **IN MEMORY OF**

Morgan Turnquist	Margaret Jantz
	Chuck and Carolyn Koberstein
Paul Umhoefer	Aural Umhoefer
Marlene Zimmerly	Baraboo High School Class of 1955
Alvin Zipsie	Joanne Beatty
	James and Janis Bohl
	David and Jeanne Fuhs
	Golden K (Kiwanis) Club
	John Harvey
	Georgene Kunze
	Sharon McArthur
	Nancy Nagler
	Aural and Paul Umhoefer
	Josephine Zipsie

### **IN HONOR OF**

Eleanor Chiquoine	Gertrude Willamson
Patti Drescher	Marcia and David Swanson
Georgene Kunze	Chris, Teri and Jakob Lemke

To everyone who volunteered in any way; donated books, CDs, and DVDs;  
and told us to “keep the change” . . . Thank you!