



**Seaside Public Library**  
**Annual Report**  
**2016-2017**



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### **Mission Statement of the Seaside Public Library**

**The freedom to know is the foundation of democracy. The Seaside Public Library dedicates itself to collecting and distributing an array of information and ideas that is diverse in material, varied in formats and rich in viewpoint, reflecting the multicultural character of the community and world it serves. The Seaside Library offers equal access to its resources and encouragement in their use so that enlightenment, literacy, and lifelong learning may flourish.**

## Message From the Library Director



We had yet another stellar year in 2016-2017 at the Seaside Public Library. Perhaps the most noteworthy event of the year was the naming of the library building after Mayor Don Larson.

Mayor Don Larson passed away in December of 2016. He was instrumental in getting the library to the place it is today and was a champion for the library building project back in 2007-2008. We are honored to have the building named the Donald E. Larson building in his memory. The ribbon cutting ceremony was held on July 2017 and was well attended by over 100 family, friends, and community members.

Seaside Library prides itself on our library programming, which is funded primarily by the Friends of the Library. We had our second highest ever programming attendance this year, thanks to the work of Jon Burke and Marian Rose, our programmers for adults, teens, and children events. With 252 programs under their belt this year, they kept the Library hopping with attendees.

While numbers for circulation of library materials dipped to a new low since 2012, this drop in circulation seems to be a general trend in libraries across America this past year. We will continue to review these numbers again next year to see if they jump back up again like we saw happen across 2012-2014. The good news is, people are still using the library just in many different ways and the number of people in the building was still very high. Usage of the library continues to show strong numbers even if it isn't in the materials circulation.

One of the main things the Library Board did this year was to create a library logo. The Library Board worked with two graphic designers to narrow the process and finalized a logo that represented the coastal feel of Seaside while also referring to reading or books, the integral heart of the library. The logo can be seen on the second page of this report and the secondary option of the logo you can see on the report's cover.

A library is always evaluated by the service it provides, and I am very proud of our library staff for both the excellent customer service, behind the scenes work, and library programs we provide.



*Pictured: Library Board member Tess Ratty, Library Director Esther Moberg, Mayor Don Larson, and Library Board member Jim Shipley - November 2016*



Our goal is to provide amazing, interesting, reading and literacy-based community programs that bring cultural experiences to the community that we serve.

—Library Director, Esther Moberg

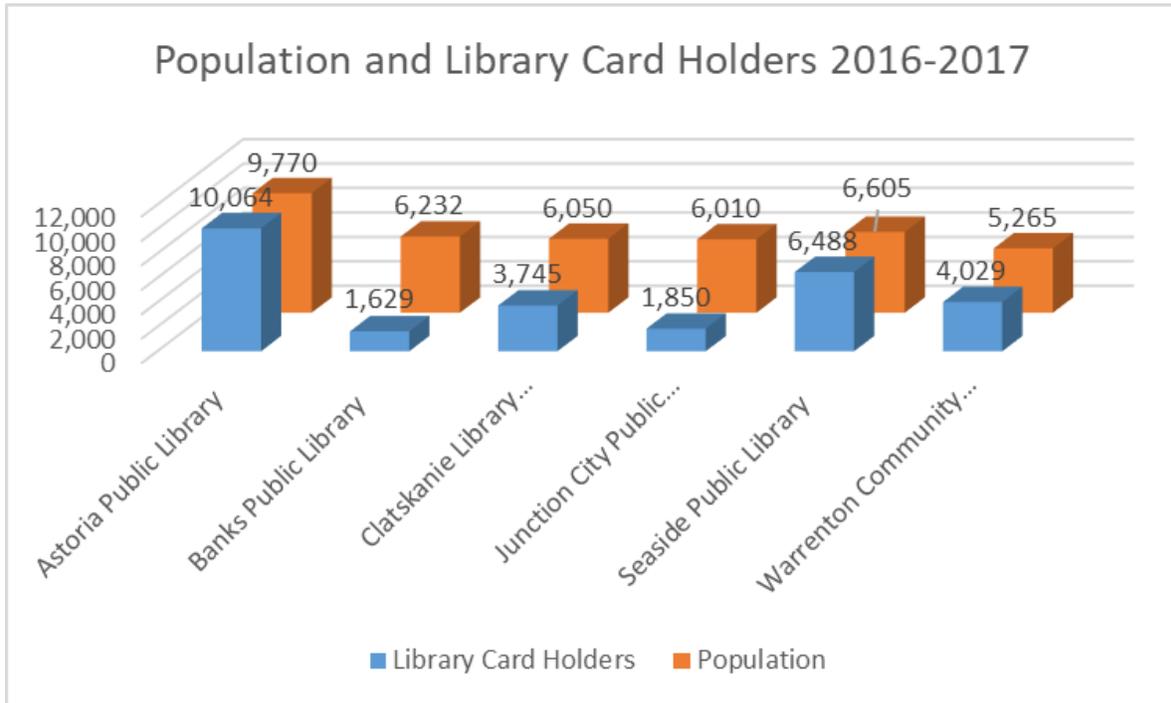
*Don Larson Family pictured at the ribbon cutting ceremony July 2017*

## Highlights of 2016-2017

Total number of library programs: 252 Total number of attendance: 7,504

*Second highest number of attendees ever.*

**Total library visitors in 2016-2017: 187,464. Previous year: 200,998.**



## Circulation of Materials

### Checkouts By Type:

**DVDs: 32%**

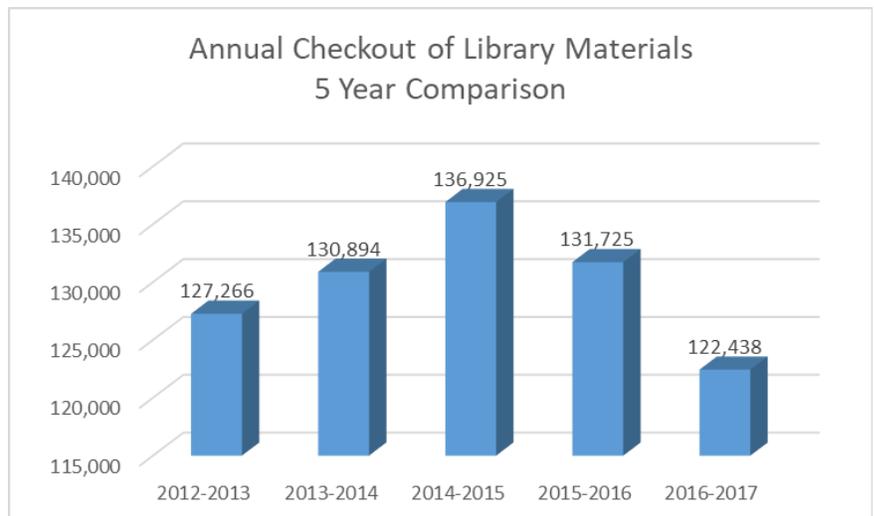
**Children's Materials: 23%**

**Fiction: 16%**

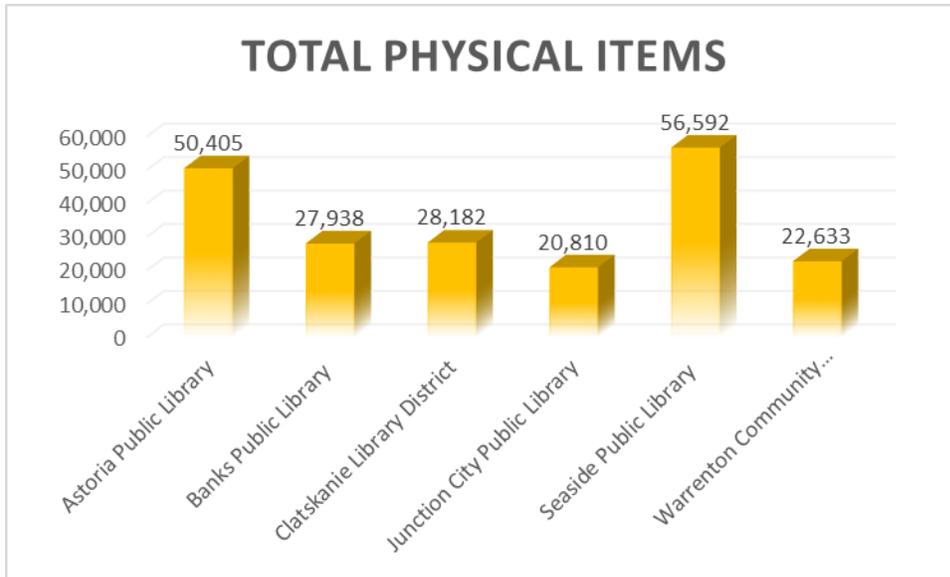
**Non-Fiction: 10%**

**Teen Materials: 4%**

**Other Materials: 20%**



# Highlights of 2016-2017



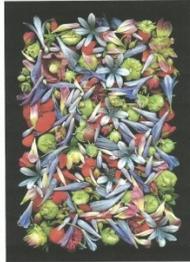
# 2017 Seaside Library Art Exhibits in Review

The Seaside Library art exhibits are proudly presented by the Seaside Library Art Committee and generously supported by the Seaside Library Board and Friends of the Library. Special thanks to all contributing artists and the community for supporting art at the library.

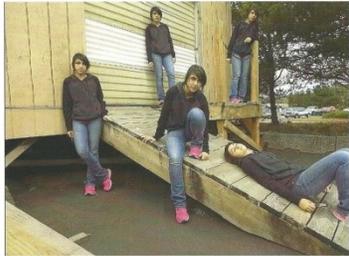
Seaside Public Library  
Presents  
**"THE ART OF PASTELS"**  
Featuring work by  
**THE TRAILS END ART GROUP**  
February 1—February 28, 2017  
Hosted by Seaside Library Art Committee



Seaside Public Library  
Presents  
**"A SEASON AT MONET'S GARDEN"**  
Photography by  
**CLAUDIA TOUTAIN-DORBEC**  
March 7 to April 25 2017



Seaside Public Library  
Presents  
**THE SEASIDE HIGH SCHOOL**  
**ART SHOW**  
May 2nd to June 6th, 2017  
Hosted by Seaside Library Art Committee



Seaside Public Library  
Presents  
**PAINTINGS BY**  
**RAIN JORDAN**  
June 27—August 29, 2017  
Hosted by Seaside Library Art Committee



Seaside Public Library  
Presents  
**THE ART OF TEXTILES**  
Featuring Work By  
**KYLA SJOGREN & DREA FROST**  
September 12—December 5, 2017



Seaside Public Library  
Presents  
**"COLLAGE"**  
**PAINTINGS BY**  
**LEON LOWMAN**  
December 6, 2017  
Hosted by Seaside Library Art Committee



Seaside Library Art Committee  
Nancy Berry, Marilyn Blacketer, Jon Burke, Bev Cordova, Esther Moberg and Tess Ratty

# Youth Programming

## Programs for Teens

- Craft events (safety pin crafts)
- Cooking events (cupcake wars, ravioli, sandwich-on-a-stick)
- Holiday parties (anti-valentine party)
- Taste test (chocolate)
- Summer reading (pet toys for animal shelter, blankets for project Linus, sidewalk chalk quotes, stop motion movie making)
- Board game events
- Scavenger hunts
- Giant games
- Anime club
- Teen tech week (word cloud generators)
- Poker games
- Book-in-a-jar (passive guessing game)
- Obstacle course
- Snap Circuit Electronics
- BMS lunch book club



## Programs for Children

- Story times
- Pajama day
- Building beaver dams with food
- Bilingual story times
- Day of the dead
- Puppet shows
- Craft events
- Summer reading (border collies, Dragon puppet theater, building theme crafts)
- Solar Eclipse
- Winter reading
- Lego club
- Read for the record
- Star Wars reads day
- Love your library (February family evening event)



# Libraries Reading Outreach in Clatsop County

7 year of Libraries Reading Outreach in Clatsop County or Libraries R.O.C.C.

Successes in 2016-2017

- Formed as a 501c3 in 2016
- First successful annual fundraiser
- Working toward an endowment and permanent funding sources.

This program is a countywide collaboration that includes the Seaside Public Library, Warrenton Public Library, Astoria Public Library, Clatsop County, Northwest Regions ESD, and the five school districts of Seaside, Astoria, Warrenton, Jewell, and Knappa.

The three main goals are:

1. A library card in the hands of every youth in Clatsop County ages 0-19.
2. An annual countywide summer reading program.
3. Courier service between the schools and library to aid students in returning books.

Library Director Esther was chair of the Libraries ROCC board in 2016-2017. The board is made up of library directors both past and present from the Astoria, Seaside, and Warrenton libraries.



## School Support and Outreach

Marian Rose, Youth Services Librarian at the Seaside Public Library, works with our local schools, pre-schools, headstarts and many other groups to help provide literacy support for our schools. Over the past year, Marian made 22 visits to the schools and reached 1,384 kids and teens. In addition, there were 43 class visits to the Seaside Library with a total of 828 kids. These visits include storytimes, book talks, promotion of summer reading, and a middle school book club.

# Summer Reading 2017

The 2017 Summer Reading Program theme was “Build a Better World”. This theme gave us a broad spectrum to build a better world. We started with a very successful kick-off party using different materials to build structures. Straw construction, building blocks, fish connector blocks, snap-circuit electronics, Legos and even pretzels and marshmallows. Storytime included building a beaver lodge with peanut butter (mud), pretzels (logs) and chocolate chips (rocks), building with blocks, creating with play-doh and scientific experiments following the five steps of the scientific method using the amazing picture book *Charlotte the Scientist is Squished* by Camille Andros. Our special programs for kids in grades K-5 included building a tiny town, nature bingo scavenger hunt, communication games including Morse code, Sign-language and charades. This summer also gave us the opportunity to learn and do experiments to understand and prepare for the unique opportunity of the Solar Eclipse. The teens worked on community involvement making toys that we donated to the Clatsop County Animal Rescue. Inspired by Project Linus, they made fleece tied blankets that were donated to Clatsop Community Action at Seaside Providence Hospital. The teens wrote their favorite book quotes along the sidewalks in front of the library for the community to read. They also learned to make bruschetta, rigatoni-in-a-mug and strawberry shortcake-in-a-cup to build a better meal. We had four special performances with puppets and storytelling, Border collie dog tricks and an extra special visit from the 234<sup>th</sup> Brass Ops Army Band which was fun for kids and adults. We had 43 events for kids and teens with 1,329 attending. Three of our patrons won grand prizes: one received a basket of books with a gift certificate from Beach Books and the other two won Kindle Fires as part of the Countywide Summer Reading program grand prizes.

-Marian Rose, Youth Librarian



# Adult Programming

One of the ways the Seaside Library serves our community is by offering a variety of programs for adults. We believe that programs offering arts and culture are important for all ages, and the library supports the goal of lifelong learning. Library staff believe you learn not only by reading, but by doing, hearing and observing. The Friends of the Library supports monthly author events including local community members and New York Times bestselling authors. This year for adults there were 61 events with over 1,757 attendees.

## 2016-2017 ADULT EVENTS

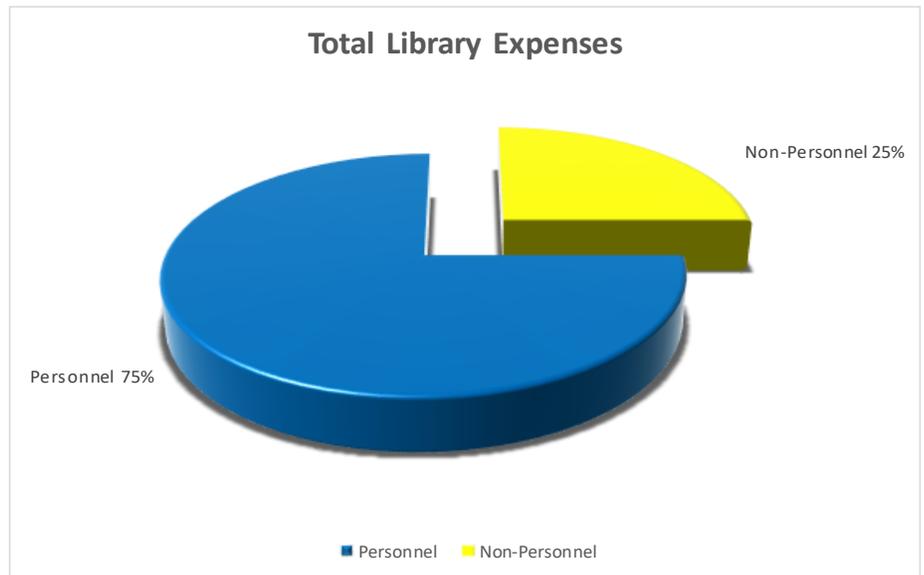
- *Burnt Toast Makes You Sing Good*: A memoir with recipes from an American family with author Kathleen Flinn.
- Antique and Vintage Jewelry Appraisal with gemologist Danuta Hackett
- *Wealth Woman: Kate Carmack and the Klondike Race for Gold* with author Deb Vanasse.
- Mt Kilimanjaro and the Children with Sarah Kangas
- *Not Without My Father: One Woman's 444 Mile Walk of the Natchez Trace* with author Andra Watkins.
- What Beekeepers Do with naturalist Julie Tennis.
- *Field Guide to Oregon Rivers* with author Tim Palmer.
- Botanical Drawing Classes with Dorota Haber-Lehigh.
- *Bowie: Loving the Alien: A Biography of Musician David Bowie* with author Christopher Sandford.
- *Whitewashed Jacarandas: Memories from an Outpost in the Veld* with author Diana Polisensky.
- Jumpstart Your Writing Career: Writing Class with author Deb Vanasse
- *Tough Girl: An Olympians Journey* with author Carolyn Wood.
- The Life and Times of Woody Guthrie: Concert with Adam Miller.
- Fish Tales: Traditions and Challenges of Seafood in Oregon with Jennifer Burns Bright.
- Georgiana Pittock: Her Last 10 Years with historical reenactor Mary Hutchins.
- *A Town Called Seaside* with author Gloria Linkey.
- *Hound of the Sea: Wild Man, Wild Waves, Wild Wisdom* with author Karen Karbo.
- Learn to Play the Ukulele with the Ukulalians.
- *Voyage of Atonement* with author Brian Ratty.
- *Hiking the Camino Santiago* with author Carolyn Wood.
- Monthly Trivia Tournaments.
- Listening to the Land lecture series in partnership with the Necanicum Watershed Council.



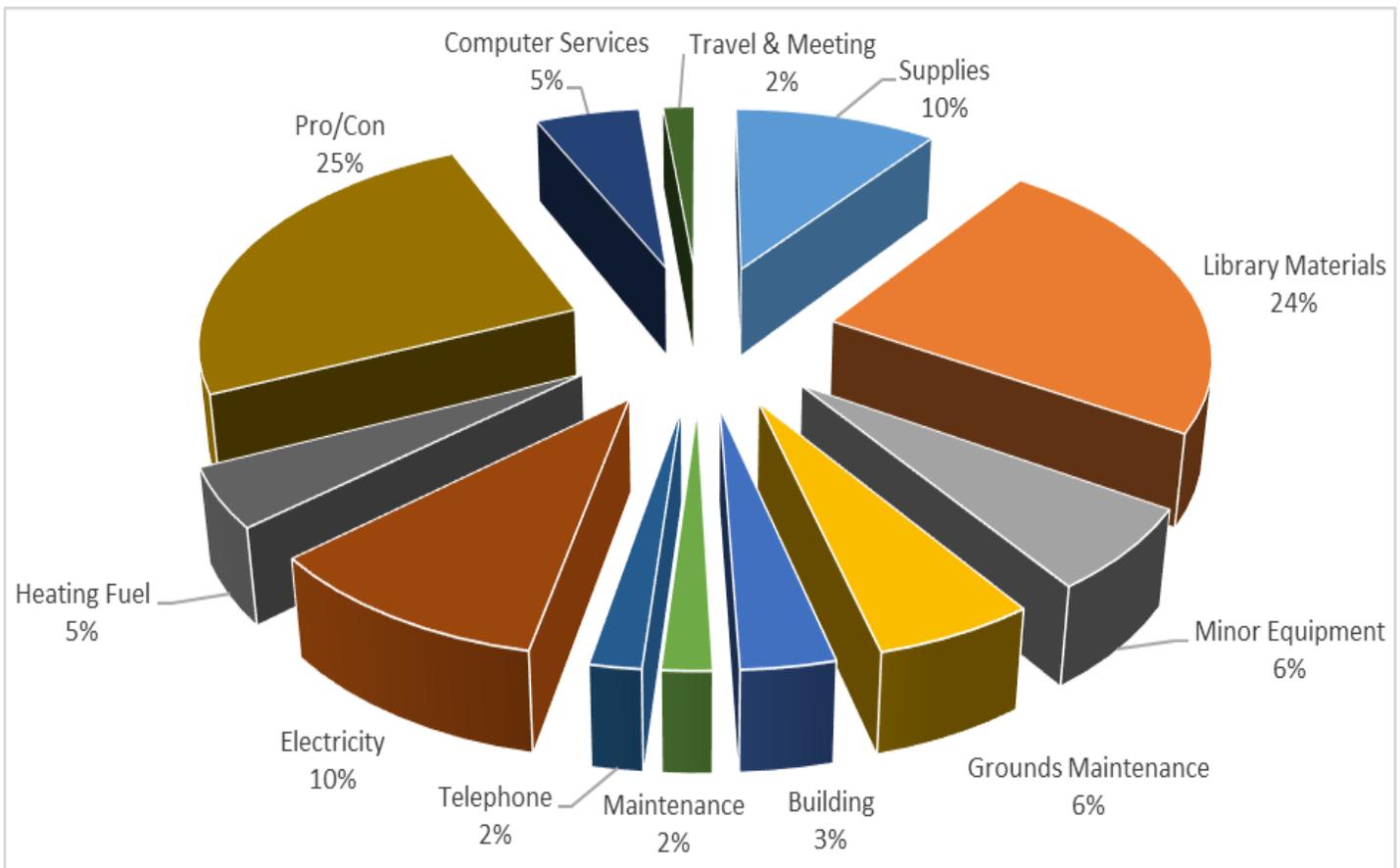
# Expenses

Total budget for 2016-2017 was 659,983, a 7.8% increase from the previous year.

The majority of expenses are in personnel to keep the library operating and provide the best possible customer service. The library is open 53 hours a week and we average 68 people in the library per hour for every single hour the Seaside Library is open throughout the year.



## Non-Personnel Expenses



The majority of non-personnel expenses fall under professional contracts (pro/con), library materials, supplies, and electricity.

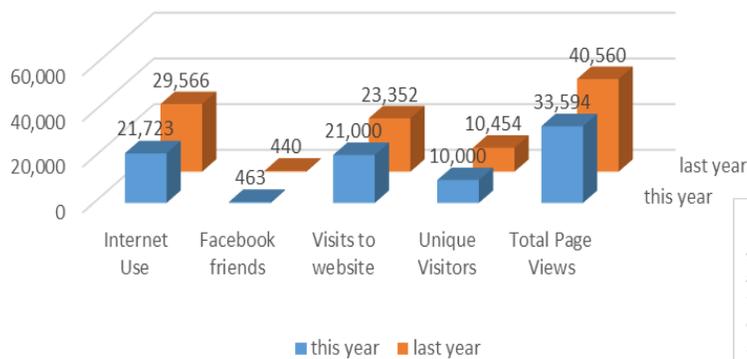
Areas with expenditures of less than 1% of the total budget include the budget lines: Advertising & Legal Notices, Dues and Membership, Credit Card fees, and Training. Because of issues with visibility, they are not shown on the pie chart.

## Collection

We completed the fiscal year with a collection of 56,592 items, adding 3,920 new items. This includes books, audiobooks, DVDs, videos, magazines, and other materials. The value of the collection is \$1,110,064.36. In addition, we have access to 42,148 digital titles in our Library2Go e-book and digital audiobook service through membership in the Oregon Digital Library Consortium. Library Director Esther Moberg served as the vice-chair of the executive board of the statewide Oregon Digital Library Consortium in 2016-2017 and she will serve as chair in 2017-2018.

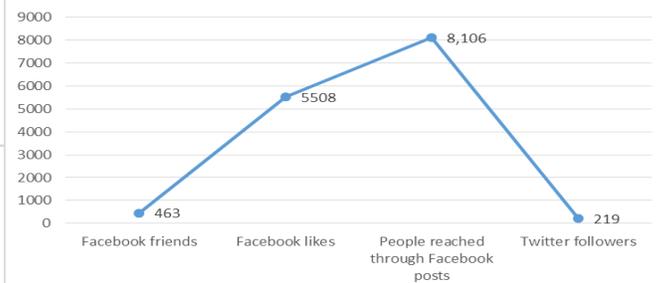
## Technology

Technology Statistics Compared With Previous Year



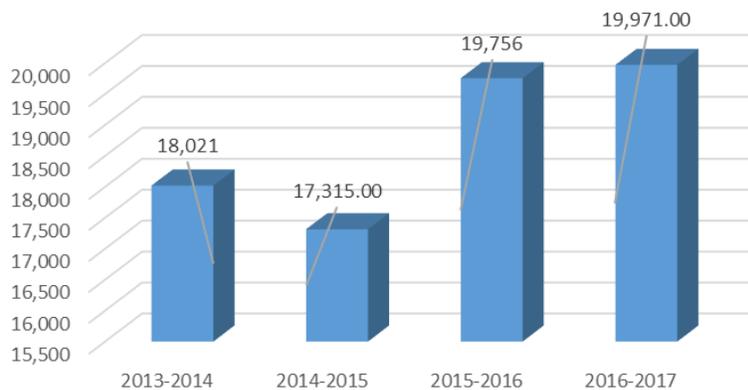
Technology updated and added to the Seaside Public Library in 2016-2017 included: Upgraded three security cameras in the library to High Definition. The library purchased seven computers for library staff areas, the teen room, and the public computer lab. The library's public computer printer was also updated.

Social Media Statistics



## Revenue

Revenue 2013-2017  
Fines, Cards, Photocopies



The Seaside Library collects money for out of town library cards, visitor cards, fines, and photocopies. Total revenue in 2016-2017 was \$19,970.51. The total received in credit card transactions was 29% of all payments made.

## Friends of the Seaside Public Library

The Friends of the Seaside Public Library support all programs at the Seaside Public Library for children, teens, families, and adults. They also support any special projects for the library that are beyond the scope of the library's budget. Funds provided by the Friends of the Library, a 501c3 non-profit since 1985, are used primarily for programs, author events, performers, lecturers, and supplies for all of the children's craft programs. The Friends of the library hosted a library volunteer appreciation in November of 2016 with over twenty volunteers in attendance.



## Seaside Public Library Foundation

Formed in 2014 as a non-profit 501c3, The Seaside Public Library Foundation held its first annual fundraiser at the Seaside Convention Center in 2017. Called Write on Seaside! the event featured six local authors in a writing and auction extravaganza. The Library Foundation supports the long-term capital goals of the library, as well as other endeavors that are beyond the scope of the city's funding of the library.

Current goals of the Seaside Public Library Foundation include early literacy book backpack bundles (pictured) a Radio Frequency Identification (RFID) system for the library, and books in Spanish for the multilingual room of the library.



*2017 Write On Seaside!  
Fundraiser extravaganza*



# Those Who Serve You at the Library

The Seaside Public Library is successful because of the hard work of the library staff, volunteers, boards, and committees that all work toward the good of the library. These include the Library Board, Library Staff, Friends of the Library, Library Art Committee, The Library Foundation, and our wonderful Library Volunteers.

## **Seaside Library Board**

Russ Taggard, Board Chair  
Catriona Penfield  
Tess Ratty  
Gloria Linkey  
Sharon Ward

## **Library Art Committee**

Tess Ratty  
Jon Burke  
Sharon Ward  
Nancy Berry  
Bev Cordova  
Marilyn Blacketer  
Esther Moberg

## **Friends of the Seaside Library**

Roni Rose, President  
Nancy Taggard, Secretary  
Pat Lehman, Bookstore Manager  
Hugh Kerwin, Treasurer  
Emily Nelson, Volunteer Coordinator

## **Seaside Public Library Staff**

Esther Moberg - Director  
Jon Burke - Assistant Director  
Dan Cawley - Materials Acquisitions  
Marian Rose - Youth Librarian  
Connie Word - Library Assistant  
Alex Cockrum - Library Tech Assistant  
Susan Park - Library Assistant  
Kim Catton - Library Assistant  
Dianne Hamilton - Library Assistant  
Liberty Shepard - Outreach Services

## **Seaside Public Library Foundation**

A.J. Wahl—Chair  
Melissa Ousley—Vice Chair  
Reita Fackerell—Treasurer  
Jeremy Mills  
Jeremy Rust  
Jim Shipley  
Esther Moberg—Secretary