




303 North Laura Street
Jacksonville, Florida 32202
904-255-2665

MEMORANDUM

September 14th, 2021

TO: Dr. Cheryl Brown, Director/Council Secretary
Jacksonville City Council

FROM: Carlo Fassi
Chair, Board of Library Trustees, JPL


CC: Steve Cassada, Information Systems Administrator, City Council
Boards and Commissions – File Copy
Jessica Matthews, Chief of Legislative Services
Tim Rogers, Library Director, Jacksonville Public Library

SUBJECT: Annual Report: Board of Library Trustees, Jacksonville Public Library

In accordance with Codes 50.110, 58.102, and 90.104, the Board of Library Trustees submits the following report of its activities for the prior year:

Prior Year's Activities

The Board of Library Trustees met monthly from October 2019 through September 2020 (with one cancellation for practical purposes and two cancellations due to COVID-19). The Board's Finance, Governance, Personnel, and Capital Improvements Committees met as needed to monitor library finances, approve budgets, vet library policy, evaluate the performance of the Library Director, and consider priorities for Capital Improvements.

Current Members

The Board elected the following officers in Fall of 2019 to serve its October 2019-September 2020 Board Year. (Library Board Years are identical to COJ Fiscal Years.)

- Carlo Fassi, Chair & Foundation Liaison
- Virginia Berg (née Haworth), Vice-Chair
- Mario Payne, Secretary

The Board bid farewell to Trustee Ronnie King II, who retired from the Board, and Trustee Matt Swanson, who resigned from the Board after being reassigned. Remaining trustees are:

Carlo Fassi
Virginia Berg
Jill Dame
W. Marc Hardesty
Celia Nass

Mario Payne
Steve Eagerton
Donnie Horner III
Guy K. Anderson

Liaison and Ex-Officio positions were held by City Council Members Danny Becton and Joyce Morgan, and Tia M. Leathers of Duval County Public Schools.

All voting trustees are given orientations to the Board and required to complete mandatory ethics training.

Assessment of Effectiveness

The Board extended the reprieve of overdue fines erased as a COVID relief measure by eliminating these fines through the pandemic. We helped to guide and monitor the Library administration in how it expended FY2020 budgeted funds, how it developed further priorities, and how it advocated for Capital Improvements Projects. We regard the Library Staff, and thus our oversight as a Board, as successful.

Attached is the Library's Annual Report for the prior year.

Annual Report 2020

JACKSONVILLE PUBLIC LIBRARY

ADVERSITY SPARKS NEW WAYS TO SERVE

SERVING DUVAL RESIDENTS

When the City provided a mortgage, rent and utility relief program to help Duval residents hit hardest economically by the pandemic, Library staff and administration answered the call by helping the Mayor's office set up and run a processing center at the Main Library. It was an honor to be able to provide critical city services even when the Library was closed.

OVERDUE FINE RELIEF

More than 175,000 customers were invited back to the library after their overdue fines (totaling more than \$2.6M) were erased as a COVID relief measure. The Board of Library Trustees extended the relief by eliminating overdue fines through the pandemic.

INSTANT E-CARDS

When Duval residents found themselves looking for information and entertainment during quarantine, the Library continued to offer digital library cards through the website, bringing in a whole new set of library users in a safe and expedient way.

RISE OF THE DIGITARIANS

The ability to check out physical books ground to a halt during March 2020. Subsequently, digitarians—customers who primarily check out digital materials—were the fastest growing segment among library customers. Many hadn't checked anything out since 2019.

LIBRARY ACADEMY

Without in-person programs, many customers lost vital learning support for their children while everything was closed. By creating Library Academy — emailed DIY programs — customers were able to fill that gap.

CURBSIDE PICKUP

When the pandemic hit, the Library accelerated its readiness to meet customer needs by activating curbside pickup of materials.

STORYWALK

The Library exhibit installed in Klutho Park — thanks to a grant from NEFLIN.org and partnerships with the City's Parks department and the Springfield Preservation and Revitalization Council (SPAR) — gives the city an option to enjoy literacy safely outdoors.



GUESS:

How many books did award-winning CBS47/FOX30 Anchor Tenikka Hughes collect during her book drive this year?



Carlo Fassi

Chair, Board of Library Trustees
Jacksonville Public Library



Tim Rogers

Library Director
Jacksonville Public Library



Kathy McIlvaine

Chair, Board of Directors
Jacksonville Public Library Foundation

MESSAGE FROM LIBRARY BOARD CHAIR AND DIRECTOR

Together, our community learned how things can go from progress to pause in such a short time. Right in the middle of this fiscal year, the world shut down. What didn't shut down is the community's need to grow it was refreshing to see so many of you look to the Library to fulfill that need. From diving into novels to escape uncertainty and frustration, to self-guided storytimes at home to keep children moving forward, to learning how to get replacement income streams going, there were so many stories of success and hope throughout the year.

As the Library continues to reopen there are many exciting ways for you to access everything the library has to offer. The community response to new services like curbside pickup, do-it-yourself programs and overdue fine-free returns builds confidence despite the adversity, growth is not only

possible but being realized.

The Library appreciates everyone's patience and support throughout this year, and we're excited about growing and building the Library once again.

LETTER FROM JACKSONVILLE PUBLIC LIBRARY FOUNDATION BOARD CHAIR

The Jacksonville Public Library Foundation faced the adversities of 2020 with some trepidation, but we continued moving forward. We proudly worked with Library leadership and staff to connect the community to Library programs and services they needed now more than ever as families and individuals remained homebound.

With continued school disruptions, the Foundation focused fundraising on the Library's

Summer Learning Program. This program provides resources and support to help maintain school-year learning and grow reading levels. With a 68% increase in Summer Learning contributions over 2019, we were grateful that our donors and community responded so generously. Virtual fundraising continued with our "Storytime and Cookies with Santa" event. And as we fondly reflect on our last in-person event, "An Evening with Brad Meltzer," held in February in the Main Library's beautiful Map Room, we look forward to gathering again!

We closed out this challenging year humbled by the continued support of our faithful donors and thrilled by a 24% increase in new donors through it all.

Words cannot adequately express how grateful we are for your continued support and encouragement. We look forward to this new year of challenges, growth and garnering new wisdom. Be safe and stay well!

55% more users borrowed digital items totaling

1.3 M digital items borrowed



10,300
people stayed safe
by picking up their books
curbside

176,000
customers welcomed
back to the Library
all thanks to waived overdue fines

6,600
books collected & distributed for
**Tenikka's Books
for Kids**
to reward children for meeting
their summer reading goals



5,900
hours of classes
and instruction

watched on [Lynda.com/LinkedIn Learning](https://www.lynda.com/LinkedIn-Learning)

FY 2020 BUDGET AND (EXPENSES)

(Our 2020 Fiscal Year is from October 2019–September 2020)

Tax Revenue (JPL General Fund Budget)		\$35,327,434
State Aid to Libraries		\$777,216
Library Fine Revenue		\$355,723
Conference Center Budget		\$334,880
Donations		\$155,372
LSTA (Federal Funding)		\$18,563
Salaries, Benefits and Pensions	\$19,247,496	
Administrative Expenses	\$8,257,098	
Books and Materials	\$4,894,826	
Professional and Contractual Services	\$1,764,144	
Supplies, Maintenance, Licenses, Dues	\$441,939	
Donation-Funded Programs	\$137,736	
Capital Expenses	\$104,068	
Furniture, Fixtures and Equipment	\$58,955	

FROM OUR CUSTOMERS

“During this difficult situation, I believe our entire community will become more aware of what a jewel we have in our wonderful Jacksonville Public Library!”

– Karrie H., Pablo Creek Regional Library Customer

“We visit this library often and love it. The staff is always friendly. Love that I can place holds on the website and pick up when ready.”

– Miranda G., South Mandarin Branch Library



BOARD OF LIBRARY TRUSTEES DURING FISCAL YEAR 2020

Carlo Fassi, Chair
Virginia Berg, Vice Chair
Mario Payne, Board Secretary
Guy K. Anderson, Trustee

Jill Langford Dame, Trustee
Steven Eagerton, Trustee
W. Marc Hardesty, Trustee
Donald Horner III, Trustee

Ronnie King II, Trustee
Fernando Meza, Trustee
Celia Nass, Trustee
Matt Swanson, Trustee

BOARD LIAISONS

The Honorable Terrance Freeman,
City Council Liaison At-Large – Group 1

Dr. Johnny Gaffney, Office of
the Mayor

Mari Ganues, Kids Hope Alliance

The Honorable Reggie Gaffney, City
Council Liaison District 7

Tia Leathers, Duval County
Public Schools



Thank you to the 650+ people and local organizations that donated to the library this fiscal year! Your generosity means the library can offer engaging programs to help you, your family and your community grow and thrive.



For a donor list or to make a contribution, visit jplfoundation.org/current-donors. Thank you for your support!

jaxpubliclibrary.org | (904) 255-BOOK (2665)

THANKS TO OUR FRIENDS!

Friends of the Jacksonville Public Library
Friends of the Beaches Branch Library
Friends of the Olga L. Bradham and Etta L. Brooks Branch Library
Friends of Brentwood Library
Friends of the Mandarin Library
Friends of the Maxville Branch Library
Friends of Bill Brinton Murray Hill Library
Friends of the South Mandarin Branch Library
Friends of the Willowbranch Library