



# CITY OF NEWPORT BEACH BOARD OF LIBRARY TRUSTEES AGENDA

Civic Center Council Chambers  
100 Civic Center Drive, Newport Beach, CA 92660

Monday, May 24, 2021 - 5:00 PM

***Board of Library Trustees Members:***

Paul Watkins, Chair  
Douglas Coulter, Vice Chair  
Kurt Kost, Secretary  
Barbara Glabman, Board Member  
Janet Ray, Board Member

**Staff Members:**

Rebecca Lightfoot, Acting Library Services Manager  
Francine Jacome, Administrative Support Specialist

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**SPECIAL NOTICE REGARDING COVID-19**

Given the health risks associated with COVID-19, the City of Newport Beach will proceed with the Board of Library Trustees meeting while strictly adhering to social distancing guidelines. To this end, the meeting will be conducted in the Newport Beach Civic Center Council Chambers, with the public invited to participate with a limit of 20 attendees. Based on recent guidelines from the OC Health Agency, face coverings are required.

The public can submit questions and comments in writing for the Board of Library Trustees to consider. Please send them by email to the Library Services Department at [LibraryBoard@newportbeachca.gov](mailto:LibraryBoard@newportbeachca.gov) by Sunday, May 23, at 4:00 p.m. to give the Board of Library Trustees time to consider your comments. All emails will be made part of the record.

The City remains committed to holding public meetings in a transparent manner, with public participation, ensuring City business continues in this challenging environment. The City of Newport Beach thanks you in advance for continuing to take precautions to prevent the spread of the COVID-19 virus.

The Board of Library Trustees meeting is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the Board of Library Trustees agenda be posted at least seventy-two (72) hours in advance of each regular meeting and that the public be allowed to comment on agenda items before the Board and items not on the agenda but are within the subject matter jurisdiction of the Board of Library Trustees. The Chair may limit public comments to a reasonable amount of time, generally three (3) minutes per person.

The City of Newport Beach's goal is to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, we will attempt to accommodate you in every reasonable manner. Please contact Tim Hetherton, Library Services Director, at least forty-eight (48) hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible at (949) 717-3801 or [thetherton@newportbeachca.gov](mailto:thetherton@newportbeachca.gov).

**NOTICE REGARDING PRESENTATIONS REQUIRING USE OF CITY EQUIPMENT**

Any presentation requiring the use of the City of Newport Beach's equipment must be submitted to the Library Services Department 24 hours prior to the scheduled meeting.

**I. CALL MEETING TO ORDER**

**II. ROLL CALL**

**III. PLEDGE OF ALLEGIANCE**

**IV. NOTICE TO THE PUBLIC**

*The City provides a yellow sign-in card to assist in the preparation of the minutes. The completion of the card is not required in order to address the Board of Library Trustees. If the optional sign-in card has been completed, it should be placed in the tray provided.*

*The Board of Library Trustees of Newport Beach welcomes and encourages community participation. Public comments are generally limited to three (3) minutes per person to allow everyone to speak. Written comments are encouraged as well. The Board of Library Trustees has the discretion to extend or shorten the time limit on agenda or non-agenda items.*

**V. CONSENT CALENDAR**

*All matters listed under CONSENT CALENDAR are considered to be routine and will all be enacted by one motion in the form listed below. Board of Library Trustees have received detailed staff reports on each of the items recommending an action. There will be no separate discussion of these items prior to the time the Board of Library Trustees votes on the motion unless members of the Board of Library Trustees request specific items to be discussed and/or removed from the Consent Calendar for separate action. Members of the public who wish to discuss a Consent Calendar item should come forward to the lectern upon invitation by the Chair.*

**A. Consent Calendar Items**

- 1. Minutes of the April 19, 2021 Board of Library Trustees Meeting (pp. 5-14)**

[DRAFT OF MINUTES](#)

- 2. Patron Comments (pp. 15-17)**

Monthly review of evaluations of library services through suggestions and requests received from patrons.

[PATRON COMMENTS](#)

- 3. Library Activities (pp. 18-26)**

Monthly update of library events, services, and statistics.

[APRIL ACTIVITIES](#)

- 4. Expenditure Status Report (p. 27)**

Monthly expenditure status of the library's operating expenses, services, salaries, and benefits by department.

[EXPENDITURE REPORT](#)

- 5. Board of Library Trustees Monitoring List (p. 28)**

List of agenda items and dates for monthly review of projects by the Board of Library Trustees.

[MONITORING LIST](#)

**VI. CURRENT BUSINESS**

**A. Items for Review**

**6. Media Lab Update (p. 29)**

Acting Library Services Manager Rebecca Lightfoot will update the Board on the Media and Sound Lab at Central Library.

[MEDIA LAB UPDATE](#)

**7. Marketing and Social Networking Update (pp. 30-45)**

Marketing Specialist Maria Nicklin will provide the annual briefing on Library marketing and social media activities.

[MARKETING UPDATE](#)

[MARKETING UPDATE-ATTACHMENT A](#)

**8. Lecture Hall Update**

Trustee Ray will report on activities related to the Library Lecture Hall project.

**9. COVID-19 Update (p. 46)**

Staff will update the Trustees on the Library's activities during COVID-19.

[COVID-19 UPDATE](#)

**10. Library Services**

Report of Library issues regarding services, patrons, and staff.

**B. Monthly Reports**

**11. Library Foundation Liaison Reports**

A. Library Foundation Board - Report on the most recent activities.

B. Library Live Lectures Committee - Report on the most recent activities.

C. Witte Lectures Committee - Report on the most recent activities.

**12. Friends of the Library Liaison Report**

Trustee update on the most recently attended meeting of the Friends of the Library.

**13. Literacy Services Liaison Report**

Trustee update on the most recent activities of the Literacy Services.

**VII. PUBLIC COMMENTS**

*Public comments are invited on non-agenda items generally considered to be within the subject matter jurisdiction of the Board of Library Trustees. Speakers must limit comments to three (3) minutes. Before speaking, we invite, but do not require, you to state your name for the record. The Board of Library Trustees has the discretion to extend or shorten the speakers' time limit on agenda or non-agenda items, provided the time limit adjustment is applied equally to all speakers. As a courtesy, please turn cell phones off or set them in the silent mode.*

**VIII. BOARD OF LIBRARY TRUSTEES ANNOUNCEMENTS OR MATTERS WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEM)**

**IX. ADJOURNMENT**

CITY OF NEWPORT BEACH

Board of Library Trustees  
Newport Beach Civic Center Council Chambers  
100 Civic Center Drive, Newport Beach, CA 92660  
Meeting Minutes  
Monday, April 19, 2021 – 5:00 p.m.

I. **CALL MEETING TO ORDER** – Chair Watkins called the meeting to order at 5:00 P.M.

II. **ROLL CALL** – Roll Call by Administrative Support Specialist Francine Jacome

Trustees Present: Chair Paul Watkins, Vice Chair Douglas Coulter, Secretary Kurt Kost, Board Member Janet Ray,

Trustees Absent: Board Member Barbara Glabman (excused)

Staff Present: Tim Hetheron, Library Services Director  
Francine Jacome, Administrative Support Specialist  
Rebecca Lightfoot, Adult Services Coordinator  
Debbie Walker, Youth & Branch Services Coordinator  
Melissa Hartson, Circulation & Technical Processing  
Coordinator/Acting Library Services Manager

Staff Absent:

III. **PLEDGE OF ALLEGIANCE** – Led by Chair Watkins

IV. **NOTICE TO THE PUBLIC**

V. **CONSENT CALENDAR**

A. **Consent Calendar Items**

1. **Minutes of the March 15, 2021 Board of Library Trustees Meetings**

With respect to the March 15, 2021 minutes Chair Watkins had the following changes:

- Handwritten Page 6, spelling of the word complement/compliment should be corrected.
- Handwritten Page 8, Item 7, the third line should say “complete an accurate report.”
- Handwritten Page 9, five lines from the top the word “need” should be “needs.” Additionally, “Monthly Reports to Migratory Bird Act” should be “Migratory Bird Treaty Act.” Finally, the name “Hanes” should be changed to “Hayes”
- Handwritten Page 10, near the bottom the name is “Lily King.”
- Handwritten Page 24, The Chair observed that they were still in good shape on the 2021 budget and congratulated Library Services Director Tim Hetheron and senior staff.

2. **Patron Comments**  
Monthly review of evaluations of library services through suggestions and requests received from customers.
3. **Library Activities**  
Monthly update of library events, services, and statistics.
4. **Expenditure Status Report**  
Monthly expenditure status of the library's operating expenses, services, salaries, and benefits by department.
5. **Board of Library Trustees Monitoring List**  
List of agenda items and dates for monthly review of projects by the Board of Library Trustees.

Motion made by Vice Chair Coulter, seconded by Board Member Ray, and carried (4-0-0-1) to approve the Consent Calendar with changes made to the Minutes.

AYES: Watkins, Coulter, Kost, Ray  
NOES:  
ABSTENTIONS:  
ABSENCES: Glabman

## VI. **CURRENT BUSINESS**

### A. **Items for Review**

6. **Library Lecture Hall Concept Design**  
The Library Lecture Hall Design Committee (LLHDC) requests that the Board of Library Trustees approve the concept design for the Library Lecture Hall as presented by Robert Coffee + Associates.

Library Services Director Tim Hetherton explained that the architect provided a narrative of the concept, which was prematurely added to the agenda packet. Therefore, the Board of Library Trustees (BLT) role is to consider approving the concept design as reflected in the PowerPoint presentation given by Board Member Ray.

Board Member Ray explained that in July 2019 the City Council recommended that the Library Lecture Hall Design Committee (LLHDC) be formed. The Committee is made up of Chair Jill Johnson-Tucker, Vice Chair Janet Ray, Council Member Diane Dixon, NBPLF Chair Karen Clark, and Matthew Witte. They have held public meetings, completed a great deal of work, and selected Robert Coffee + Associates as the architect. On April 12, 2021, the LLHD Committee approved the design concept as presented which was governed by architecture design guidelines. There is additional nonfixed seating in the lobby for up to 50 people to accommodate overflow. The permanent seating is 275 and it is sloped for optimal sight lines and Americans with Disabilities Act (ADA) compliance. The aisles are configured for ease of entry and exit. Minimal parking spaces were lost, and additional parking was added. The building is attractive from four sides and is close to the Bamboo

Courtyard for receptions. Finally, the design allows for natural lighting. The estimated budget for the project is between \$7 and \$8 million.

Board Member Ray utilized a PowerPoint presentation to show the Board the concept design and explain the parking situation. She addressed Board Member questions on specific items shown in the slides and stressed that the project is adequately parked. The slides showed the exterior and interior of the project and its proximity to the Bamboo Courtyard. She also indicated where the additional overflow seating would occur.

Chair Watkins thanked Board Member Ray for the presentation and opened the floor for questions and input.

Several Board Members stated positive thoughts on the project simultaneously.

Chair Watkins stated it was attractive, imaginative, and inspired but does not outshine the rest of the campus.

Board Member Ray stated that it tied the campus together.

Secretary Kost appreciated the new entryway to the library and the improved traffic flow.

Board Member Ray indicated she wanted to hear from the public and that the Board needed to make a recommendation to approve the concept design.

Chair Watkins called for the public comment.

Jim Mosher explained he missed the last meeting of the LLHDC and was surprised to learn that not only the BLT, but the Library Foundation had to approve the design. He thought the Foundation was only a support group and did not have veto power. He was also surprised and confused about the overflow seating in the lobby, but that was cleared up in the PowerPoint. Mr. Mosher was also concerned about traffic noise problems in the Bamboo Courtyard if the wall along Avocado Avenue was removed.

Board Member Ray stated that the sound question would be confirmed.

Jim Mosher stated that the contract with Mr. Coffee is in Phase 1 and that has five subparts. The planning section was supposed to have four site plans, a community meeting, and then a preferred concept. He did not recall a community meeting happening and there was supposed to be at least two. Based on these issues he was not sure where the City is in the process. Finally, the slides only show improvements to landscape on one side of the library and not the other and thought the original designer of the building might not appreciate it being visually divided in two.

Chair Watkins explained the BLT would look at the concept design as that is what they were charged to do.

Motion made by Secretary Kost, seconded by Vice Chair Coulter, and carried (4-0-0-1) to approve the concept design for the Library Lecture Hall as presented by Board Member Ray.

AYES: Watkins, Coulter, Kost, Ray

NOES:

ABSTENTIONS:

ABSENCES: Glabman

Chair Watkins thanked Board Member Ray and Administrative Support Specialist Francine Jacome for their work.

**7. Request to City Council to Maintain Current Fee for B&W Photocopies**

Staff requests that the Board of Library Trustees approve a request to City Council to maintain the current 15¢ fee for black and white photocopies.

Library Services Director Tim Hetherton reported that staff felt increasing the fee for black and white copies from 15¢ to 35¢ is too high and out of line with other libraries in the region. Staff is concerned that the price change would be an impediment to accessibility. He explained the current 15¢ fee is a nuisance fee intended to discourage patrons from hoarding the copier or using it to subsidize their business and asked the BLT to approve staff's request and send it to City Council. The fee for color copies would remain the same.

In response to Chair Watkins question, Library Services Director Tim Hetherton confirmed that color copies are 45¢. He stated they wanted to encourage people to use the library, but they are not seeking to profit over costs as the services provided to the community are priceless.

Chair Watkins said that when he makes copies at the library it is only several pages, not hundreds.

Library Services Director Hetherton agreed and added that part of the fee is mechanical in that the machine takes fees in 5¢ increments. The public has not complained about the cost of copies and generally do not make a lot of copies so the fee is well set and should be maintained.

In response to Secretary Kost's question Library Services Director Hetherton clarified that this was the photocopy fee and printing from the computers was a separate issue.

Circulation & Technical Processing Coordinator/Acting Library Services Manager Melissa Hartson stated that the City would study the remaining fees in the fall. Currently the charge for printing from a public computer is 15¢ per page in black and white and 75¢ per page for color.

Chair Watkins called for public comment.

Jim Mosher appreciated the clarification between the photocopy costs and the printing costs. He felt for people printing out pages at 15¢ when other City departments can deliver printing for 3¢ page. With respect to the City Council by ordinance Newport Beach is committed to recovering 100% cost for all services rendered. So, the City Council by ordinance would have to change the cost recovery table in the municipal code to indicate that it is accepting less than 100% cost recovery. He pointed out that the City does not recover 100% of the cost for almost all library services such as checking in and out books.



The library operates in a different recovery scheme than the rest of the City and he thought that needed to be acknowledged.

Motion made by Board Member Ray, seconded by Secretary Kost, and carried (4-0-0-1) to approve the request to City Council to maintain the current 15¢ fee for black and white photocopies.

AYES: Watkins, Coulter, Kost, Ray

NOES:

ABSTENTIONS:

ABSENCES: Glabman

**8. Study Room/Charles Sword Meeting Room Policy (NBPL 13)**

Staff recommends that the Board of Library Trustees review and approve proposed changes to the Study Room/Charles Sword Meeting Room Policy (NBPL 13).

Library Services Director Hetherton explained there are two changes to current policy. Currently the rooms are available only for groups of patrons, but staff would like to open that to single patrons as it is commonly requested. Patrons sometimes need a quiet place to teleconference or Zoom, practice a speech, etcetera. If a room is not requested by a group, it could be unavailable to potential users and the library does not want its resources underutilized. The other change is to replace the term “customer” with “patron” for consistency with other library policies.

Chair Watkins confirmed that handwritten pages 57 and 58 are the redlined changes being proposed.

Vice Chair Coulter questioned a line about the rooms not being for single person use.

Library Services Director Hetherton clarified that line was redlined out.

Chair Watkins called for the public comment.

Jim Mosher stated he had two suggestions. First, in the last line of the third paragraph on handwritten page 57 it says, “patrons must check in the reference desk” and it should say “patrons must check in at the reference desk.” Second, he suggested use of the room be prioritized to groups first with individuals being allowed to use the room for one hour and groups of two or more for two hours. An individual could extend their time if a group was not waiting.

Chair Watkins agreed with Mr. Mosher regarding the addition of the word “at,” but was not persuaded that groups ought to have priority over individuals assuming there is a reservation policy enforced. He also asked for Library Services Director Hetherton’s opinion on the second issue.

Library Services Director Hetherton stated he liked the policy as presented and thought it was easier to manage and fair for everyone.

Motion made by Vice Chair Coulter, seconded by Board Member Ray, and carried (4-0-0-1) to approve the proposed changes to the Study Room/Charles Sword Meeting Room Policy (NBPL 13) with the addition of the word "at."

AYES: Watkins, Coulter, Kost, Ray

NOES:

ABSTENTIONS:

ABSENCES: Glabman

**9. FY 2021-22 Library Services Proposed Budget**

Staff requests that the Board review and approve the proposed FY 2021-22 operating budget for the Library.

Circulation & Technical Processing Coordinator/Acting Library Services Manager Hartson presented the budget that staff worked with Finance and the City Manager to develop for Fiscal Year (FY) 2021-22. The Library did not ask for any program enhancements and maintained a flat budget. The Library submitted a flat budget and Finance staff made some adjustments, which were highlighted in handwritten page 62. Salary and benefits will increase due to MOUs, utilities were adjusted for increasing costs, and internal service funds decreased based on other department's needs.

In response to Secretary Kost's question Circulation & Technical Processing Coordinator/Acting Library Services Manager Hartson confirmed that the salaries represented a full staff.

Chair Watkins called for the public comment, but there was none.

Motion made by Vice Chair Coulter, seconded by Secretary Kost, and carried (4-0-0-1) to approve the proposed FY 2021-22 operating budget for the Library.

AYES: Watkins, Coulter, Kost, Ray

NOES:

ABSTENTIONS:

ABSENCES: Glabman

**10. Grant Acceptance from California State Library**

Staff recommends the Board of Library Trustees approve the acceptance of a \$12,000 Library Services and Technology Act (LSTA) Grant from the California State Library to support virtual youth programming.

Chair Watkins opened the item for discussion by the Board and called for the public comment, but there was none.

Motion made by Vice Chair Coulter, seconded by Secretary Kost, and carried (4-0-0-1) to approve the acceptance of a \$12,000 LSTA Grant from the California State Library to support virtual youth programming.

AYES: Watkins, Coulter, Kost, Ray

NOES:

ABSTENTIONS:

ABSENCES: Glabman

**11. Library Materials Selection**

Staff will provide an overview of materials selection.

Adult Services Coordinator Rebecca Lightfoot reported that one of the most important things she and her staff does is collect materials. They strive to provide a balanced and well-rounded collection on a wide variety of topics of interest to the community and patrons regardless of the medium. They use professional review journals, trends, collection development policy, and the *Library Bill of Rights* to develop the collection. They utilize data to determine any gaps in the collection and seek out items to fill the gaps. She explained how the Collection HQ software works and why it is useful in balancing the Library's collection.

In response to Board Member Ray's question Adult Services Coordinator Lightfoot explained that "dead on arrival" items are given to the Friends of the Library.

In response to Vice-Chair Coulter's question about items with zero circulation Adult Services Coordinator Lightfoot stated she did not look at the specific numbers, but that it was rare for an item to have zero circulation.

Chair Watkins said that the report taught him new terms of art. He called for the public comment.

Jim Mosher appreciated staff's desire to replace "grubby" items, but he disagreed with how "dead" and "dead on arrival" books were determined. He noted that prior to the pandemic patrons would read and use materials at the library so materials could have been used and not checked out. Personally, he has checked out books just so that they are not considered "dead" or "dead on arrival." He reminded the Board of a quote from a Library director in New York who mentioned the serendipity of someone reading a book that no one has read in the last 20 years.

Chair Watkins stated that it was not easy to make judgement calls.

Adult Services Coordinator Lightfoot agreed, but stated that dust on the top of a book is a rather good indication of interest.

Chair Watkins thanked Adult Services Coordinator Lightfoot for the report and received and filed the report.

**12. COVID-19 Update**

Staff will update the Trustees on the Library's activities during COVID-19

Library Services Director Hetherton reported that on April 12, 2021, the Central Library and Mariners Branch opened at full capacity. The public can remain in the building for study and research. The furniture has been reconfigured to facilitate social distancing and the public is complying and responding well to the policy. Face masks are required for all staff and patrons. The Library should be fully staffed by then end of May or early June and then will reopen Balboa and Corona del Mar, which are currently running curbside service. Currently, they are short approximately 10 staff members. Public programming and story

time can be resumed when the County cycles out of the tier system, but there might be a State and County component. Staff will continue to look for guidance regarding public gatherings. The Friends will continue operating out of the Friends room and the Bamboo Courtyard until programs are resumed. The Bistro has sought the clearance to reopen, but he was unaware of the date.

In response to Board Member Ray's question about reopening the remaining branches Library Services Director Hetherton stated they should be fully staffed and ready to reopen at the end of May or beginning of June. The City is actively recruiting for the positions. Once fully staffed the Library will resume night and weekend hours.

In response to Board Member Ray's question about former staff Library Services Director Hetherton explained they were holding open recruitment for new staff. The staff that was telecommuting are largely back and the remaining telecommuters will return at the end of May/beginning of June.

Chair Watkins called for the public comment, but there was none. He thanked Library Services Director Hetherton for the report and received and filed it.

### **13. Library Services**

Report of Library issues regarding services, patrons, and staff.

Library Services Director Hetherton reported they were making progress with the Friends gift shop and the Foundation passport office. Four members of the staff will be certified in person as notaries on May 15, 2021. The equipment has been ordered and some items are ready for assembly. Staff is working on getting the merchandise, but the City must complete the application for the reseller's permit, which is in progress.

The public had no comment, so the Board received and filed the report.

### **B. Monthly Reports**

#### **14. Library Foundation Liaison Reports**

##### **A. Library Foundation Board – Report on the most recent activities.**

Board Member Ray stated that Kunga Wangmo-Upshaw is the Acting Executive Director/CEO. At the last Foundation meeting the Chair announced that 60 applicants for the position had been narrowed to two candidates. The Foundation is working well, being fiscally responsible, and planning next year's programming, which they hope will be in person.

The public had no comment, so the Board received and filed the report.

##### **B. Library Live Lectures Committee – Report on the most recent activities.**

Library Services Director Hetherton reported that the Stuart Palley event went well with 64 attendees and positive feedback. Library Live has an event on May 14, 2021, with author Steven Rowley in conversation with Samantha Dunn. Mr. Rowley was a featured speaker about a year or year and a half ago at a literacy event and was very popular.

The public had no comment, so the Board received and filed the report.

**C. Witte Lectures Committee** – Report on the most recent activities.

Secretary Kost stated that the Witte Lectures Committee met the previous week and were planning 2022 with the intention of holding in person events. The Committee is also putting together a book bundle for the sponsors for this year including the lead book from each speaker for this season and a \$30 gift card. This season has wrapped and was successful, with one event selling a record 297 tickets. The season even had international reach with people from Canada and around the United States attending the Zoom events.

In response to Chair Watkin's question Secretary Kost stated that next year's speakers have not been announced.

The public had no comment. The Board received and filed the report.

**15. Friends of the Library Liaison Report**

Trustee update on the most recent activities of the Friends of the Library.

Vice Chair Coulter reported that the volunteers continued to do an outstanding job. March revenue is up with the bookstore bringing in \$15,925, Amazon bringing in \$587, and the membership bringing in \$390 for a total of \$17,048. The membership is down to 682, but they are creative and are implementing new ideas. He explained various sales held and announced the current promotion where members get 50% off until May 1. He announced that he had membership applications should anyone be interested and gave the organization considerable praise.

**16. Literacy Services Liaison Report**

Trustee update on the most recent activities of Literacy Services.

Chair Watkins reported the next ProLiteracy happy hour is with Marla Jo Fischer on April 24, 2021 at 5:00 p.m. He stressed that Ms. Fischer is extremely funny and encouraged attendance. ProLiteracy is actively trying to recruit learners. He was not sure if interest was affected by COVID-19. ProLiteracy has approximately \$400,000 so fundraising has not suffered. The organization also puts out an outstanding newsletter, *Literally Speaking*, every two months.

In response to Board Member Ray's question Chair Watkins stated he did not know how they recruited learners, but he assumed there was a public announcement.

Library Services Director Hetherton said he was unsure of the recruitment process, but that he knew they took referrals from employers and community colleges.

The public had no comment. The Board received and filed the report.

**VII. PUBLIC COMMENTS ON NON-AGENDA ITEMS**

Jim Mosher stated he appreciated Chair Watkin's diligence in calling for the public comment on each agenda item, but he had a comment on an item that the Chair forgot to call the comment on, which was the Friends report. He appreciates what the Friends do and suggested the Board or staff request clarification on whether they accept foreign language books.

Vice Chair Coulter assured Mr. Mosher he would find out the policy and announce it at the next Board meeting.

Mr. Mosher said that if the Friends did not feel there was a market for foreign language books in the Newport Beach store, there are other Friends of the Library groups in Orange County that would be happy to receive the books so they might want to coordinate with each other.

Chair Watkins apologized for his oversight on the Friends public comment.

Mr. Mosher stated his non-agenda comment was that the City has scheduled the Aviation Committee meeting at the same time as the Board's meeting. Last month he had to choose which meeting to attend virtually and he chose the Aviation meeting. He tried to attend both meetings this time, but it did not work very well. He suggested that one of the meetings be moved in the future.

Chair Watkins acknowledged that on April 13, 2021, Mr. Mosher had made that comment to Council. He thanked Mr. Mosher for his participation.

**VIII. BOARD OF LIBRARY TRUSTEES ANNOUNCEMENTS OR MATTERS WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEM)**

Chair Watkins announced the next meeting on Monday, May 17, 2020 at 5:00 p.m. in Council Chambers.

**IX. ADJOURNMENT – 6:20 P.M.**

NEWPORT BEACH PUBLIC LIBRARY PATRON COMMENTS			APRIL 2021
Comment # Date Received Source of Comment Staff Member Staff Member Title Date Responded to Patron	Comment	Response	
3/31/21 & 4/1/21 <u>Email &amp; Phone</u> Nadia Dallstream & Terry Sanchez <u>Librarian &amp; Programs Specialist</u> 4/1/2021	<i>Thrivers: The Surprising Reasons Why Some Kids Struggle and Others Shine</i> by Michele Borba--please add to hold list...It was nice talking with you on the phone yesterday afternoon. Thank you for assisting me to reserve the books. It warms my heart that we have such a wonderful library with knowledgeable librarian like you! We appreciate your efficiency and efforts! Have a great week!	Thank you for your request. We will add the book to the collection. I will place a hold on the book for you, and you will get an email to let you know when it is ready for you to pick up.	
4/1/2021 <u>Email</u> Terry Sanchez <u>Programs Specialist</u> 4/1/2021	I will be there at Genealogy Uncovered. Again, thank you for getting me into this program. I really enjoyed the last session I attended. I hope you have a great day.	Thank you for your reply. I'm happy to hear that you are able to attend the next session and that you enjoyed the previous workshop!	
4/1/2021 <u>Email</u> Tim Hetherington <u>Library Services Director</u> 4/2/2021	I was looking at the "modified services" page on the website and wanted to inquire whether patrons of the library were allowed to research/study during library hours at the moment. Thank you!	Thanks for contacting NBPL. We are planning to expand public services in response to the County moving into the orange tier. This will most likely entail allowing the public to study in the Central Library, depending on the guidance we receive from the County, the State of California, and the City Manager. We are still working out the details and we will make an announcement shortly. We appreciate your patience as the Library incrementally returns to normal operations. Thank you.	
4/4/2021 <u>Email</u> Debbie Walker <u>Branch &amp; Youth Coordinator</u> 4/5/2021	With the reopening of the Central Library, are you accepting book donations? Thank you very much.	Yes, book donations are being accepted at this time through the Friends of the Library. I've included verbiage below regarding their current policies about donations. The following information can be found on their webpage: <a href="https://www.newportbeachlibrary.org/about/friends-of-the-library">https://www.newportbeachlibrary.org/about/friends-of-the-library</a> . Bookstore donations will be accepted from 10:30 am until noon, Monday through Saturday in the Bamboo Courtyard at the Central Library. 1. All donations must be in small or medium size boxes. 2. Maximum of 4 boxes may be dropped off at any one time. 3. All books need to be in better condition. Books should be clean with no tears, foxing, broken spines, missing pages, etc. 4. Fiction & non-fiction should preferably be from the last 6-10 years except for classics and history. 5. We do take CDs & DVDs. 6. We do not accept: • Encyclopedias unless they're 100 years old. • TimeLife books • Reader's Digest condensed books • Medical books, health books, law books, and travel books older than 8 years. • VHS or cassette tapes. If you have questions, email us at <a href="mailto:nblfriend@gmail.com">nblfriend@gmail.com</a> . PLEASE do not drop off donations at any other time. They will not be accepted. A donation receipt will be provided if desired. Hope you will find this information useful.	
4/12/2021 <u>Email</u> Rebecca Lightfoot <u>Adult Services Coordinator</u> 4/12/2021	I have heard some libraries offer mobile Wi-Fi hotspots for loan. Does Newport Beach do that? I am traveling for one week need some access to Wi-Fi. Thank you.	Yes, the Newport Beach Public Library does have mobile hotspots that you may check out with your library card. Here's the link to the record in the catalog, where you can place a hold: <a href="https://nb.ent.sirsi.net/client/en_US/default/search/detailnonmodal/ent:\$002f\$002fSD_ILS\$002f\$002fSD_ILS:181777/one?qu=tech+to+y+WiFi+Mobile+Hotspot">https://nb.ent.sirsi.net/client/en_US/default/search/detailnonmodal/ent:\$002f\$002fSD_ILS\$002f\$002fSD_ILS:181777/one?qu=tech+to+y+WiFi+Mobile+Hotspot</a> . I hope that helps! Please let me know if you have any other questions. Thank you.	



NEWPORT BEACH PUBLIC LIBRARY PATRON COMMENTS			APRIL 2021
Comment # Date Received Source of Comment Staff Member Staff Member Title Date Responded to Patron	Comment	Response	
4/13/2021 Email Melissa Hartson Library Services Manager, Acting 4/13/2021	I was wondering if it was possible to purchase a library card online or if I have to purchase one in person.	You may apply for a temporary Web-Registered card for immediate access to many of our eBranch resources. To obtain a full access library card, please visit our Central Library or Mariners Library. There is a short Registration Form to complete and staff will need to see your CA driver's license or ID to issue you a permanent card. Thank you for your inquiry.	
4/13/2021 Email Melissa Hartson Library Services Manager, Acting 4/13/2021	Do you guys accept book donations? If so, what are the details? Thanks.	<p>The Friends of the Library are accepting donations. Below are their donation guidelines. Bookstore donations will be accepted from 10:30 am until noon, Monday through Saturday in the Bamboo Courtyard at the Central Library.</p> <ol style="list-style-type: none"> <li>1. All donations must be in small or medium size boxes.</li> <li>2. Maximum of 4 boxes may be dropped off at any one time.</li> <li>3. All books need to be in better condition. Books should be clean with no tears, foxing, broken spines, missing pages, etc.</li> <li>4. Fiction &amp; non-fiction should preferably be from the last 6-10 years except for classics and history.</li> <li>5. We do take CDs &amp; DVDs.</li> <li>6. We do not accept: <ul style="list-style-type: none"> <li>• Encyclopedias unless they're 100 years old.</li> <li>• Time/Life books</li> <li>• Reader's Digest condensed books</li> <li>• Medical books, health books, law books, and travel books older than 8 years.</li> <li>• VHS or cassette tapes.</li> </ul> </li> </ol> <p>If you have questions, email us at <a href="mailto:nblibfriend@gmail.com">nblibfriend@gmail.com</a>. PLEASE do not drop off donations at any other time. They will not be accepted. A donation receipt will be provided if desired. Thank you for your support! We could not make our substantial gifts to the Library without your donations. Thank you for your inquiry.</p>	
4/27/2021 Email Melissa Hartson Library Services Manager, Acting 4/27/2021	I've just applied for an ecard, and I plan to visit the Mariners branch today. Where on your website might I find the circulation period for physical books? Thank you.	Here is our website link to the Library's Circulation Policy. Section 3.0 lists the Loan Periods for our materials. The checkout period for most of our physical books is 21 days and they may be renewed for four additional 21-day periods if they have not been placed on hold by other patrons. Thank you for your inquiry.	
4/27/2021 Email Rebecca Lightfoot Adult Services Coordinator 4/27/2021	What are they building on the site of the old library?	It looks like the Vivante Senior Housing Project is being constructed on the site of the old Newport Center Library at 850 San Clemente Drive. You can read more about the project on the City's website: <a href="https://www.newportbeachca.gov/government/departments/community-development/planning-division/current-projects-and-cases/vivante-senior-housing-project">https://www.newportbeachca.gov/government/departments/community-development/planning-division/current-projects-and-cases/vivante-senior-housing-project</a> . Thank you.	
4/28/2021 Email Terry Sanchez Programs Specialist 4/28/2021	My teen loves this workshop. We appreciate your flexibility (and Chris's) with my daughter switching to the car after the first hour. She is 100% participating in the car on her way to dance each week. It warms a mom's heart! Thanks again for this opportunity!	Thank you for your email. I am very happy to hear that your daughter is enjoying the writing workshop. We love that she still wants to stay on even in the car (silver lining of virtual class)! Chris is a truly gifted teacher and we are fortunate to have him teach this series. If your daughter is up for it, I encourage her to participate in the session two workshop in May as well. Each series is always a little different as Chris is constantly changing things up and pushing students to grow. Many participants retake his class several times in order to keep their writing skills up. Thank you again for your email.	



NEWPORT BEACH PUBLIC LIBRARY PATRON COMMENTS			APRIL 2021
Comment # Date Received Source of Comment Staff Member Staff Member Title Date Responded to Patron	Comment	Response	
4/28/2021 Email Terry Sanchez Programs Specialist 4/29/2021	Thanks for the great class! My teen enjoyed it!	Thank you for your email. I'm very glad to hear your son enjoyed the writing class. It was fun to see the kids progress in just three short weeks! Hope to have him participate in future workshops. He was a great addition to the class.	
4/28/2021 Email Terry Sanchez Programs Specialist 4/29/2021	I just want to thank you once more for the opportunities with the library. But especially with these students. I hope you can tell how much fun I'm having and how comfortable I am with that kind of program. The fact that we had everybody return like that each week made me so happy. I can't think of many more things that are as satisfying as watching students express themselves, find their voices and begin to make sense of the world. It's really an honor to be part of it so I just wanted to say thanks again. -- <i>From Chris Epting, Author &amp; NBPL Writing Workshop Instructor</i>	Thanks for the email, Chris. It's always a pleasure to get to put on a great program with you. And it makes me happy to know that you enjoy it too! You really are gifted in drawing out people's stories and it was equally as fun for me to get to watch each participant open up and be eager to share. Looking forward to a continued partnership in bringing great programming to NBPL.	

## **NEWPORT BEACH PUBLIC LIBRARY**

To: Board of Library Trustees  
From: Tim Hetherton, Library Services Director  
Re: Report of Library Activities – May 24, 2021 Meeting

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### **TIM HETHERTON, LIBRARY SERVICES DIRECTOR**

*"The three most important documents a free society gives are a birth certificate, a passport, and a library card."*

- E.L. Doctorow

#### **Friends Gift Shop/Foundation Passport Office update**

Staff continues to plan for the opening of the Friends Gift Shop and the Foundation Passport Office. The retail space is now equipped with furniture and shelving, as well as new office equipment. Balport Lock & Key installed locks on all cupboards in addition to changing out the lock on the double door. Staff was able to install the floating shelves that will be used to display merchandise. AC Pozos Electrical rewired some non-working wall sockets and IT made a few visits to the area to pull cables and set up computers. Staff is working on signage and Library-branded merchandise. A special thanks to Facilities Manager Debbie Walker who coordinated the vendors and Facilities Maintenance Specialist Eddie Flores who completed much of the work.

Library staff who have received notary training took their certification exams on May 15 and are awaiting their test results.

#### **Black and White Photocopying Fees**

On Tuesday, June 8, 2021, the City Council agenda will include an ordinance of the City Council of the City of Newport Beach, California, amending Exhibit A to the Newport Beach Municipal Code Section 3.36.030 related to cost recovery. This is the first reading of an amendment to the Municipal Code to retain the current black and white photocopying fee of \$0.15.

#### **WHEELHOUSE LIST FOR LIBRARY TRUSTEES:**

- **Board of Library Trustees meeting**  
Monday, June 21, 5 p.m.  
site TBD

## **DEBBIE WALKER - BRANCH AND YOUTH SERVICES COORDINATOR**

### **Branches**

Mariners opened at 100% capacity with socially distanced seating and study table availability on April 12. The numbers are steady, and patrons were happy for the opportunity to read and browse in the building. Balboa and CdM continued curbside service for the time being, and CdM welcomed Shannon Pirus to the staff as their part-time Library Assistant. Shannon is filling the position vacated by Daisy Hernandez earlier last year when she was promoted to the full-time Library Clerk position.

### **Youth Services**

For the second year in a row, to highlight the fact that April is National Poetry month, Children's Librarian Liz Aaron, with the assistance of Chris Hennigan (Adult Services full-time Library Assistant), planned and presented a virtual "Poetry Party" that ran for the entire month. This year, in addition to the opportunity to submit poetry for online publication, kits were made available with items to help create poetry masterpieces. At least 90 kits were distributed, and 15 submissions were made available via our social media platforms. National Library Week (April 4 – 10) was celebrated with a variety of guest virtual storytime readers that included Grace Leung (City Manager), Carol Jacobs (Assistant City Manager), City Council Members Will O'Neill, Joy Brenner and Diane Dixon as well as Board of Library Trustees Chair Paul Watkins along with his wife Ronnie. A fun streaming program available through the week was offered by magician Brian Richards. Preparations are well underway for Summer Reading Program which begins on Saturday, June 12, 2021. The Youth Services team also received the good news that at least two major publishers, Penguin Random House, and Simon & Schuster, extended online reading permissions through September 2021 allowing Children's staff to film video storytimes for summer in the coming weeks.

### **Teen Services**

The first events planned and presented under the umbrella of the virtual programming initiative ***Learn & Grow @ Your Library*** began in April. These programs were aimed at the teen audience and included "College Planning for Freshmen and Sophomores", presented by Collegewise in partnership with NBPL, and "Storytellers," a three-part series of writing workshops designed to increase storytelling skills and cultivate the teen voice on social media. These virtual writing workshops were led by author Chris Epting. YAAC met virtually and offered suggestions for Teen Summer Reading Program prize books and updates to the current Young Adult booklists.

### **Facilities**

Regular service calls and inspections were conducted by Jimni (sump pumps) and Interface (fire alarm system) during the month of April.

Facilities Maintenance Specialist Eddie Flores reinforced several of the hold shelves at Central. Once it was announced that Central and Mariners would re-open at 100% capacity on Monday, April 12, Eddie immediately put in place his plan to move tables, chairs, and other furnishings to accommodate socially distanced seating and studying. He assisted Andy Kachaturian in carrying out a similar plan for the Mariners facility. When both locations opened at 9:00 a.m. that Monday, all furnishings were in place.

During that same week, a toilet was replaced in the Women's staff restroom at Central. On Tuesday, April 27, 2021 a "Worn Flag Deposit" box was installed at the front entrance of the Mariners Library.

## **MELISSA HARTSON - CIRCULATION AND TECHNICAL PROCESSING COORDINATOR**

### **Staff Vacancies**

The recruitment for five part-time Library Clerk and five Library Page positions posted this month. The Clerk position opened mid-April and closed at the end of the month. The Page position opened at the end of the month and will close mid-May. After screening applications, HR will invite candidates to take an online exam. Qualified candidates will then move on to the first-round interviews set for May.

## **REBECCA LIGHTFOOT - ADULT SERVICES COORDINATOR**

### **Marketing**

Marketing Specialist Maria Nicklin worked on promoting the Library during National Library month as well as getting the materials ready for the upcoming Summer Reading Program.

### **Beanstack**

About 70 patrons have signed up for Beanstack accounts since the service went live at the end of March. We expect to see a surge in sign-ups when we start advertising the Summer Reading Program.

### **Programming**

In April we continued with two more classes in our virtual Genealogy Uncovered series. The April 8 program had 22 attendees and the April 22 program had 19 attendees.

### **Collections**

Staff is concentrating on ordering the last of the fiscal year materials and working on replacing high circulating items with newer, fresher copies and updating out of date materials.

# Proquest Articles Retrieved 2020-2021

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	AVG.
Business Databases	861	837	888	1376	1009	1095	1339	1411	1285	1266			1137
Newspapers--Current	982	816	829	1121	815	888	958	673	608	640			833
Newspapers--Historical	1621	1058	2165	3478	4175	2282	1116	1710	2584	2847			2304
Magazines	17	30	49	38	40	44	47	2853	35	29			318

Database FY Comparisons	JUL 2020	AUG 2020	SEP 2020	OCT 2020	NOV 2020	DEC 2020	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	YTD 20/21
<b>Tracked by #searches</b>													
A to Z Databases	517	1252	1581	2455	1997	6449	4541	3098	3722	2907			28519
Ancestry	2366	5105	3777	1812	1145	110	886	1133	507	722			17563
AskART	32	14	19	26	9	23	157	34	39	56			409
Brainfuse JobNow/VetNow	**	**	**	29	39	234	165	140	46	40			693
Britannica School Edition	37	0	0	99	0	87	39	63	118	122			565
Facts on File Ancient History	4	0	15	5	1	12	0	9	146	27			219
Gale Archives Unbound	3066	876	11169	14235	3270	1095	3504	443	7241	878			45777
Gale Directory Library	9	1	19	29	37	1	7	3	25	3			134
Gale in Context: Biography	39	44	19	16	39	1	19	15	130	16			338
Gale in Context: Elementary	50	9	1	0	2	5	10	8	3	7			95
Gale in Context: Opposing View	46	69	74	65	1679	288	300	36	85	54			2696
Gale Literature Resource Center	48	49	34	50	40	3	75	46	143	64			552
Gale Virtual Reference Library	127	31	19	40	194	25	55	26	53	55			625
HeritageQuest	2396	2792	2820	3924	2637	97	4247	4179	1981	2764			27837
Legal Information Ref Center	9	23	15	29	24	25	21	74	114	47			381
National Geographic	26	18	12	18	14	58	12	22	42	26			248
National Geographic Kids	24	31	6	18	27	35	12	13	26	21			213
NewsBank (OC Register)	1411	1609	1237	1276	3074	769	1238	988	1084	1276			13962
NoveList Plus	69	85	55	47	28	4	25	58	149	176			696
NoveList K-8 Plus	15	17	20	30	70	19	12	20	63	44			310
ProQuest	2568	2280	2709	3677	2748	2748	3281	5774	2621	2740			31146
Proquest eLibrary	*	*	31	4	22	0	8	17	12	2			96
Reference USA Business	903	828	842	561	558	4196	3552	1944	997	519			14900
Reference USA Residential	8	40	40	22	34	24	36	30	27	33			294
SIRS Discover	*	*	16	6	0	1	2	5	0	1			31
SIRS Issues Researcher	*	*	12	10	16	6	20	129	279	475			947
World Book Online	24	2	65	59	36	25	40	513	121	117			1002
<b>Tracked by #sessions</b>													
Gale Presents: Peterson's Test and	29	4	20	25	34	32	34	24	39	32			273
<b>Tracked by #page views</b>													
Consumer Reports	3137	3941	3072	2132	3238	2950	2255	2829	2862	2031			28447
CultureGrams	45	81	85	10	179	192	41	31	33	66			763
Morningstar	44184	31804	12785	26047	28354	30254	30104	17631	11956	10141			243260
NetAdvantage	6262	4216	5818	9366	8647	7221	5625	12622	5362	5311			70450
RealQuest	72	136	35	99	193	174	222	76	306	90			1403
Tumblebooks	160	78	51	111	25	75	24	115	101	60			800
Value Line	11076	9740	10629	13068	14503	11068	9745	10907	12846	15209			118791
<b>Tracked by courses</b>													
Udemy	1721	2316	2124	2083	1470	1987	5715	7220	4925	4253			33814
<b>Tracked by Hours Used</b>													
ABCmouse	***	***	***	***	***	***	***	***	44.52	72.82			117.3
Rosetta Stone	95.6	97.1	98.63	55.78	63.05	89.93	103	92.95	57.52	34.98			788.5

Notes:

Biography in Context database name changed to Gale in Context: Biography

Opposing Viewpoints database name changed to Gale in Context: Opposing Viewpoints

Testing & Education Ref. Center name changed to Gale Presents: Peterson's Test and Career Prep

\*Proquest eLibrary, SIRS Discover, and SIRS Issue Researcher added Sept 2020

\*\*JobNow/VetNow added Oct 2020 from the California State Library, adjusted tracking metric to Database Usage in March 2021 instead of submissions (usage was not showing up in "submissions"), adjusted previous months retroactively

\*\*\*ABCMouse added for remote use Feb 2021 with full usage tracking starting March 2021

**NBPL Website Usage 2020-2021**

Metric	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Total Users	29721	33169	33247	36204	33638	34090	45379	34336	36218	35654			35166	351656
New Users	25824	27006	26917	30022	28399	28786	40305	28989	31291	30644			29818	298183
Sessions	73936	72313	71550	71518	64528	64372	79282	64655	69284	64615			69605	696053
Pageviews	289912	299267	283384	257889	228504	224847	258484	225790	238644	214385			252111	2521106
Sessions Per User	2.49	2.18	2.15	1.98	1.92	1.89	1.75	1.88	1.91	1.81			2.00	--
Pages Per Session	3.92	4.14	3.96	3.61	3.54	3.49	3.26	3.49	3.44	3.32			3.62	--
Avg. Session Dur. (min)	3.37	3.27	3.07	2.82	2.70	2.60	2.42	2.70	2.72	2.60			2.83	--
Bounce Rate (%)	45.83	49.01	49.11	51.97	53.67	54.58	59.52	54.89	54.97	55.42			52.90	--

**Cassie Wireless (Spot) Total Number of Sessions 2020-2021**

Location	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Balboa	136	142	103	142	104	94	128	78	63	24			101	1014
CdM	31	23	7	4	10	13	12	7	4	6			12	117
Mariners	377	440	412	553	468	470	601	473	556	686			504	5036
Central	825	1252	1497	2421	1747	1609	1644	1645	1999	5144			1978	19783
<b>Total</b>	1369	1857	2019	3120	2329	2186	2385	2203	2622	5860			2595	25950

**Cassie Wireless (Spot) Total Length of Sessions (min) 2020-2021**

Location	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Balboa	6934	6878	5737	6890	5244	5181	6588	3872	2953	1271			5155	51548
CdM	1323	1127	305	173	331	597	549	282	172	284			514	5143
Mariners	17988	20663	20004	27269	23019	23218	30131	23587	27159	37011			25005	250049
Central	40969	64316	75610	119221	86190	78577	81968	82501	97285	328918			105556	1055555
<b>Total</b>	67214	92984	101656	153553	114784	107573	119236	110242	127569	367484			136230	1362295

**Cassie Wireless (Spot) Average Length Per Session (min) 2020-2021**

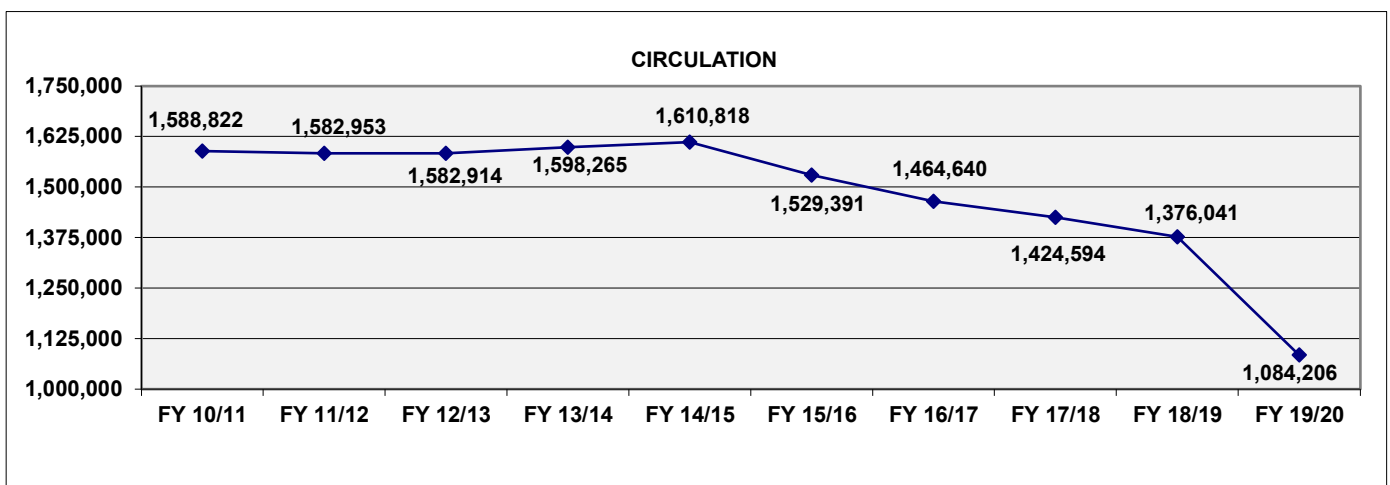
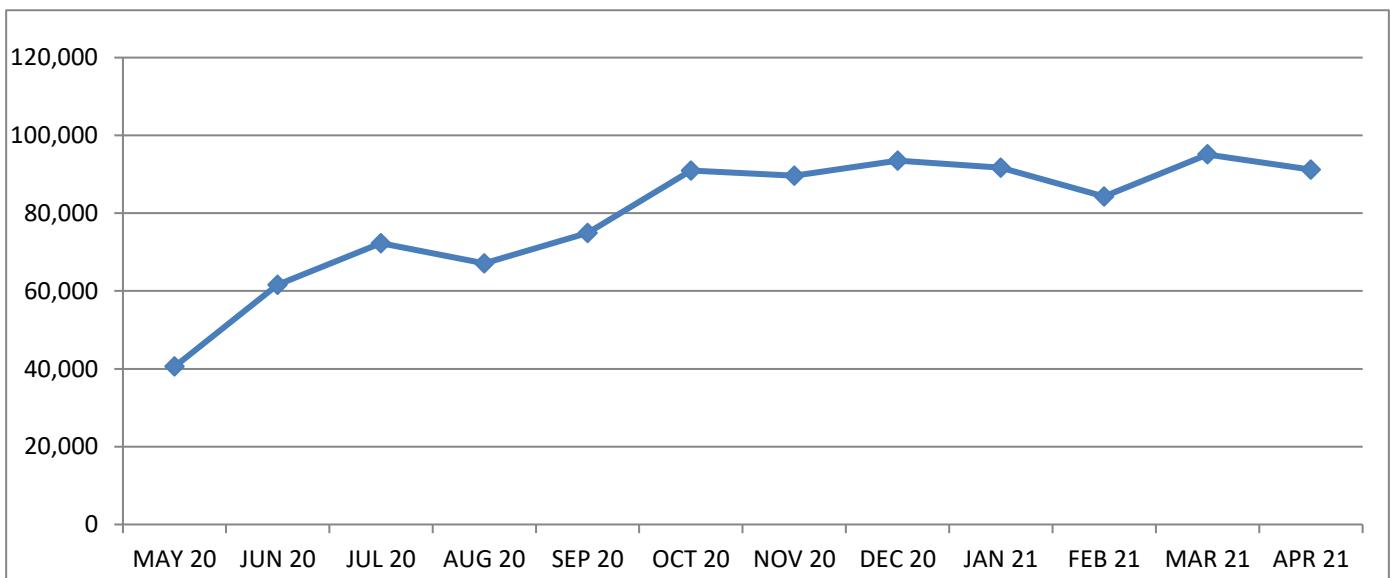
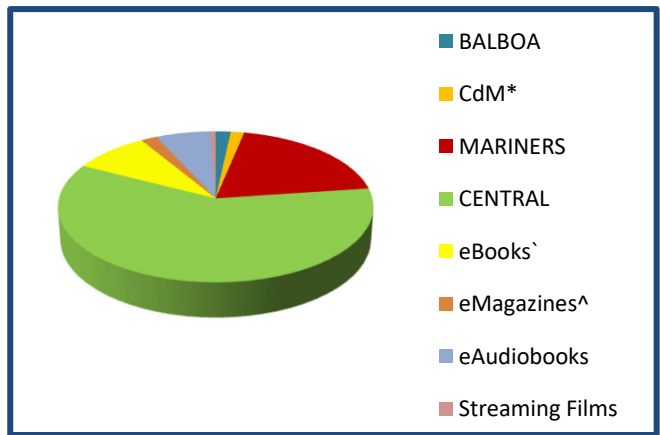
Location	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Balboa	50.99	48.44	55.70	48.52	50.42	55.12	51.47	49.64	46.87	52.96			50.84	--
CdM	42.68	49.00	43.57	43.25	33.10	45.92	45.75	40.29	43.00	47.33			43.96	--
Mariners	47.71	46.96	48.55	49.31	49.19	49.40	50.13	49.87	48.85	53.95			49.65	--
Central	49.66	51.37	50.51	49.24	49.34	48.84	49.86	50.15	48.67	63.94			53.36	--
<b>Total</b>	49.10	50.07	50.35	49.22	49.28	49.21	49.99	50.04	48.65	62.71			52.50	--

## NEWPORT BEACH PUBLIC LIBRARY - APRIL 2021

### CIRCULATION

COVID-19 CLOSURE 3/16/20+ WITH CURBSIDE SERVICE; IN-PERSON PROGRAMS CANCELED 3/12/20+  
CENTRAL REOPENED 9/21/20; MARINERS REOPENED 3/22/21

	APR 21	YTD 20/21	YTD 19/20
<b>BALBOA</b>	1,568	22,762	44,288
<b>CdM*</b>	1,396	21,022	27,896
<b>MARINERS</b>	17,876	132,930	204,403
<b>CENTRAL</b>	54,467	485,541	543,232
<b>eBooks`</b>	7,976	83,002	69,869
<b>eMagazines^</b>	1,688	44,582	36,046
<b>eAudiobooks</b>	5,666	53,519	48,371
<b>Streaming Films</b>	587	7,470	8,243
<b>TOTAL</b>	<b>91,224</b>	<b>850,828</b>	<b>982,348</b>



\* Corona del Mar Branch Library was closed for reconstruction from April 2018 to July 2019.

^ Excludes 2/1/21-2/10/21 data as a result of RBDigital migration to OverDrive.

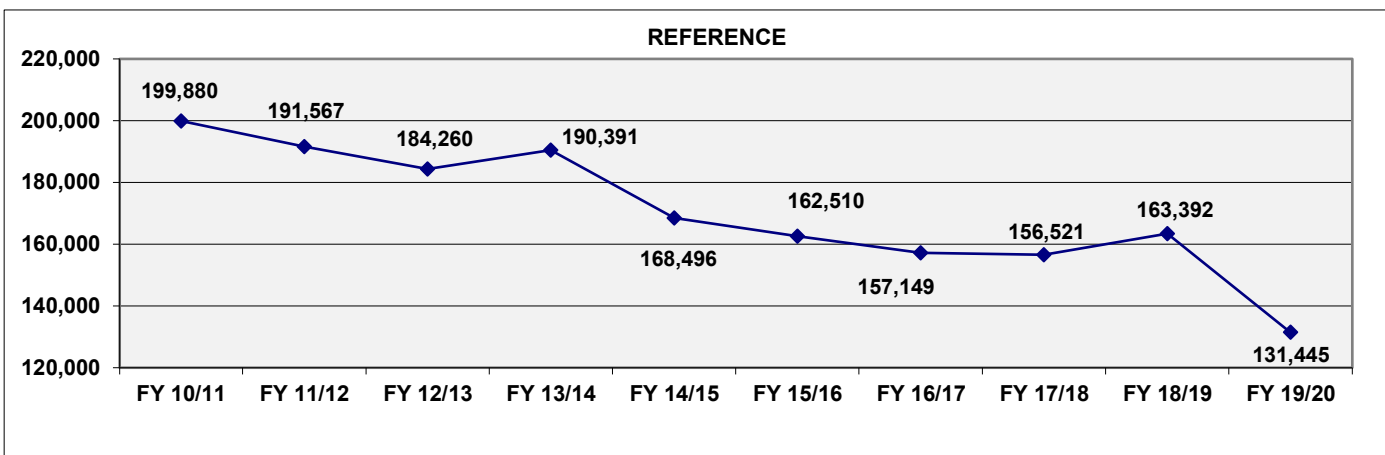
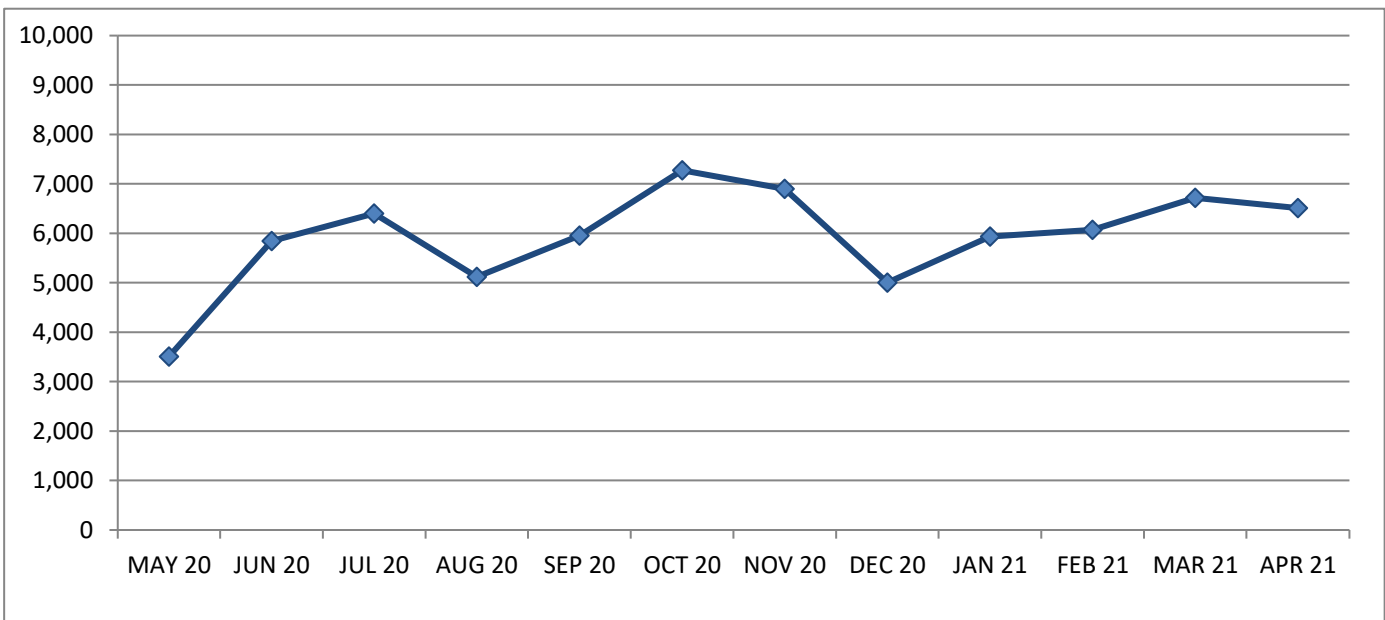
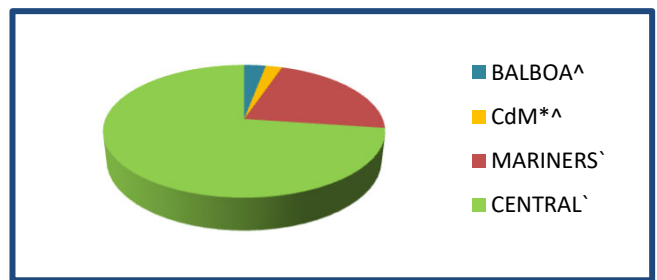
` Includes Comics Plus data beginning March 2021.

# NEWPORT BEACH PUBLIC LIBRARY - APRIL 2021

## REFERENCE

COVID-19 CLOSURE 3/16/20+ WITH CURBSIDE SERVICE; IN-PERSON PROGRAMS CANCELED 3/12/20+  
CENTRAL REOPENED 9/21/20; MARINERS REOPENED 3/22/21

	APR 21	YTD 20/21	YTD 19/20
BALBOA^	193	2,660	3,939
CdM*^	147	2,252	6,716
MARINERS`	1,429	15,423	26,387
CENTRAL`	4,742	41,535	85,048
<b>TOTAL</b>	<b>6,511</b>	<b>61,870</b>	<b>122,090</b>



\* Corona del Mar Branch Library was closed for reconstruction from April 2018 to July 2019.

^ Includes reference and curbside phone calls.

` Includes reference and curbside phone calls, reference and curbside emails, and in-person reference transactions.

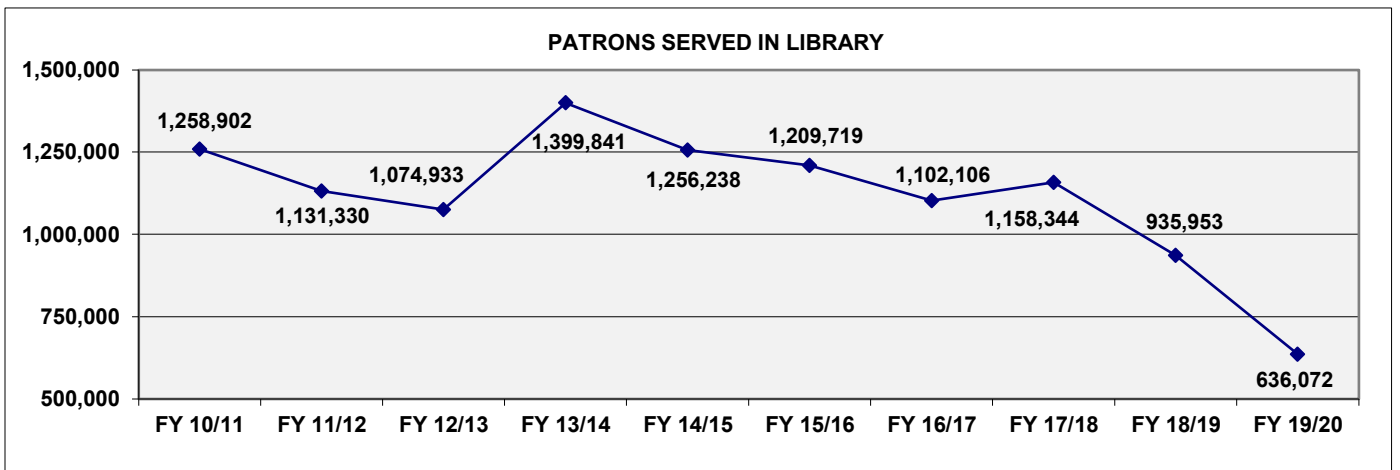
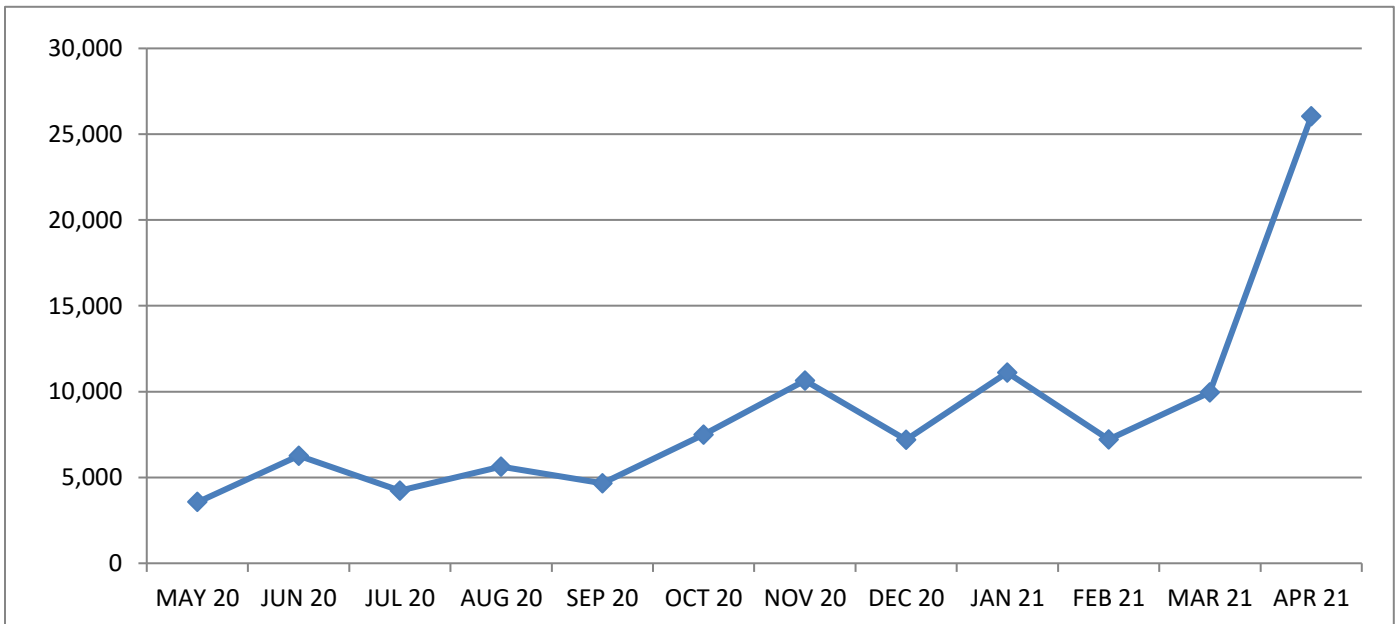
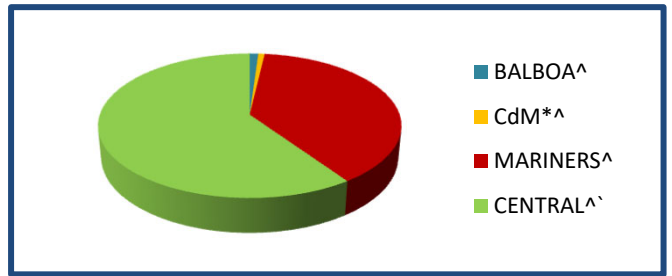


## NEWPORT BEACH PUBLIC LIBRARY - APRIL 2021

### PATRONS SERVED IN LIBRARY

COVID-19 CLOSURE 3/16/20+ WITH CURBSIDE SERVICE; IN-PERSON PROGRAMS CANCELED 3/12/20+  
CENTRAL REOPENED 9/21/20; MARINERS REOPENED 3/22/21

	APR 21	YTD 20/21	YTD 19/20
BALBOA^	277	2,836	27,959
CdM*^	203	2,757	32,260
MARINERS^	10,035	27,213	167,137
CENTRAL^`	15,526	61,340	398,879
<b>TOTAL</b>	<b>26,041</b>	<b>94,146</b>	<b>626,235</b>



\* Corona del Mar Branch Library was closed for reconstruction from April 2018 to July 2019.

^ Includes curbside pickups.

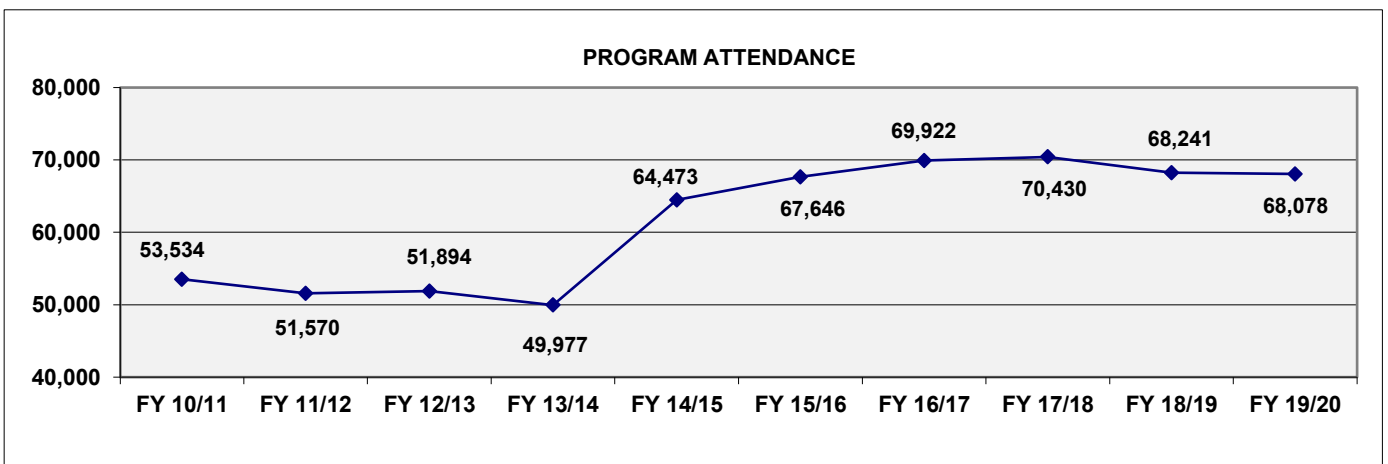
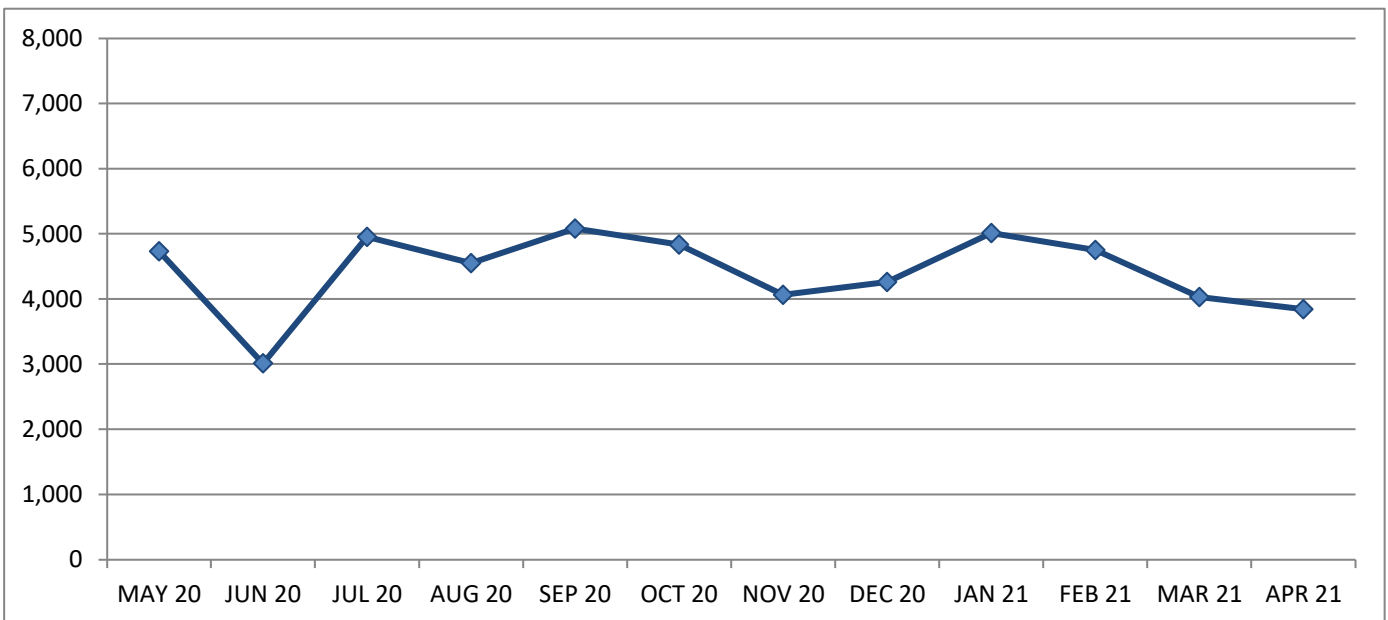
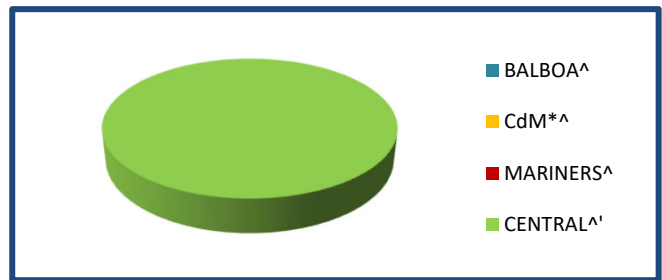
` Excludes walk-ins from 9/21/20 to 9/30/20.

## NEWPORT BEACH PUBLIC LIBRARY - APRIL 2021

### PROGRAM ATTENDANCE

COVID-19 CLOSURE 3/16/20+ WITH CURBSIDE SERVICE; IN-PERSON PROGRAMS CANCELED 3/12/20+  
CENTRAL REOPENED 9/21/20; MARINERS REOPENED 3/22/21

	APR 21	YTD 20/21	YTD 19/20
BALBOA^	0	245	984
CdM*^	0	220	4,105
MARINERS^	0	1,028	8,829
CENTRAL^	3,842	43,874	46,417
<b>TOTAL</b>	<b>3,842</b>	<b>45,367</b>	<b>60,335</b>



\* Corona del Mar Branch Library was closed for reconstruction from April 2018 to July 2019.

^ Includes live virtual program attendance, recorded program views, and/or self-directed program participation.

**LIBRARY EXPENDITURES**

(May 3, 2021)

**FY 2020-21**

<b>ACCOUNT DESCRIPTION</b>	<b>ORIGINAL APPROP</b>	<b>REVISED BUDGET</b>	<b>YTD EXPENDED</b>	<b>MONTHLY EXPENDED</b>	<b>AVAILABLE BUDGET</b>
<b>I            SALARY &amp; BENEFITS</b>					
SALARY FULL-TIME REGULAR	2,933,536	2,933,536	2,268,896	222,878	664,640
SALARY PART-TIME	1,044,147	1,079,897	563,606	57,094	516,291
BENEFITS	2,086,990	2,224,501	1,821,229	262,738	403,272
<b>SALARY &amp; BENEFITS TOTAL</b>	<b>6,064,673</b>	<b>6,237,934</b>	<b>4,653,732</b>	<b>542,710</b>	<b>1,584,202</b>
<b>II           MAINT &amp; OPERATION</b>					
PROFESSIONAL SERVICE*	164,393	171,535	144,032	11,977	27,503
UTILITIES	271,491	271,491	162,720	12,752	108,771
PROGRAMMING	5,500	7,500	1,427	17	6,073
SUPPLIES**	81,970	83,236	34,529	6,068	48,707
LIBRARY MATERIALS	619,740	626,529	551,218	32,018	75,311
FACILITIES MAINTENANCE	184,686	184,871	124,152	16,730	60,719
TRAINING AND TRAVEL	10,681	10,681	581	25	10,100
GENERAL OPERATING EXPENSES***	24,202	24,452	10,412	948	14,040
PERIPHERALS	5,000	5,000	81	18	4,919
INTERNAL SERVICE FUNDS	1,858,439	1,858,439	1,548,699	154,870	309,740
OFFICE EQUIPMENT	2,000	2,000	979	0	1,021
<b>MAINT &amp; OPERATION TOTAL</b>	<b>3,228,102</b>	<b>3,245,734</b>	<b>2,578,830</b>	<b>235,424</b>	<b>666,904</b>
<b>LIBRARY BUDGET TOTAL</b>	<b>9,292,775</b>	<b>9,483,668</b>	<b>7,232,561</b>	<b>778,134</b>	<b>2,251,107</b>

\*PROFESSIONAL SERVICES - INCLUDE OUTSIDE PRINTING, JANITORIAL, WINDOW SERVICE

\*\*INCLUDES OFFICE , PROCESSING AND JANITORIAL SUPPLIES

\*\*\*INCLUDES, ADVERTISING, DUES, EVENT INSURANCE

BOARD OF LIBRARY TRUSTEES MONITORING LIST			
Previous Agenda Date	AGENDA ITEM		Scheduled Agenda Date
Ongoing	Lecture Hall Update		Ongoing
Ongoing	COVID-19 Update		Ongoing
Ongoing	Policy Review (See List Below)		Ongoing
June 15, 2020	Media Lab Update		May 24, 2021
June 15, 2020	Marketing Update & Social Networking Update		May 24, 2021
June 15, 2020	Financial Report Comparison of Beginning Budget to End of the Year Amended Budget (Every June)		Jun 21, 2021
Aug 17, 2020	Branch Update - CDM		Jun 21, 2021
Jul 20, 2020	Election of Board of Library Trustees Officers/Trustee Liaisons		Jul 19, 2021
Jul 20, 2020	Proposed Library Closures for Winter Holidays 2021		Jul 19, 2021
Aug 17, 2020	Information Technology Update		Aug 16, 2021
June 15, 2020	Adult and Reference Services Update		Aug 16, 2021
Sep 21, 2020	Literacy Program Update		Sep 20, 2021
Oct 19, 2020	Branch Update - Mariners		Oct 18, 2021
Oct 19, 2020	Youth Services Update		Oct 18, 2021
Nov 16, 2020	Performance Review of Library Services Director (Closed Session)		Nov 15, 2021
Jan 19, 2021	Review Holidays / Meeting Schedule 2021		Jan 18, 2022
Jan 19, 2021	Newport Beach Public Library eBranch, Database and Downloadable Services Review		Jan 18, 2022
Feb 16, 2021	Annual Budget - Preliminary Review		Feb 22, 2022
Feb 16, 2021	Arts & Cultural Update		Feb 22, 2022
Aug 17, 2020	Branch Update - Balboa		Mar 21, 2022
Apr 19, 2021	Annual Budget - Approval		Apr 18, 2022
Apr 19, 2021	Library Material Selection		Apr 18, 2022
LAST REVIEWED	POLICY REVIEW		
Mar 18, 2019	NBPL 4	Children in the Library Policy	Jun 21, 2021
Apr 23, 2019	NBPL 14	Friends Meeting Room	Aug 16, 2021
Jan 22, 2019	NBPL 10	Laptop/Use Borrowing Policy	Dec 20, 2021
Jan 21, 2020	NBPL 3	Library Gift and Donor Policy	Jan 18, 2022
Jun 15, 2020	NBPL 12	Circulation Policy	Jun 20, 2022
Jul 20, 2020	CC I-1	Library Services Policy (Council Policy I -1)	Jul 18, 2022
Aug 17, 2020	NBPL 2	Collection Development Policy	Aug 15, 2022
Sep 21, 2020	NBPL 9	Expressive Use Areas	Sep 19, 2022
Nov 16, 2020	NBPL 6	Media Lab Use Policy	Nov 21, 2022
Nov 16, 2020	NBPL 7	Sound Lab Use Policy	Nov 21, 2022

**TO:** BOARD OF LIBRARY TRUSTEES

**FROM:** Library Services Department  
Tim Hetherton, Library Services Director  
(949) 717-3810, [thetherton@newportbeachca.gov](mailto:thetherton@newportbeachca.gov)

**PREPARED BY:** Rebecca Lightfoot, Adult Services Coordinator

**TITLE:** Media Lab Update – May 2021

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### **OVERVIEW**

The Newport Beach Public Library's Media Lab opened to the public in November 2013 as part of the City Hall project and library expansion. The Media Lab equipment and software provide professional-grade services to meet the needs of the community.

### **Media Lab**

The Media Lab, which is comprised of computer workstations and the Sound Lab, provides specialized software and equipment. The age range of the primary users is 15-35 years old. The Media Lab introduces a segment of the population to public libraries that are generally less inclined to rely on library services. The use of the Media Lab resources is free, thanks to generous funding from the Newport Beach Public Library Foundation. Since the Stay at Home order in March of 2020, the Media Lab and Sound Lab have been closed to the public. Due to the configuration of software on the Media Lab computers and the small size of the room, reopening to the public has been delayed until guidance from the State and County allows for it. The ventilation in the Sound Lab, coupled with the need to remove a face mask while recording, have kept it closed as well.

Patrons have access to specialized software, such as: Adobe Creative Cloud, Adobe Illustrator, Adobe Flash, Pro Tools, GarageBand, Audition, Final Cut Pro, iMovie, iPhoto, Adobe Photoshop, Adobe After Effects, Adobe Encore, Adobe Premiere Pro, Adobe Dreamweaver, Adobe Contribute, Adobe Fireworks, Adobe Creative Cloud, AutoCAD, and Adobe InDesign. Patrons can use workstations to create a movie or comic, mix an album, edit film and video, build a website, and aid in graphic design. The Media Lab offers equipment and computer software designed to make digital copies of VHS tapes, audio cassettes, LPs, photos, slides, film (stills only), and negatives.

### **Tech Toys**

The Tech Toys collection of circulating equipment, launched in May 2016, continues to circulate well. Librarian I Alex Jenkins and Library Assistant Chris Hennigan have been refreshing the Tech Toys collection to add fresh new items that patrons have requested. The library added five mobile hotspots in February of 2020 that have been popular. Also added were several devices for recording music at home and classic video gaming systems.

### **NOTICING:**

This agenda item has been noticed according to the Brown Act (72 hours in advance of the meeting at which the Board of Library Trustees considers the item).

**TO:** BOARD OF LIBRARY TRUSTEES

**FROM:** Library Services Department  
Tim Hetherton, Library Services Director  
(949) 717-3810, [thetherton@newportbeachca.gov](mailto:thetherton@newportbeachca.gov)

**PREPARED BY:** Maria Nicklin, Marketing Specialist

**TITLE:** Marketing and Social Networking Update

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**DISCUSSION:**

Marketing Specialist Maria Nicklin will present an update of NBPL marketing and social media efforts.

**NOTICING:**

This agenda item has been noticed according to the Brown Act (72 hours in advance of the meeting at which the Board of Library Trustees considers the item).

ATTACHMENT A: NBPL Marketing Update

NBPL MARKETING UPDATE  
MAY 2021

## **OVERVIEW**

The Newport Beach Public Library is the soul of our community. It educates, inspires, and informs. Over one million people use the Library each year, proving just how relevant the Library remains today.

## **GOALS**

- To enhance the perception of the Library
- To articulate the value of the Library
- To polish branding for a consistent, recognizable look
- To improve communication of new and modern services
- To increase followers/audience
- To fine tune a modern voice

## **CHALLENGES**

Libraries can sometimes be perceived as not so relevant in this digital age, despite the fact that the library is technologically forward thinking and more relevant than ever. Our goal is to raise awareness of just how much the Library has to offer.

## **STRATEGY/SOLUTION**

The solution to this challenge lies in more effectively articulating the value of the Library through a strategic marketing plan -- improving design, voice, communication, and perception.



## **TACTICS**

Following are three individual tactics that when employed together, provide effective results.

### **BRAND REFRESH**

The Library's brand is more than the logo and printed materials -- it's how people perceive the Library, its image and reputation. When consumers buy (or in this case, use) a product, they aren't just buying a product or service, they're buying what your brand stands for. The Newport Beach Public Library has a very strong offering. By refreshing the brand in small but strategic ways (content/design/voice/offering) we can increase our audience, reach, and place in the community.

### **WEBSITE**

A website is the cornerstone of any marketing strategy. Important that it be modern, fresh, functional, and informative. We are currently in the process of a website refresh. You'll continue to see changes and updates in the coming weeks.


### **BRANDED PROGRAMS**

The goal is to package each event/project with a distinct and polished look to more effectively capture the attention and interest of our audience.

## LIBRARY WEBSITE

Central and Mariners Libraries have reopened Monday through Saturday from 9 a.m. to 6 p.m. with modified services and hours. Balboa is open for curbside services Monday - Saturday, 9 a.m. - 6 p.m. Corona del Mar is open for curbside services Monday - Friday, 9 a.m. - 6 p.m. All programs and storytimes are currently cancelled until further notice.

[MY ACCOUNT](#) [HOURS & LOCATIONS](#) [SUBSCRIBE](#) [CONTACT US](#)




NEWPORT BEACH  
PUBLIC LIBRARY

Keyword

Enter Search Term

☒ Search the catalog ☐ Search the site

[HOME](#) [BOOKS & MEDIA](#) [EBRANCH](#) [SERVICES](#) [CALENDAR](#) [CHILDREN](#) [TEENS](#) [ABOUT](#)




# Spring Library hours.

**Central and Mariners Libraries are open Monday through Saturday from 9 a.m. to 6 p.m. with modified services. Browse the stacks and check out materials. We look forward to seeing you here!**

*Balboa is open for curbside services Monday - Saturday, 9 a.m. - 6 p.m. Corona del Mar is open for curbside services Monday - Friday, 9 a.m. - 6 p.m. All programs and storytimes are currently cancelled until further notice. For more complete branch information, go [here](#).*

[CULTURAL ARTS](#) [LITERACY SERVICES](#) [FRIENDS OF THE LIBRARY](#) [NBPL FOUNDATION](#)

[HOW DO I?](#) [NEWS](#) [EVENTS](#)



*A website refresh is in progress.*

## BANNER ADS



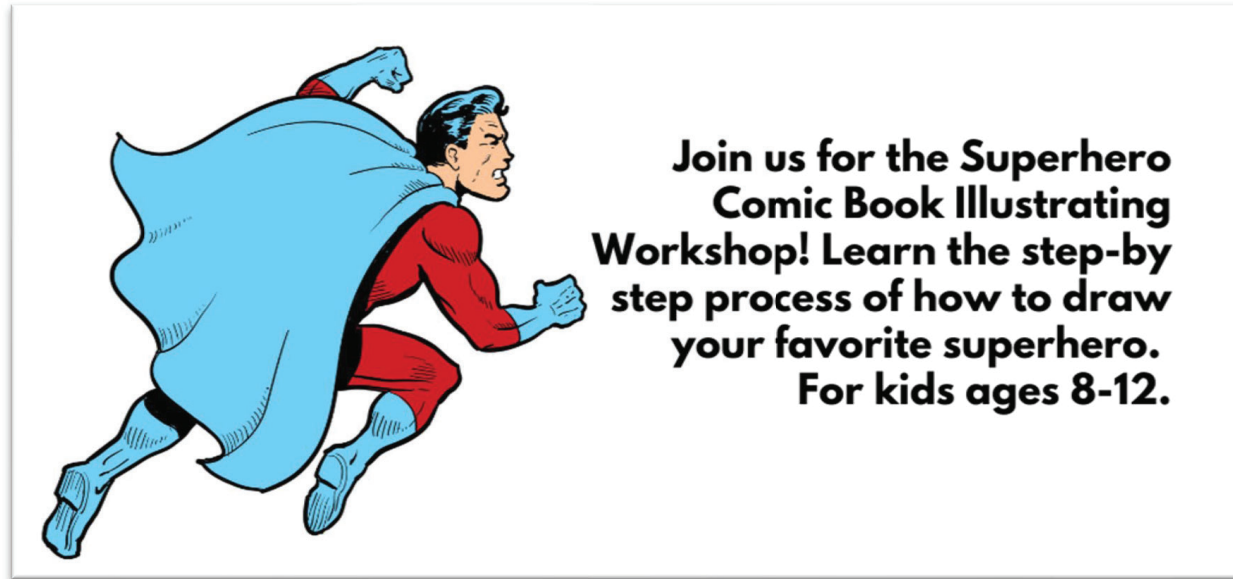
*Above the fold: banner ads provide the latest news and happenings. This one focuses on virtual travel and links back to a children's book series available at the Library.*

## BANNER ADS

**Our summer reading program for kids, teens, and adults begins on June 12. Join us for a summer of adventure, a summer of suspense, and a summer of smart.**



## BANNER ADS



## BANNER ADS

**The Newport Beach Public Library:  
awarded four stars by the *Library Journal*.**





## THE NBPL BRAND STORY IN IMAGES



*Strong photography is the cornerstone of all marketing, elevating the quality of every piece they're a part of. Our goal is to create a stellar photo library telling the Library's story in exceptional images – photos of the Library/branches, community, and Newport Beach life that will resonate with our key audiences.*



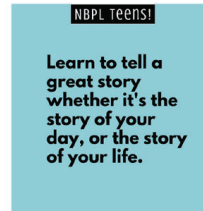
## EMAIL MARKETING

*Email marketing is the most effective way to reach your audience; more effective than social media, if you have a list that is ... and NBPL does. Our goal is to continue growing the list and continue to create interesting, visual, and newsy content. We track analytics weekly, closely watching what kinds of news and programs people are most interested in.*

## Happening this week at the Library!

### Join us.

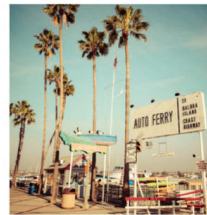
A stellar teen storytelling workshop, last-chance poetry, stories from the sea, a blast from your past, storytime whenever the mood strikes, and a new all-time favorite, best-ever book. Join us!



**TEEN WORKSHOP!** Join our upcoming teen **STORYTELLERS** workshop, taught by acclaimed author/journalist Chris Epting in an engaging and interactive Zoom format. Limited spots available. Register [here](#).



**STAFF PICK:** It's the heartwarming story of a lonely man who is a case worker for the department of magical youth. It's a fantasy, but very relatable. "My new favorite book!" ND



**NBPL + UCI HUMANITIES:** Join us for an exhibition that features extraordinary Stories from the Sea. The project is a UCI student/Newport Beach community collaboration and is co-sponsored by the Newport Beach Public Library Foundation and UCI. More [here](#).



**BLAST FROM THE PAST:** A limited number of spots are open in our last Genealogy Uncovered workshop of the series. Uncover your own family tree on Thursday, May 6, 10-12pm on Zoom. Register [here](#).



**STORYTIME ON DEMAND!** Enjoy video storytime from home. New videos are posted every Tuesday on our website and YouTube. Check them out [here](#). Happy watching!

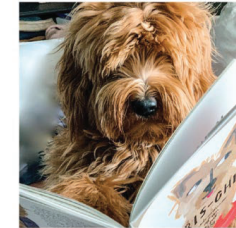


**LAST CHANCE!** This week is your last chance to **turn in your poems** for our Poetry Party! Check out entries submitted on our website. We'll choose three random poets to receive a Barnes & Noble gift card next week! Join us!

## Happening this week at the Library!

### Join us.

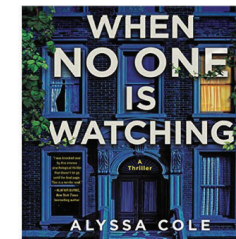
Join us for Literary Animals (aka pets who read), a thriller staff pick, author inspiration, keys to unlocking your family's history and more!



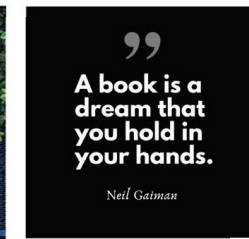
**LITERARY ANIMALS!** Send in a picture of your favorite furry friend who reads and we'll include it on our NBPL Literary Animals of Instagram. Email to [library@cityofnewportbeach.ca.gov](mailto:library@cityofnewportbeach.ca.gov) or DM us on Instagram [@nblibrary](#)



**GENEALOGY:** Join our latest virtual program, Genealogy Uncovered, now available [online here](#). This series of workshops are a fascinating step-by-step guide to uncovering your own family tree.



**STAFF PICK:** A thriller that will keep you on the edge of your seat from the first page to the last. Check it out [here](#).



**AUTHOR INSPIRATION:** Join us on Instagram [@nblibrary](#) for all kinds of author inspiration, book picks, events, and more.



**HAPPY HOUR!** Get happy with columnist and author, Marla Jo Fisher. Join us for a **virtual happy hour** in support of Newport/Mesa ProLiteracy on Saturday, April 24 at 5 pm



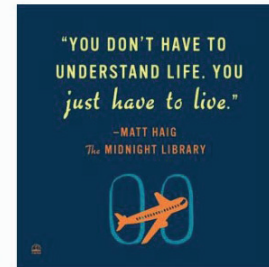
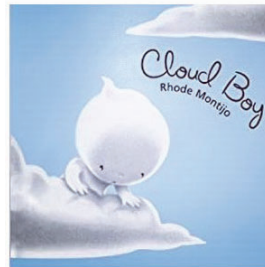
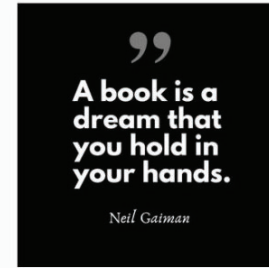
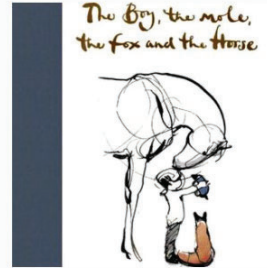
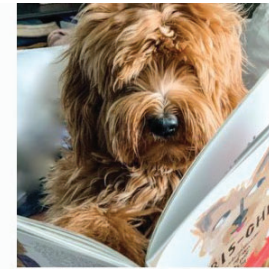
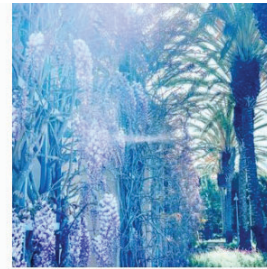
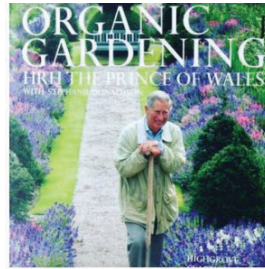
**TUNE-IN TUESDAYS:** Join us for Tune-In Tuesdays video storytime! Enjoy a new storytime with the Newport Beach Public Library Children's staff. Tune in every Tuesday [here](#).



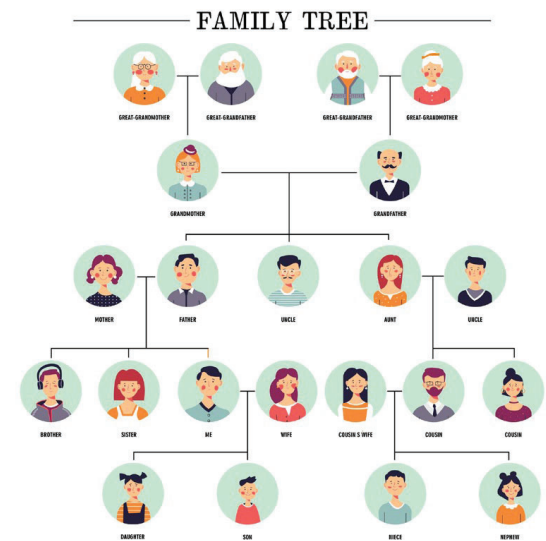
## SOCIAL MEDIA

*Social media is an important tool in our marketing toolbox. It's an ideal resource for the Library, particularly Instagram (with an audience mostly in their 20s-30s-40s) and Facebook (50s-60s-70s).*

*Our goal is to continue with strong visuals, a distinct voice, and most importantly, growing our social media audiences.*



## BRANDED PROGRAMS



## BRANDED PROGRAMS

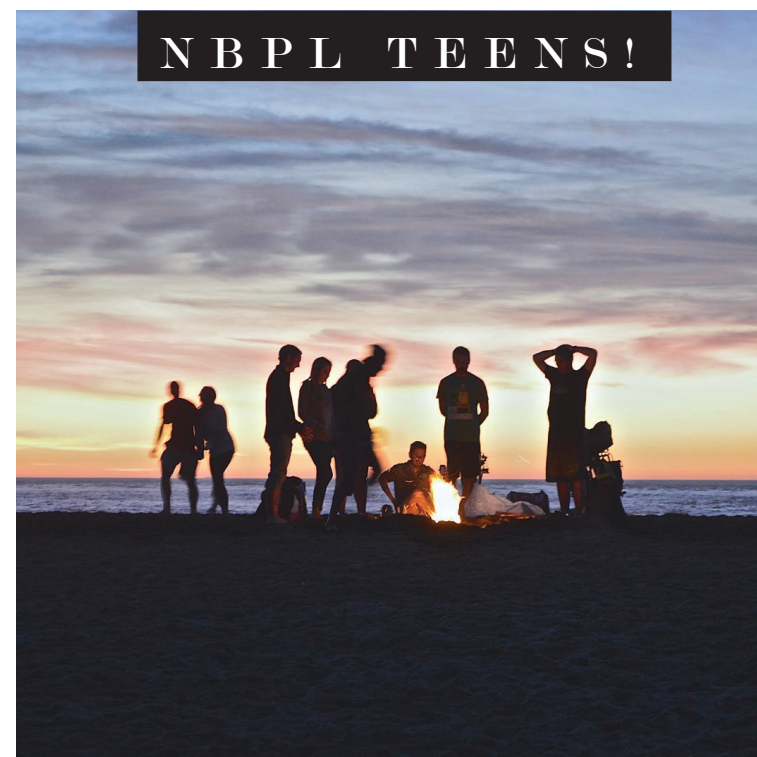

**Learn to tell a great story, whether it's the story of your day, or the story of your life.**

**NBPL TEENS!**

**Become a storyteller.**

Learn to tell a great story, whether it's the story of your day or the story of your life. Join Chris Epting, author of more than 30 books, in this three-session free STORYTELLERS workshop. To join, register on the Library's website.

**[newportbeachlibrary.org](http://newportbeachlibrary.org)**



*By renaming a journaling workshop for teens (inviting them instead to become storytellers) and pairing it with an eye catching beach bonfire image, we were able to get the attention of the teen audience (or maybe parents). The outcome was a fully-booked program within hours of posting.*

## BRANDED PROGRAMS

# Learn the secrets of college admission and more.

**NBPL TEENS!**

## Secrets of college admission and more.

From college planning to the secrets of college admissions, and more, join Collegewise in partnership with Newport Beach Public Library for a series of informational sessions on this important topic. To join, register on the Library's website.

**[newportbeachlibrary.org](http://newportbeachlibrary.org)**



**NBPL TEENS!**



*The same happened for the Collegewise workshop. By focusing on the secrets of college admission along with a relatable photo, the workshops were filled to capacity within a day.*

## NEXT STEPS

- Continue polishing NBPL design/branding on all platforms – website, printed marketing materials, social media, and more
- Continue to grow and improve the photo library for a stronger visual story
- Continue strengthening a modern voice and modern look
- Continue the effort to engage with new audiences to in turn, grow the Library's own audience



**TO:** BOARD OF LIBRARY TRUSTEES

**FROM:** Library Services Department  
Tim Hetherton, Library Services Director  
(949) 717-3810, [thetherton@newportbeachca.gov](mailto:thetherton@newportbeachca.gov)

**PREPARED BY:** Tim Hetherton

**TITLE:** COVID-19 Update

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**DISCUSSION:**

On Wednesday, May 19, 2021, Orange County reached the least-restrictive “yellow tier” of the state’s economic reopening system. Under the yellow tier, public libraries can remain open with modifications. At 100% capacity, and a resumption of in-person services with social distancing and mandatory use of face masks already in place, the movement to the yellow tier will have little effect on Newport Beach Public Library operations.

Beginning Monday, June 7, 2021, Central Library will resume regular hours of operation, including evenings and Sundays. Also, on June 7, Balboa and Corona del Mar branches will reopen for in-person services with their regular hours of operation. Mariners will resume their regular hours of operation beginning Tuesday, July 6, 2021, to allow for the Library to fill staffing vacancies.

On May 13, 2021, the Centers for Disease Control and Prevention (CDC) updated its recommendation for fully vaccinated people and announced that they “...no longer need to wear a mask or physically distance in any setting, except where required by federal, state, local, tribal, or territorial laws, rules, and regulations, including local businesses and workplace guidance.”

However, the OC Health Care Agency (HCA) is following the California Department of Public Health’s (CDPH) requirements and no changes to the State Health Officer’s masking Order have been made. In public libraries, and other workplaces, face coverings continue to be required regardless of vaccination status. Additionally, no changes to the California Division of Occupational Safety and Health’s (Cal/OSHA) workplace practices have been finalized by the State.

NBPL Admin will wait for further guidance regarding the resumption of live story times and public programming. The Friends of the Library will continue to operate out of the Friends Meeting Room and Bamboo Courtyard until we can resume programs and public gatherings.

Newport Beach Public Library will continue to follow the State Library’s guidance for the re-opening of public libraries for in-person services. Staff continues to review published library re-opening plans, related public health research, feedback from Library Directors across the state, and guidance published by the State of California for the retail sector.

**NOTICING:**

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