

TO: BOARD OF LIBRARY TRUSTEES

FROM: Library Services Department
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TITLE: Balboa Branch Library Report March 2015 – March 2016

The Balboa Branch Library is the “original” Newport Beach library, when a 2200 square foot building was constructed around existing public restrooms and opened in 1929. In 1952 this building was expanded to the current 5000 feet. While this branch is not as heavily used as Central and Mariners, we do have a dedicated base of regulars, mostly people who live on the peninsula or on boats. Summer is by far our busiest time of year, seeing a lot of foot traffic, heavy computer use by visitors, and children participating in the Summer Reading Program.

The branch is open 60 hours per week; late nights on Mondays and Wednesdays, and closed on Sundays.

Unique to the Balboa Branch is its Nautical Collection. This collection consists of fiction, nonfiction, reference, and DVDs. The Nautical Nonfiction collection in particular is quite popular. This consists of practical books on boating and sailing, repair manuals, narratives, history, and more.

Also unique to Balboa is the 3D Blu-ray collection, for adults and children.

Another unique, and new feature this year, is the Newport Beach Historical Society displays, which are in the room that formerly housed back issues of Nautical Periodicals.

For children, we offer two storytimes a week, as well as one special program per month such as a craft program or performer. We also do unannounced drop-in crafts, where we cover one of the tables in the kids area with colorful paper and leave crafts out for the kids to make.

Personnel

The Balboa Branch is staffed by one full-time librarian, two part-time clerks, and one page. Since the branch is open late two days a week, staff from Central and Mariners fill in the evening hours and other gaps in the schedule.

Evelyn Rogers took over as branch librarian in May of 2015 following Rebecca Lightfoot’s move to the Mariners Branch. Clerk Mike Payne has been a fixture at the branch since 1989, lives on the peninsula, and knows everybody. Daisy Hernandez is the other part-time clerk, a creative person, and a great addition to staff. Page John West, another peninsula local, started in September of 2015.

Facility Maintenance

This year we have added some nice updates and enhancements to the building. The window film on the front doors was replaced and new lettering applied. In the children’s area the computer workstation was replaced and color accents were painted on the walls, freshening and brightening that area. The hallway where the public restrooms are was repainted, as was the staff restroom. The History room was repainted in vivid blues, the same colors as the accents in the children’s area.

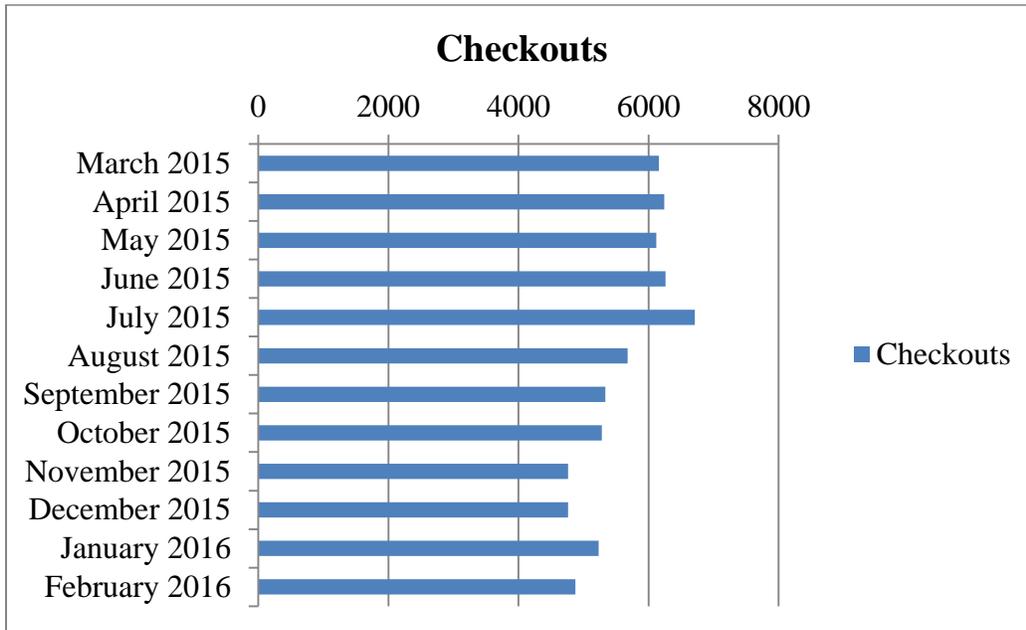
For staff collections and materials, the children’s craft closet was cleaned and organized a few months ago, and an inventory was written. This helps in the organization and implementation of children’s programs. The storytime materials: books, the iPod, crafts, flannels, and toys, were moved into one section of the office.

Public Service

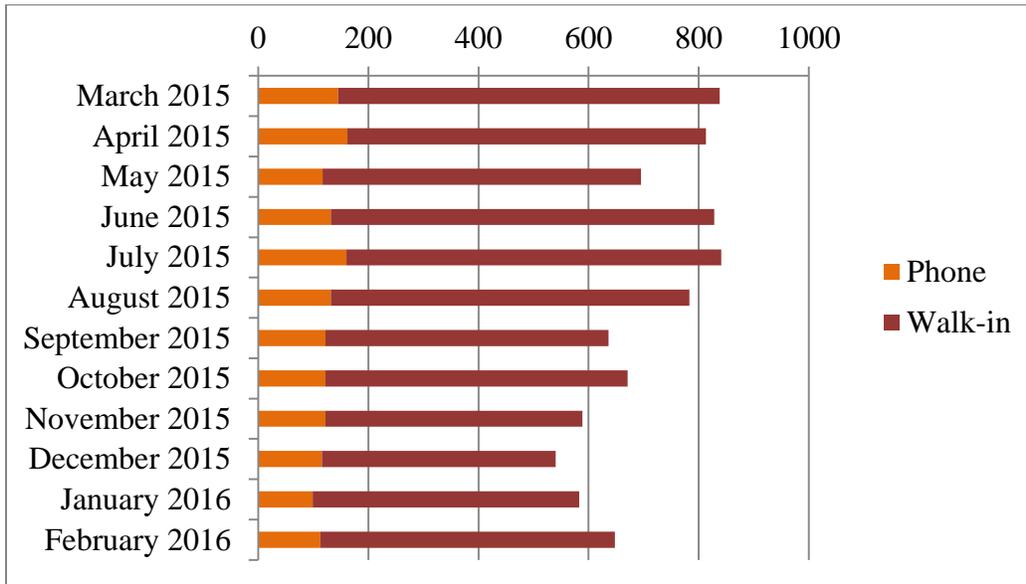
Balboa recently enabled wireless printing. We get quite a few college students who come here to study and they especially like having that feature available.

Circulation and Reference Services

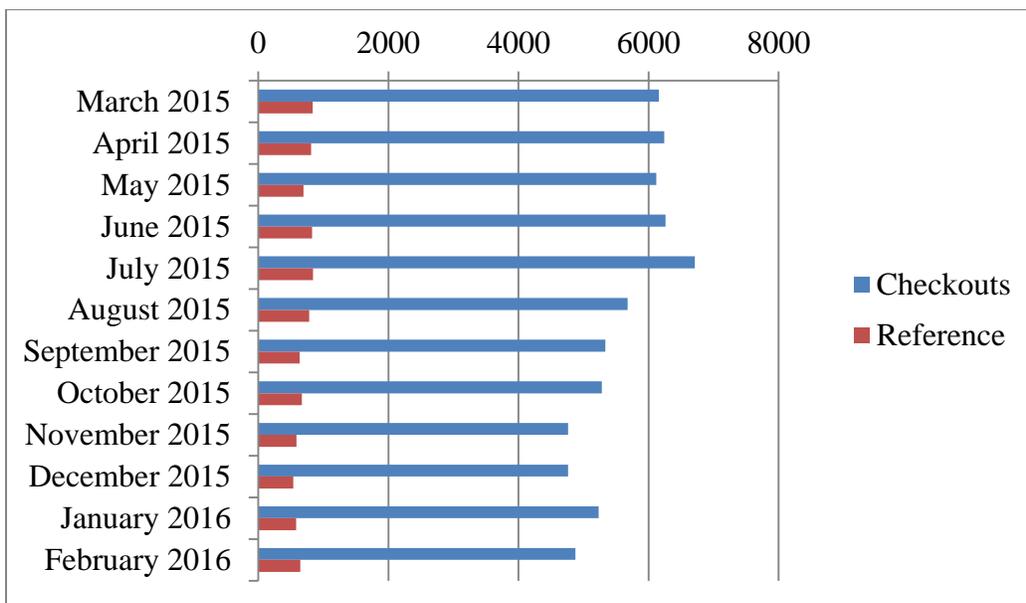
Balboa’s service population is 5,372, although much higher during summer with tourists and visitors who rent houses on the peninsula, many of whom have NBPL out-of-state library cards they renew in the summer. 62,540 checkouts occurred in the period from March 2015 to February 2016.



For the same time period we had a total of 7817 walk-in and telephone reference questions:



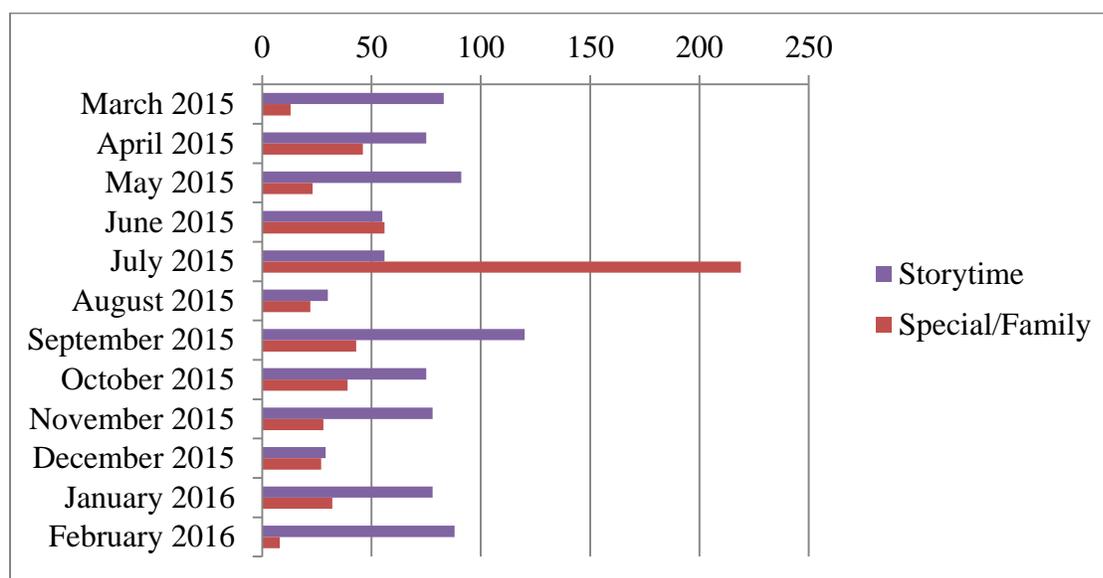
Checkouts and reference together:



Program Attendance

We present two children’s storytimes per week, Preschool Storytime and Books & Babies, and have a pretty steady group of attendees. Outreach to a local preschool/daycare and to the librarian at Newport El is done to promote our special programs, which are mainly for school-age children. In the period from March 2015 to February 2016, we have had 858 storytime attendees and 556 special program attendees.

Children's Storytimes and Special Programs:



Summer Reading

Storytime numbers drop a bit in the summer, but special program numbers increase. During the seven weeks of the annual Summer Reading Program, 297 people attended our special programs. 111 children signed up at the branch, and 45 finished the reading program.

Collection Maintenance

Balboa's collection consists of 36,730 items. Lately we have done a lot of rearranging, cleaning of shelves and area, and weeding, especially in Children's. The goal has been to clean up the various collections, making the branch look nicer and making it easier to find materials. We strive to keep our collections as fresh, relevant, and useful as possible.

So far, Reference has been weeded, inventoried, and reorganized, and the shelves cleaned. Adult DVDs were weeded and shifted. Nautical DVDs were moved out of the magazine room back into the main room, where they are more visible. An initial weeding of Nautical Nonfiction was done, and we received extra Friends money to update this collection.

In the children's department, graphic novels were moved to an area next to the paperbacks where they are more accessible. New nonfiction was shifted one shelf over, where there is a bit more room, and now the titles on all the spines are visible. Mysteries were interfiled with fiction, which is inconsistent with the rest of NBPL children's collections. The music CDs were moved onto wood display holders, which cleaned up that area.

Comments

The Balboa Branch has a dedicated base of folks who love their library: peninsula residents, sailors, students, and visitors.