

2017 Annual Report
Oaxaca Lending Library

February 10, 2018



Introduction

The Oaxaca Lending Library marked its 51st year in 2017. By any measure, whether circulation of materials, membership, program offerings and attendance, it was a year of growth, sometimes explosive, sometimes gradual, but GROWTH! What is the secret of the Library's success? In a word, the dedication and enthusiasm of hundreds of volunteers over these many years of service to the English-speaking community and their Mexican hosts in Oaxaca. From the early founders through the present cadre of volunteers, the Library has been blessed with exceptional talent.

We are proud that the Oaxaca Lending Library is among the longest continuously operating institutions of its kind in Mexico. This year saw the publication by David Myler of a written history of the first 50 years. With the continued help of future volunteers and the enthusiastic support of members and friends, there will be a vigorous Library community in Oaxaca marking its 100th anniversary in 2066! This annual report testifies to the hard work put in this past year and bears witness to the vision that will carry the Oaxaca Lending Library well into the future.

A Message from the Board

Who They Are

Siobhan Murphy Grogan, President

John Dumser, Vice President

John Burch, Secretary

Ralph Gault, Treasurer

Judy Burrell, Director

Fay Henderson de Diaz, Director,

Marcia Reddy, Director

Sally Sell, Director

Michelle Verduzco, Director

At the 2018 General Annual Meeting, our nominating committee will be placing a slate of board members before the membership to fill the next vice president role, Secretary, and expiring director terms.

A special note of gratitude to Board members leaving in 2017:

Rebecca Severeide, Past President. Under Rebecca's leadership, the Library, achieved the stability it now enjoys under the stewardship of her successor. Wherever one looks in the Library, the stamp of Rebecca's influence is to be found. The Board is profoundly grateful for all she has done to advance the work of this institution.

Jeannie Kes, Director Jeannie's work lies mostly with the Events and Education Committee, which she chaired. She has also worked with Fay Henderson de Diaz on an event with the new Community Outreach Committee. Thank you, Jeannie.

Michelle Verduzco, Director If there is a role Michelle has not filled in the life of the Library, it does not exist. She crucially stepped in as Board President when her predecessor left unexpectedly, she has worked as a Director on the Board, and most recently, in shepherding, with Larry Ginzkey and Jill Duttonhofer, the Out and About organization which organizes field trips around Oaxaca, as well as in the city. Also, Michelle chaired the successful Banquet opening the festivities of the Library's 50th Anniversary celebration in 2015.

The Board would like to thank John Burch, outgoing Board Secretary, for his many years of service to the OLL. He has been a friendly face at the Circulation Desk, a volunteer at many events, a generous donor, the Volunteer Coordinator, Board Director and Secretary. John will be remembered for his kindness, generosity, humor and intelligence as well as for his superb prose style.

To Alan Goodman and Kathy Mazzetti a sincere thanks for their superb leadership of the committee for the “Building Our Future” campaign, which raised the funds for the roof expansion, repairs, and creation of new roof spaces, now known as the Bertelli Pavilions, after Katherine Bertelli, a major benefactor to the Library.

The preparation of this report is due to the efforts of many individuals. The Secretary would like to thank his fellow officers, Siobhan Grogan, John Dumser, and Ralph Gault for crucial help in editing and formatting. Credit is due to the Committee Chairs who submitted timely summaries of the year’s activities. And a big, colorful thanks to Bill Pumphrey, Alan Goodin and Larry Ginzkey for providing photos of events and programs of the OLL.

Finally, a big virtual hug and cybernaut kiss to Tanya Lapierre, Ralph Gault, and John Dumser Miranda, who, with their staff counterparts, Adriana Perez Maldonado, Nancy Antonio Santiago, and Carlos Revilla Maldonado, gave birth to our wonderful new Online Store. Its use has been embraced by almost everyone who has wanted to attend an event, its existence allows visitors to enroll in events and programs prior to their arrival, and it ensures an accurate accounting trail. Its development has truly brought us into the 21st century.

What Guides Their Work

The Board uses the organization’s vision, mission, and key values to inform and guide our work as we create and implement policies and management procedures on behalf of the Library’s membership. Using these guides, the Board collectively volunteers over 4500 hours a year.

Vision of Organization

The Oaxaca Lending Library creates a vibrant community to encourage literacy, life-long learning, social interaction, and cultural exchange among our diverse members, visitors and Mexican host community.

Organizational Mission

Our mission is to be a living library serving the English-speaking community in Oaxaca while supporting and encouraging an interest in reading in the bilingual and Spanish speaking community of all ages. As a living library and cultural center, we assist patrons and visitors in their pursuit of information, education, entertainment, and cultural understanding.

Key Values

Fostering respectful Interaction among ourselves, members and visitors
Being accountable and committed to members and visitors
Creating a life-long learning environment
Supporting community linkages

Things Accomplished

- Maintaining a contingency fund in excess of six months’ operating expenses;
- Holding our third annual leadership retreat and planning session resulting in an action plan;
- Working with Tanya Lapierre, Ralph Gault and Board member John Dumser to develop the website for event registration, the Online Store;

- Supporting our multiple volunteer committees and working with them to increase cross communication between the committees;
- Sponsoring the website www.oaxacaevents.com, the very worthy successor to previous attempts to offer a compendium of event announcements and service availabilities to interested visitors and residents;
- Performed staff performance reviews and planning and;
- Creation of a short-term emergency payroll advance/loan to employees under strict procedures.

Meet the Staff

We have an outstanding staff that works with over 100 volunteers to keep OLL running and serving all patrons and visitors.

Adriana Pérez Maldonado, Library Manager

In addition to supervising our staff and supporting our committees, Adriana oversees the day-to-day functions of the library and staffs the Circulation Desk on Saturday. Adriana does the bookkeeping and works with our accountant to insure we comply with all Mexican financial regulations. Adriana is now in her 15th year with OLL and is integral to running the Online Store.

Nancy Elizabeth Antonio Santiago, Afternoon Circulation Desk Clerk

Nancy has worked at OLL for 6 years. Nancy studied English at UABJO and has fine technical skills. In addition to running the Circulation Desk in the afternoons, she supports the Online Store and assists with book processing.

Carlos Revilla Maldonado, Morning Circulation Desk Clerk

Carlos joined us in September, 2016. Carlos has a degree in Computer Sciences from UABJO and an additional degree in Art and Design from a German university. He speaks Spanish, English, and German. Carlos staffs the Circulation Desk in the morning, checks all donated books against our database, helps us with technical issues like our membership lists and supports the Online Store.

Mireya Pérez Maldonado, Cleaner

Mireya has worked at OLL for 6 years. She comes in every morning to keep our space clean and ready for each day.

Finances

The Treasurer has been Ralph Gault, BBA, MA (February 2017-2019). He monitors and guides all financial aspects of the OLL with support from the committees, our Library Manager and the Board

Membership

Our membership continues to increase, tripling in the past four years. More than three years ago, the Board voted to offer free membership to all children under the age of 18. Families, both expatriate and Mexican, have responded positively. This past year memberships were extended to students over the age of 18 with a credential. The following chart reveals the extent of membership growth in 2017:

2016-2017 OLL Membership by Type

MEMBERSHIP REPORTS

	2016	2017
VISITOR 1 MONTH	133	208
INDIVIDUAL	189	207
STUDENTS	26	157
CHILD	94	109
VISITOR 2 MONTHS	73	76
FAMILY	55	64
VISITOR 3 MONTHS	46	50
TOTALS	616	871

The substantial increase in the Student category is a reflection of the success of the work of the Community Outreach Committee in completing agreements with local educational institutions.

Communication with membership, as well as interested non-members, happens by visits to the library but also through our updated website (www.oaxlibrary.org) designed and managed by Tanya Lapierre and our free electronic newsletter under the leadership of Joanie Harmon. Alan Goodin and Carlos Revilla monitor our Facebook pages.

Our hard-working committees serve the membership. A brief report of each committee and their 2016 accomplishments follows along with a salute to many of the volunteers who make the work happen.

Book Committee

Who They Are

The OLL Book Committee is comprised of Peter McCallion and Kevin McGrath, Co-Chairs. Gail Ament, Tom Dunham, Maria Rosa Johnson, Siobhan Grogan, David Myler, Liz Renn, Shannon Sheppard, and Jo Ann Wexler. Circulation in 2017 reached 16,530 individual items. Used book sales earned an income of \$54,588 pesos in 2017. Key accomplishments include:

- Weeded Reference, Fiction and Non-Fiction Collections
- Designed and used new mobile book display
- Hosted Author & Book Talks

- Increased Book Sales
- Welcomed Spanish literature professional to committee
- Enlarged Spanish language collection
- Increased access to DVDs by providing free loans
- Cleaned, dusted, shelved, and organized collections
- Trained volunteers

In addition to the committee members our staff works on the collection. Adriana Perez Maldonado (our Library Manager) catalogues most of our non-fiction.

What Guides Their Work

The library currently has more than 26,000 items in the collection. Managing the collection is the major function of the committee: a complex task of several steps following internal library standards.

Building Committee

Who They Are and What They Do

There are three members of the Building Committee: Tom Holloway, Larry Ginzkey, and Joan Harmon. This committee plans and oversees renovations to improve the physical structure of the library and guides routine maintenance by volunteers and contractors. Many other library members have helped extensively with painting, clean up, and moving furniture and books.

Things Accomplished

- Negotiated, initiated and completed construction of the street/east side of the roof terrace to include new offices for Libros para Pueblos and additional covered meeting spaces and needed repairs.
- Carried out maintenance on the roof after rain leaks had been discovered.

Community Outreach Committee

The Committee for Outreach was formed for the first time in 2017. Since Fay Henderson de Diaz was new to the OLL Board, she worked with John Dumser and Siobhan Grogan who provided excellent and needed guidance and support.

The Outreach effort is designed to promote the OLL services and events young Mexican students, their teachers and their families. The goal is to make the Library more truly bilingual and bicultural in its membership and support and to promote life-long reading habits among young people. The Committee agreed on a list of education focused NGOs and schools to initiate the initiative.

In the first year, a formal agreement was signed with The Oaxaca Learning Center (there had been an informal relationship in 2016), the Fondo Guadalupe Musalem, A.C. and the LaSalle University campus in Oaxaca.

The formal agreements (“convenios”) allow students who participate in the institutions mentioned to receive free memberships to OLL. After signing each agreement, the next step was to orient the leadership to our services, then to have them send their staff in the case of OLL and English faculty in the case of La Salle U. The “convenio” was signed with the Guadalupe Musalem Scholarship

program for indigenous women in mid-December 2017 and the orientation for the beneficiaries will be held in February 2018.

Development Committee

Who They Are and What They Do

This new committee came into existence in 2017. Time has been spent in learning about the history of OLL fund raising and also the concerns of the Library Board and membership. The new Development Committee met for the first time on January 26th. Margie Barclay and Kay Burch have agreed to act as consultants.

Things Accomplished

- Created a questionnaire to assess Board attitudes about fund raising. Reported to the Board on December 14th.
- Received Board approval to begin developing a joint Development Outreach and fund raising brochure with Fay Henderson de Diaz.

Events Committee – In House

Who They Are and What They Do

In 2017, the Committee was chaired by Jeannie Kes until March. John Dumser chaired until July 2017. Committee has functioned without a chair since then. During the busy season of January thru March the committee was comprised of: Joan Harmon, Jeannie Kes, Cathy Pikel, Suzanne Lyons, John Dumser, Michelle Verduzco, Peter McCallion, Bliss Wilson, and Tom Holloway.

Things Accomplished

- Over 1,600 program, lecture and event participants;
- Presented 69 programs, ranging from lectures, talks, discussions, book presentations, movies, tours, and social programs:
- Twenty one volunteers served as managers and helpers to present the events;
- Many popular programs such as talks on Archaeology, History, Production and Nuances of Mezcal, History of Oaxaca, a course on Oaxacan Street Art and others drew over 50 participants at each session;
- Contributed \$172,403.00 pesos to the Library.
- New Audio-Visual system in place eased the operation of setting up programs. Special thanks to Tom Holloway, Bill Pumphery, Deron Dilger, and Enrique Cruz.

Events Committee – Out and About

The “Out and About in Oaxaca” program first ran in January and February of 2017 and has been expanded for the 2017-2018 winter season. “Out & About” is the brainchild of a small group of people looking for a way to expand the range of the OLL’s educational offerings without overwhelming the Library’s limited physical space. The enterprise provides opportunities for

Library members and guests to experience first-hand many of the unique aspects of life in Oaxaca. The program offers weekly tours to various artists' studios, archeological sites and other points of interest. In December 2017 the program sponsored its first weekend trip to Puebla. The program has generated a great deal of enthusiasm and provides a significant financial boost to the Library. It is overseen by a committee consisting of Michelle Verduzco, Jill Duttenhofer, Larry Ginzkey and Nic Garcia.

Out & About	2016- 2017	2017- 2018	
Number of O&A day tours	9	13	
Number of weekend trips	0	1	
Number of participants	292	274	YTD
Contribution to the OLL	\$52,380	\$68,265	YTD

“Day of the Dead” Cemetery Tours

Since 2012 the Oaxaca Lending Library has sponsored a series of cemetery tours each fall in conjunction with Mexico’s famous celebration of “Dias de los Muertos”. For most of those years the cemetery tours were managed under the auspices of the “Hoofing It In Oaxaca” program, which provided internet access, a PayPal reservation system and overall coordination. Last fall the cemetery tours were positioned under the auspices of the new “Out & About In Oaxaca” enterprise and reservations and payments were handled by the OLL’s new online store.

CEMETERY TOURS	2014	2015	2016	2017
Number of cemetery tours	4	4	4	3
Number of participants	169	236	243	192*
Contribution to OLL	\$25,420	\$37,316	\$46,487	\$54,840

**In the Fall we discontinued the tour to Panteon General on 1 November, which explains the drop in attendance in 2017.*

“Hoofing It In Oaxaca” Hiking Program

The “Hoofing It In Oaxaca” program of weekly day hikes and monthly weekend overnight trips is in its seventh season. It has proven to be hugely popular and has brought many people to their first contact with the Oaxaca Lending Library. For the first six years the program operated independently of the Library, though very closely associated with it. For the 2017-2018 winter season, and onward, the hiking program has been incorporated into the OLL’s new reservation system and is now considered one of the Library’s many programs which operated under the “Out & About in Oaxaca” program. It continues to be managed by Larry Ginzkey, ably assisted by Albi & Marianne von Dach (day hike leaders), David & Marilyn Albright (weekend trip coordinators) and Nic Garcia (transportation coordinator). From its inception the hiking program was not intended to be a money-making venture. The Library benefitted from whatever funds were left over at the end of the season. This year, though, the Library will see an immediate contribution as the hike fees include a modest charge designated for support of the OLL included in the pricing.

HOOFING IT IN OAXACA (seasonal November through March)	2015-2016	2016-2017	2017-2018
Number of day hikes	43	36	35
Number of weekend trips	5	4	4
Number of hike participants	994	1066	612 YTD
Number of weekend guests	92	71	52 YTD
Contribution to OLL \$	\$12,868	\$19,000	\$55,004 YTD

October to February 6, 2018 Summary

Taken together, the three programs above have had a total of 1130 participants and have contributed \$178,109 pesos to the OLL thus far in the 2017-2018 winter season.

Special Events and Having Fun

Special Events which will be throughout the year included the Canada Day and Fourth of July buffet, the Thanksgiving and Christmas meals. These are intended primarily as social events for Library patron and guests.

Although not altogether related to Special Events, but occurring in the winter season are clubs which use the Library. Notably, this includes the Tuesday Bridge Club (all year), Train Dominoes, Mahjong. These Club offerings attract many participants bringing us a new audience.

Finance Committee

Who They Are and What They Do

This committee is chaired by Ralph Gault. Members are Judy Burrell, John Dumser, Siobhan Grogan, and Adriana Perez Maldonado.

Things Accomplished

- Developed the 2018 Budget with Committee and Board input
- Ralph, as Treasurer, provides monthly financial results to the Board
- Insures accountability and conformity to Mexican tax and labor laws
- Supporting the Library Manager with financial and accounting practices
- Supported the Online Store initiative by analyzing and selecting a merchant processor (i.e., PayPal Rest of the World).

Nominations Committee

Who They Are

This year's Chair is Bill Watts. Members include Suzanne Grant and Bill Pumphrey.

Things Accomplished

The Committee assembled the Slate of Officers/Director for the 2018 Annual General Assembly Meeting. They are Tom Lockwood, Vice President, Oreen Scott, Secretary, and Jackie Gordon, Director. They used personal approaches, phone calls and e-mail to develop their nominations.

Special Events Committee

This is a new committee, chaired by Michelle Verduzco. The Committee is charged with developing additional events throughout the year. It is expected that a complete program of events to foster community building will be developed for 2018.

Technology Committee

Who They Are

Ralph Gault is the Chair. Members include Deron Dilger, Tanya Lapierre, Dan Walsh, and Carlos Revilla Maldonado.

What They Do

They are charged with overseeing the functioning of the Library's computer systems. The plan for 2018 is to purchase a new computer for the Book Processing Room.

Volunteer Committee

Who They Are

Marcia Reddy is the Chair, and members include Linda Mazzei, Volunteer Coordinator. Jill Duttenhofer, Alan Goodin, Siobhan Grogan, Sally Sell, and Michelle Verduzco.

What They Do

- The Committee sponsored two Volunteer Appreciation parties and two Bazaars were held.
- A new Volunteer Coordinator joined our group and has been busy helping to update training information for the various volunteer positions, ie. greeters, book shelveers, cafe help, and Circulation Desk assistants.
- Many new volunteers have been recruited and trained and extra positions filled.
- We now have backup personnel to fill slots to cover for regulars on vacation or absent for other reasons.

Non Committee Programs

Bazaar June - Marcia Reddy, Chair
December – Elaine Russell, Chair
Board of Directors Retreat - Sandra Thomson, Facilitator
Boutique - Bliss Wilson, Coordinator

"Building Our Future" campaign - Kathy Mazzetti and Alan Goodman
 Digitizing OLL Archives – David Myler, Archivist
 Introduction to Oaxaca Program - Geri Anderson, Larry Ginzkey, Siobhan Grogan, Bill Pumphrey, Jane Robison, and Bliss Wilson
 Oaxaca Events Calendar - Dottie Bellinger, Administrator: Teri Gunderson, Gail Schacter, Associates.
 Saturday Programs - Adriana Maldonado, Coordinator
 Intercambio - Flor Bautista, Facilitator (2697 participants in 2017)
 Story Time – Karen Munguia, Leader (110 participants in 2017)
 Ninos Adelante - Karen Munguia, Leader (57 participants in 2017)
 Jóvenes Adelante – Eliel Reyes Romero, Leader (459 participants in 2017)

OLL Web Presence

- ▶ Facebook - Administered by Carlos Revilla
- ▶ Facebook – (Friends of the Oaxaca Lending Library) Administered by Alan Goodin
- ▶ Weekly Newsletter (eBlast) – Administered by Joanie Harmon The eBlast/Weekly Newsletter has 2176 subscribers—an all-time record!--and paid advertising in 2017 amounted to \$19,275.00.
- ▶ Website/Online Store

2017 Website in Review

- ▶ Full year of new website
- ▶ Online store was launched in pilot September 5th and officially went fully live on November 11th
- ▶ Decision was made to change "Hoofing it in Oaxaca" to an OLL-sponsored program at the same time

Website – Last 12 Months

- ▶ Average of 77 visits daily, 439 visits weekly and 1600 monthly visits
- ▶ Total of 6,900 users, spending an average of 3.5 minutes per session
- ▶ Top three pages (excluding Store page): Home page (12,302 views), Calendar (6,918 views), Programs (3,289 views)
- ▶ The majority of our traffic is between October and February
- ▶ Users are predominantly on our site on Mondays between 6 a.m. and 2 p.m.
- ▶ Traffic originates from (Top 3): Mexico (74.5%), the USA (20%) and Canada (3%)

Online Store by the Numbers

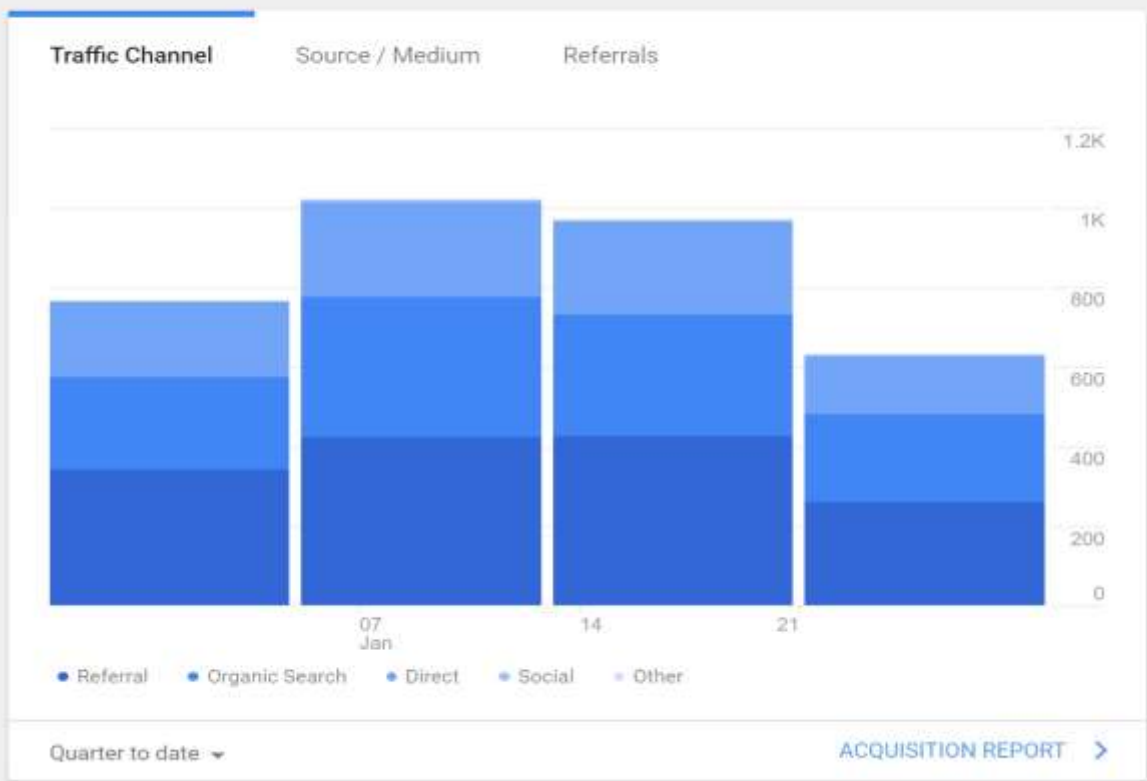
- ▶ 65% of events are being booked and paid for online. (1542 transactions)
- ▶ 66% of purchasers are members.
- ▶ The majority of purchasers are booking for 1 or 2 people.
- ▶ To date, the OLL Store has tracked 495,000 pesos in sales, 77% online
- ▶ 106 different events are currently listed in the store
- ▶ The most significant and recurring issue is that users don't recall their passwords.

Where do our users come from? How do they find us?

How do you acquire users?

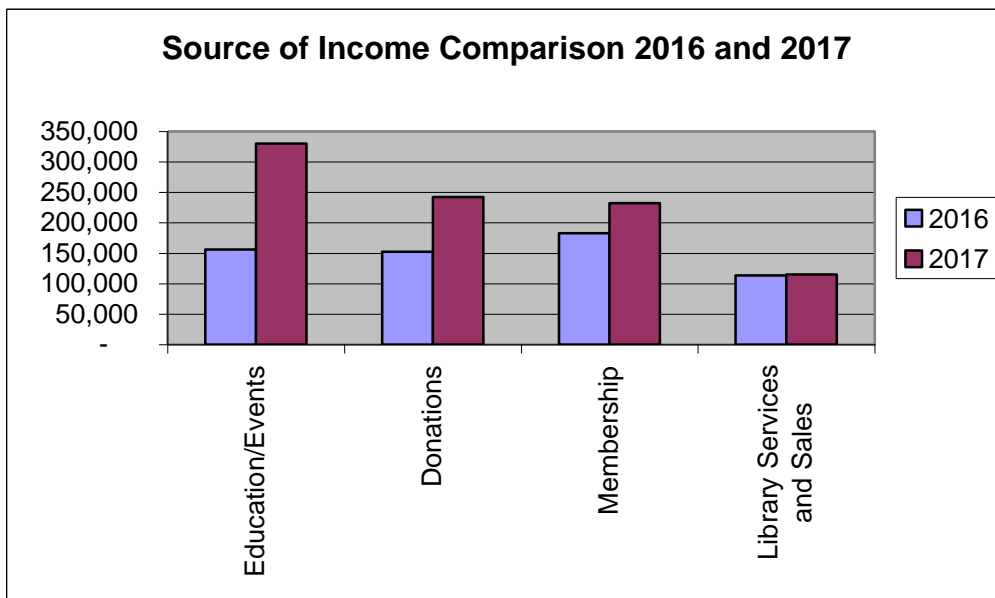
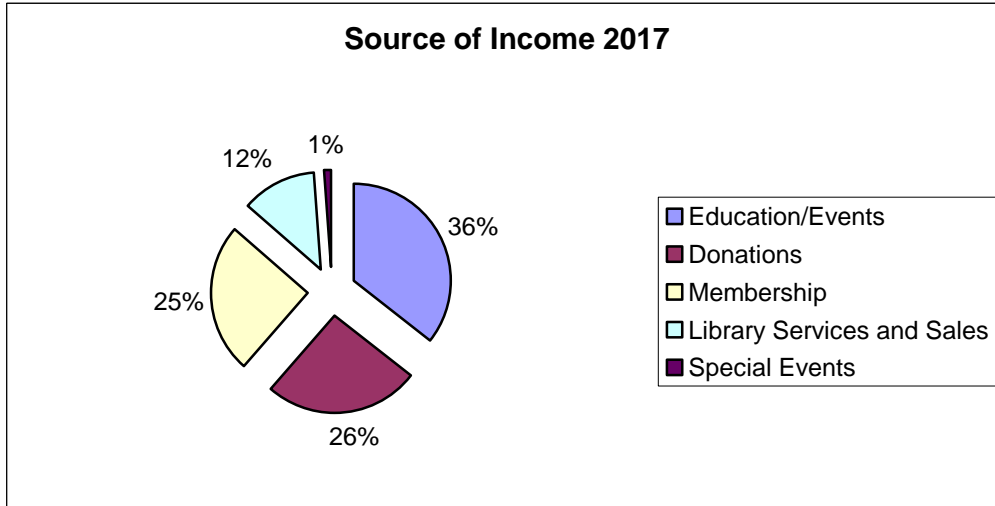


How do you acquire users?



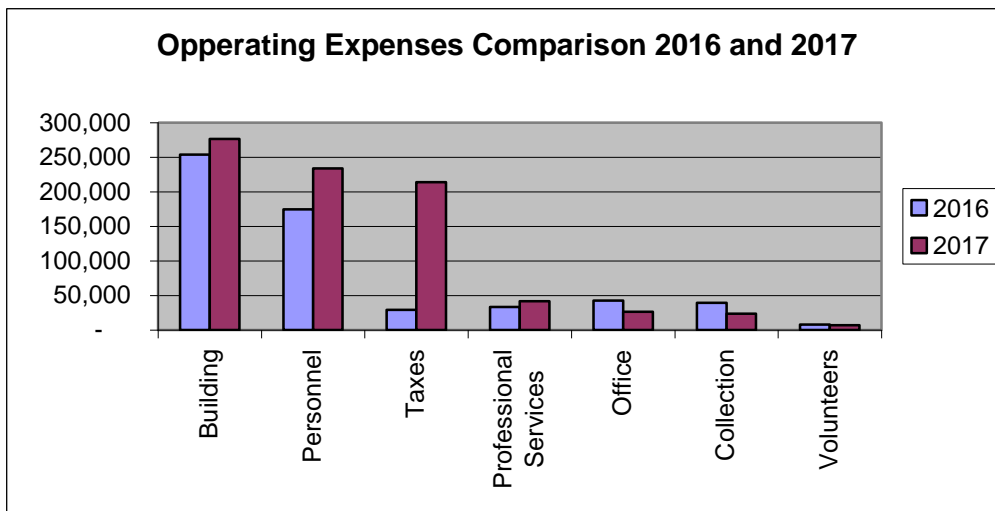
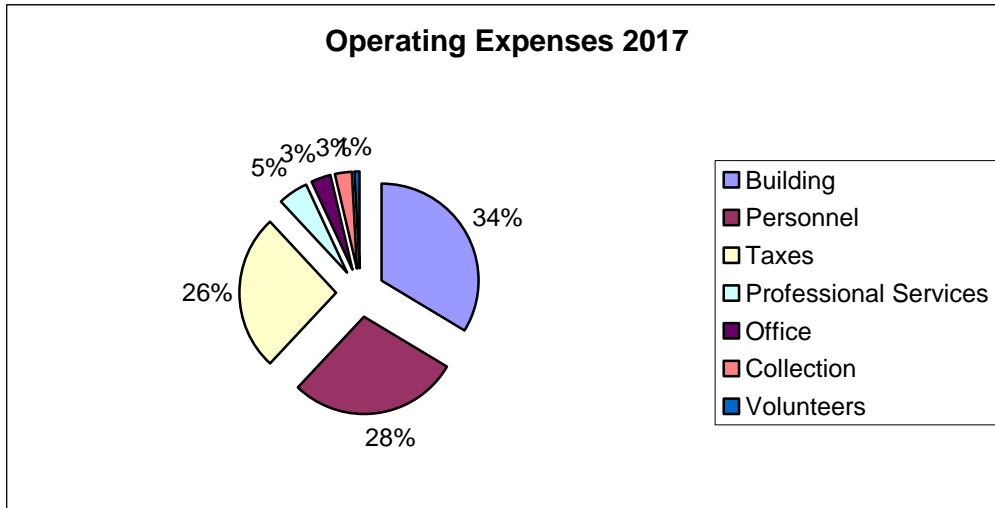
Treasurer's Report

Sources of Income	2016	2017
Education/Events	156,018	330,136
Donations	152,552	242,128
Membership	182,695	232,120
Library Services and Sales	113,312	115,352
Special Events	159,464	10,678
Totals	764,042	930,414



Notes: Educ/Events includes Excursions; Lectures and Saturday Children's Programs
 Donations includes General; Clubs; Bazaar and some lectures
 Services and Sales includes Café; Books; Late Fees and E-Blast Ads

Operating Expenses	2016	2017
Building	253,559	276,404
Personnel	174,564	234,011
Taxes	29,259	213,660
Professional Services	33,385	41,718
Office	42,640	26,410
Collection	39,358	23,739
Volunteers	7,749	6,988
Totals	580,514	822,929



Notes: Building includes Rent; Cleaning; Utilities; Furnishings; Insurance and general
 Personnel includes mandatory benefits (\$59,000)
 Tax increase due to payroll; increase income and being tax compliant

Monies	2016	2017
Chequeing/Cash on hand	351,875	75,688
<u>Savings/Rainy Day Fund</u>	<u>254,264</u>	<u>523,406</u>
Balance 31 December 2017	606,139	599,094

Balance in PayPal (Dec 31, 2017) 222,684

Note: Expenses on excursions will reduce the actual bank amount

Rainy Day Fund covers 7.6 month's Operating Expenses.

Interest on Savings 19,235
Annual interest rate 3%

Building Our Future (OLL and Libros para Pueblos Campaign)

Draw from OLLF		512,450
New Construction	207,781	
Repairs	<u>273,272</u>	
Work completed		<u>481,053</u>
Balance		31,397
Hold for rain/earthquake repairs		<u>15,000</u>
Distribution to be shared (OLL and LpP)		16,397

By-Law Amendment

Article II, Section 5 - English Teacher Membership

English teachers at schools with which the Oaxaca Lending Library has a current working agreement of cooperation shall be given a free annual membership to the Library. Such members shall not have a vote at the Annual general Assembly Meeting or Special Assembly Meetings.

Rationale

The goal of the recently formed Outreach committee is to increase our membership within the Oaxaca community. Presently all students in Oaxaca have free memberships. While Spanish speakers can benefit from our collection, students who are bilingual or studying English will find a unique resource at the Library, a collection of 20,000 books in English as well as cultural events in English.

We are signing letters of agreement with schools and institutions that provide English classes and have improved reading habits as an educational goal.. Since the teachers are our partners in promoting English proficiency and reading habits to their students, we would like to recognize their

role in an aspect of our Outreach by offering a free membership. They can be role models as readers and members of the Oaxaca Lending Library.

Nominations

Officers

Vice President – Tom Lockwood

Nomination(s) from the floor

Vote

Secretary – Oreen Scott

Nomination(s) from the floor

Vote

Director(s)

Jackie Gordon

Nomination(s) from the floor

Vote

Nominations for Nominating Committee 2018-2019