

**Belleville Area District Library Board  
Regular Meeting Agenda  
August 9, 2022 at 7:30 PM**

**The Belleville Area District Library Board will meet in person in the library's 2<sup>ND</sup> floor Conference Room.**

**Agenda:**

1. Pledge of Allegiance
2. Roll Call: Cichewicz, Dawson, Hughes-Grubbs, Juriga, Peters, Priest, Stoudemire
3. Approve Agenda
4. Approve July 12, 2022, Regular Meeting Minutes
5. Public Comments
6. Committee Reports
  - A. Building-Cichewicz
  - B. Bylaws-Juriga
  - C. Finance-Stoudemire
  - D. Marketing-Hughes-Grubbs
  - E. Personnel-Priest
  - F. Policy-Dawson
  - G. Art
7. Approve Accounts Payable
8. Director's Report/Comments/Communications
9. Trustee Comments
10. Chair Comments
11. Adjournment

Any citizen wishing to provide input or ask questions about any agenda item may speak during the meeting's Public Comments section or forward comments to the Library Director in advance by leaving a message at 734-699-3291 or via the Contact Us link at [www.belleville.lib.mi.us](http://www.belleville.lib.mi.us). Any citizen requesting accommodation to attend this meeting may contact the library at least 24 hours prior to the meeting, using the above contact information.

Next Regular BADL Board Meeting: September13, 2022 at 7:30 PM

**Belleville Area District Library  
Meeting Minutes  
July 12, 2022**

1. **Call to Order:** Chair Sharon Peters called the meeting to order at 7:34 pm.
2. **Roll Call:** The following board members were present: Mary Jane Dawson, John Juriga, Sharon Peters, Linda Priest, and Tanya Stoudemire. Absent and excused: Joy Cichewicz and Alma Hughes-Grubbs. Also present: Library Director Mary Jo Suchy.
3. **Approve Agenda:**  
Motion by Dawson, seconded by Priest, to approve the agenda as presented. The motion carried unanimously.
4. **Approve June 14, 2022 Minutes:** Motion by Stoudemire, seconded by Juriga, to approve the June 14, 2022, minutes as presented. The motion carried unanimously.
5. **Public Comments:** None.
6. **Committee Reports**
  - A. **Building:** Suchy met with Dan Whisler and Matt Ratzow. They continue to work on a trench drain solution for the water that puddles at the meeting room emergency exit door. O'Neal Construction is still trying to obtain a replacement lens for the flagpole light. The children's portal lighting was repaired and wet seal was applied to the upper portion of the entry curtain wall. Dean Kokkales will complete the installation of the emergency exit locks next week. The humidification system experienced a leak over the weekend. O'Neal Construction is working on a solution with Long Mechanical. Motion by Dawson, seconded by Juriga, to approve O'Neal Construction Pay Application #48, pending approval by Dan Whisler and Mary Jo Suchy. Motion carried unanimously.
  - B. **Bylaws:** No report.
  - C. **Finance:** No report
  - D. **Marketing:** No report.
  - E. **Personnel:** No report.
  - F. **Policy:** No report.
  - G. **Art:** No report.
7. **Approve Accounts Payable:** Motion by Stoudemire, seconded by Dawson, to approve the accounts payable as presented. The motion carried unanimously.
8. **Director's Report:** See attached.
9. **Trustee Comments:**  
Stoudemire – Is hopeful that the registered voters in our community support the library on August 2, so that the library can maintain its services.

Priest – There are many opportunities, such as Music Lakeside, to be out in the community talking to people about the library.

Juriga – Will not be able to attend the August meeting. He will be out of town celebrating his 50<sup>th</sup> anniversary. He noted that the bollards in front of the library still need to be sealed.

Dawson – Is enjoying the nice weather.

**10. Chair Comments:**

Peters – She loved the information in the last Independent about the Green Man Sculpture in Horizon Park that was donated by the Jurigas.

**11. Adjournment:**

Motion by Juriga to adjourn, supported by Stoudemire. The motion carried unanimously. The meeting adjourned at 8:05 pm.

**Belleville Area District Library**

Date: 08/07/2022

Time: 4:56 PM

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**Operating:**

Check Date	Vendor Name	Check Description	Amount
07/12/2022	AMAZON CAPITAL SERVICES	Office Supplies	123.49
07/12/2022	APPLIED IMAGING	Copier/Printer Usage	490.44
07/12/2022	BELLEVILLE AREA INDEPENDENT	Advertising June 30	781.00
07/12/2022	CHASE CARDMEMBER SERVICE	Library Supplies	150.39
07/12/2022	CLEAR RATE COMMUNICATIONS	Fax Services	273.14
07/12/2022	DC LAWN & SNOW	May Lawn Care	187.20
07/12/2022	DEMCO	Office Supplies	494.69
07/12/2022	DTE ENERGY	Sumpter, Gas/ Electric	193.19
07/12/2022	ENVISIONWARE, INC	Renewal Invoice	2,520.00
07/12/2022	FRIENDS OF THE BELLEVILLE AREA	June Payout	485.24
07/12/2022	JOHNSTON ENTERPRISES, LLC	Postcard Printing/Handling	2,586.00
07/12/2022	MICHIGAN LIBRARY ASSOCIATION	Membership	85.00
07/12/2022	ODP BUSINESS SOLUTIONS LLC	Office/Bldg Supplies	72.66
07/12/2022	TARA MCCANN	Reimburse Conference Air Fare	306.78
07/12/2022	THE LIBRARY NETWORK	May Book Billing, Encompass EAP	16,233.98
07/12/2022	UNIQUE MANAGEMENT SERVICES INC	June Placements	48.60
07/12/2022	UNITED STATES POSTAL SERVICE	Postage Added to Permit 103	3,500.00
07/12/2022	WASTE MANAGEMENT OF MI, INC	Dumpster Service	407.05
07/14/2022	ALERUS FINANCIAL	Retirement	3,432.68
07/14/2022	VANTAGEPOINT TRANSFER AGENTS	Deferred Comp Plan	500.00
07/26/2022	A PRODUCTION BUILDING SOLUTION	Monthly Cleaning July/Carpet Cleaning	2,800.00
07/26/2022	ALERUS FINANCIAL	Retirement	3,424.23
07/26/2022	AMAZON CAPITAL SERVICES	Program Supplies	540.09
07/26/2022	AMERICAN LIBRARY ASSOCIATION	YA Symposium Registration	397.00
07/26/2022	BLUE CROSS BLUE SHIELD OF MICH	Dental	785.44
07/26/2022	DC LAWN & SNOW	June Lawn Care	234.00
07/26/2022	DTE ENERGY	Gas 4th Street	1,115.95
07/26/2022	GARDEN FANTASY GREENHOUSES	Flower Pots	434.98
07/26/2022	GUARDIAN ALARM	Alarm Service Sumpter Branch	45.42
07/26/2022	MERMAID MOLLY ENTERTAINMENT LL	Library Program 8/23/22	100.00
07/26/2022	ODP BUSINESS SOLUTIONS LLC	Building Supplies	1,056.21
07/26/2022	SHARON DUCKWORTH, CPA	Accounting Services July	1,025.00
07/26/2022	STANDARD INSURANCE COMPANY	Insurance	312.67
07/26/2022	SUMPTER TOWNSHIP	Water/ Sumpter Branch	111.45
07/26/2022	TARA MCCANN	Program Supplies	31.25
07/26/2022	THE LIBRARY NETWORK	Acquisition Services	4,725.13
07/26/2022	THRYV	YP Listing	58.25
07/26/2022	UNIFIRST CORP	Maintenance/Mats	72.27
07/26/2022	UNITED HEALTHCARE	Health Insurance	11,156.06
07/26/2022	VANTAGEPOINT TRANSFER AGENTS	Deferred Comp Plan	500.00
07/26/2022	WYANDOTTE ALARM COMPANY	Radio Monitoring 8/1-10/31	417.00
41	<b>Checks Total:</b>		<b>62,213.93</b>
41	<b>Bank Total:</b>		<b>62,213.93</b>

**Capital Project:**

Check Date	Vendor Name	Check Description	Amount
7/26/2022	DANIELS AND ZERMACK LLC	Project 2015-70	1,724.68
1	<b>Checks Total:</b>		<b>1,724.68</b>
1	<b>Bank Total:</b>		<b>1,724.68</b>
42	<b>Grand Total:</b>		<b>63,938.61</b>

# DIRECTOR'S REPORT

August 2022

**LIBRARY PROGRAMS**                      July: Adults: 8    Youth: 14

<b>LIBRARY VISITS</b>	<b>2022/23</b>	<b>2021/22</b>	<b>% change</b>
July	8,910	6,657	33.84%
Fiscal Year	8,910	6,657	33.84%

<b>TOTAL CIRC</b>	<b>2022/23</b>	<b>2021/22</b>	<b>% change</b>
July	23,563	23,532	0.13%
Fiscal Year	23,563	23,532	0.13%

<b>ADULT PROGRAMMING</b>	<b>2022/23</b>	<b>2021/22</b>	<b>% change</b>
July	79	51	54.90%
Fiscal Year	79	51	54.90%

<b>CHILDREN'S PROGRAMMING</b>	<b>2022/23</b>	<b>2021/22</b>	<b>% change</b>
July	606	244	148.36%
Fiscal Year	606	244	148.36%

**ALL AGES PROGRAMMING:**    July: 0    Fiscal Year: 400

<b>REF. QUESTIONS</b>	<b>2022/23</b>	<b>2021/22</b>	<b>% change</b>
July	1,430	1,286	11.20%
Fiscal Year	1,430	1,286	11.20%

<b>INTERNET USE</b>	<b>2022/23</b>	<b>2021/22</b>	<b>% change</b>
July	834	745	11.95%
Fiscal Year	834	745	11.95%

<b>YOUTH/TEEN INTERNET</b>	<b>2022/23</b>	<b>2021/22</b>	<b>% change</b>
July	150	70	114.29%
Fiscal Year	150	70	114.29%

**OPERATING MILLAGE:** I wholeheartedly thank everyone who helped with the passage of our library's operating millage restoration! I especially thank our voters for their support, and the staff and I look forward to continuing to serve our community for many years to come. We await certification of the final results from Wayne County, but the ballot measure passed with 4,846 yes votes (59%) and 3,385 no votes (41%).

**PROGRAMMING:** The library's summer reading programs came to a successful conclusion the last week of July. This was the first summer for in person programming in our new building, and it was great to see all of our performers and enthusiastic readers in person.

**STAFF:** Rachel Davies, who I reported last month had left us, has agreed to be one of our librarian substitutes for weekends. We welcome part-time library assistant, Samantha Cooney, who will begin training with us next week. Circulation clerk James Griffin has moved and is no longer with us. Shelving assistant Meghan Courtney has been promoted to circulation clerk. Now that I know the millage passed, the department heads and I can push forward with our plans for expanded hours.

www.publishersweekly.com /pw/by-topic/industry-news/bookselling/article/90039-mass-market-paperback-sales-whither.html

## Unknown Title

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### Where Are Mass Market Paperbacks Headed?

By Jim Milliot |

Aug 05, 2022



Comments



photo credit: google images

No matter which way you look at it, sales of mass market paperbacks have been in steady decline since 2017. NPD BookScan data shows that unit sales fell 31.5% in 2021 compared to 2017, while the Association of American Publishers put the decline in dollar sales at a more disturbing 42.7% in 2020. Both data sets show more declines occurring in 2022.

To be sure, the mass market paperback format has experienced ups and downs in the past. The last time *PW* wrote about the prospects for mass market paperbacks, in October 2014, the format was trying to recover from the shock it suffered due to the explosion of cheap e-books, especially in such important areas as romance and science fiction and fantasy. (Asked last week, during the DOJ's trial to prevent PRH from acquiring S&S, whether he had made reductions in title output following the Random House–Penguin

merger in 2013, PRH CEO Markus Dohle pointed to adjusting the number of mass market paperbacks published by Berkley/NAL in response to the flood of 99¢ and \$1.99 self-published e-books that hit the market, luring away readers of genre fiction.)

Article continues below.

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Low prices have always been one of the most important attractions for readers to mass market paperbacks, and that continues to be the case, according to Craig Swinwood, CEO of HarperCollins's Harlequin subsidiary and CEO of HC Canada. The most recent research, conducted by the company after the worst of the pandemic was over, found price accessibility and portability to be the first- and second-ranked reasons that consumers buy mass market titles.

Jennifer Long, v-p, deputy publisher of Gallery Books Group, the home to Simon & Schuster's mass market Pocket Books imprint, said pricing is a "very important consideration" for some readers. "As long as those consumers who want mass market continue to support it, we will continue to publish into it or risk losing them as readers."

All mass market publishers are aware of the price sensitivity around the format, and even as a few publishers have increased the trim size of mass market paperbacks, they are reluctant to go beyond the \$9.99 price point. The so-called price cap, especially in a time of rising costs, puts pressure on margins, acknowledged Swinwood, who noted that sales of mass market paperbacks for the company are generally flat, though they still account for about 49% of the publisher's revenue, down from 59% a few years ago.

The pricing limit is one reason mass market publishers have cut back on their output. Kristin McLean, analyst for NPD BookScan, said a factor in the drop in both mass market title output and sales is the steady migration of what she calls "the next generation" of major romance and mystery/thriller authors from mass market to trade paperback, a format that has had "tremendous growth" since 2017. One author who has undergone such a transition, McLean added, is Colleen Hoover.

Steve Zacharius, CEO of Kensington Publishing—which had 40 books on the *Publishers Weekly* mass market bestseller list in 2021, trailing only HarperCollins/Harlequin (145 titles) and PRH (43)—said that while



mass market remains “an important part of our publishing program,” Kensington has been “adapting what we publish in that format based on consumer preferences.” He supported McLean’s thesis about the movement of mass market authors to different formats, explaining that Kensington is publishing some general fiction and suspense authors in trade paperback and even hardcover.

Still, for books in other genres, such as westerns, mass market remains an important format. “We have begun to offer westerns in trade paper four to six times a year, and those titles have been successful for us, presumably reaching a different reader and one who might not be so price conscious,” Zacharius said. “But mass market will continue to be our primary western format as long as the marketplace continues to support it.”

The cozy mystery category provides another example of publishers altering their strategies to meet consumer expectations. Pocket’s Long said the publisher had reduced its number of mass market cozies. Zacharius said Kensington continues to see strong support and reorders on mass market cozies, but that to capture readers who prefer a trade paper format, Kensington now publishes in that format as well. “Like westerns, it is likely that price point comes into play,” he said. “For those voracious cozy readers who buy multiple books at a time, the mass market price point is very attractive.”

In romance, which remains an extremely important mass market genre, Zacharius said Kensington publishes contemporary romances primarily in the trade format, whereas historical romances are often done in both mass market and trade, depending on content and author.

For Harlequin, mass market remains an important way to introduce new authors—a formula many other publishers have also embraced. “The formula still works for us,” Swinwood said, noting that about 23% of authors who appear in Harlequin trade paperback and hardcover got their starts in mass market. The format also remains an effective way to introduce new voices, and Swinwood said new titles devoted to LGBTQ themes, for example, have resonated well.

The biggest challenge for mass market, as Swinwood sees it, is keeping retailers interested in carrying a large enough section to draw readers. While some bookstores carry the format, mass merchandisers, including Walmart, are important outlets for mass market paperbacks, as are grocery stores and other nontraditional outlets. If a store does not have a big enough mass market section, Swinwood said, customers tend to believe the department isn’t worth visiting. (In his testimony at the PRH-S&S trial, Dohle said that as sales of mass market paperbacks fell, big box retailers cut space dedicated to the format, limiting its distribution.)

To keep retailers carrying mass market paperbacks, HC conducted extensive research on the format. Swinwood said it found that 74% of print book buyers prefer mass market and that it’s the cornerstone of any retailers’ book offering. According to HC, consumers will often decide where to shop based on the quality of a retailer’s book department, and a good section features a variety of formats, including mass market. Mass market readers also tend to read more and spend more on books than readers of other formats.

According to Swinwood, the research found that mass market readers also drive incremental spending

where they shop: in book departments, 80% of mass market buyers will buy for a spouse or child on the same trip; across retailers overall, a significant number of retail visits are driven by the need for books, resulting in additional spending on nonbook items during those trips.

All publishers said they will continue to publish in mass market as long as consumers support it, but there was skepticism that rising inflation would spur a rebound in sales for the inexpensive format. Long said it seems more likely that consumers “will purchase less books and turn to their local libraries more as the prices of books across all formats continues to increase.”

Still, there is hope that mass market will see some sort of revival, including guarded optimism from ReaderLink, the largest distributor of the format. “From our perspective, the sales softening has been a result of supply chain issues and lack of printing capacity, not from a lack of consumer interest in the format,” said David Barker, executive v-p and chief marketing officer at ReaderLink.

## Mass Market Paperback Sales, 2017–2020

(\$ in millions)

2017	2018	2019	2020	Change 2017 vs. 2020
\$750	\$550	\$450	\$430	-42.7%

SOURCE: ASSOCIATION OF AMERICAN PUBLISHERS

# MassMarketPaperbackUnit Sales, 2017–2021

Year	Total Units Sold
2017	55,359,288
2018	49,713,176
2019	41,343,306
2020	39,090,036
2021	37,884,967
Change 2017 vs. 2021	-31.5%

SOURCE: NPD BOOKSCAN

## 2022 BESTSELLING MASS MARKET PAPERBACKS (THROUGH JULY 23)

TITLE	AUTHOR	IMPRINT	YTD SALES
Rich Dad Poor Dad	Robert T. Kiyosaki	Plata	159,165
1984	George Orwell	Signet	150,580
Lord of the Flies	William Golding	Perigee	123,257
Animal Farm	George Orwell	Signet	112,178
Of Mice and Men	John Steinbeck	Penguin	75,507
Finding Ashley	Danielle Steel	Dell	71,838
Better Off Dead	Lee Child	Dell	70,657
Sooley	John Grisham	Anchor	64,425
Nine Lives	Danielle Steel	Random House	58,809
Where the Crawdads Sing (movie tie-in)	Delia Owens	Putnam	55,882

SOURCE: NPD BOOKSCAN

www.facebook.com /25002325821/posts/pfbid0iggnFHxrwWNWM7FwhBvm3JLP2YBmUFJSGKv17hG2JqdfbB5qZYh1NdCL...

# Facebook

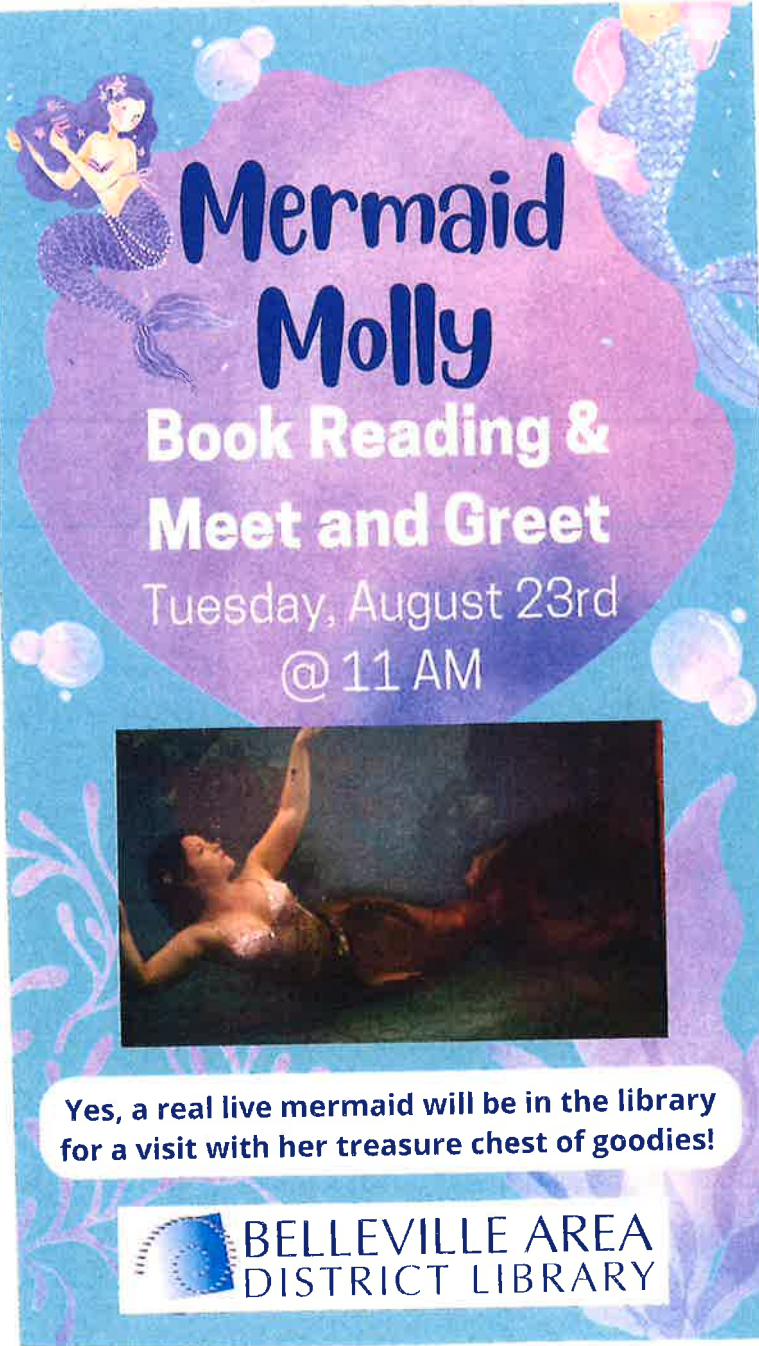
Michigan Library Association :



**MLA**

With votes tallied and tied up with a bow, we are proud to report that the [Belleville Area District Library](#) passed their operating millage by a 59 to 41 percent difference. Congratulations - well deserved!





# Mermaid Molly

**Book Reading & Meet and Greet**

Tuesday, August 23rd  
@ 11 AM



**Yes, a real live mermaid will be in the library for a visit with her treasure chest of goodies!**

 **BELLEVILLE AREA DISTRICT LIBRARY**

**DETROIT ZOO  
MI PUBLIC LIBRARY BOGO**

**Purchase one general admission ticket and receive a second general admission ticket redeemable for one child ages 2-18 years of age FREE!**

Tickets good through 12.31.2022  
Redeem at: <https://bit.ly/MiLibraryZoo>

