



CITY OF NEWPORT BEACH BOARD OF LIBRARY TRUSTEES STAFF REPORT

April 21, 2025
Agenda Item No. 7

TO: BOARD OF LIBRARY TRUSTEES

FROM: Library Services Department
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PREPARED BY: Melissa Hartson, Library Services Director

TITLE: Report of February Library Activities – April 21, 2025 Meeting

MELISSA HARTSON, LIBRARY SERVICES DIRECTOR

Kit Coffee

In 2013, as part of the Newport Beach Civic Center project, the Central Library was expanded to include a small retail concession space. When the last tenant vacated the concession space in 2023, it was advertised for lease, and the City of Newport Beach collected proposals from interested food-service operators. After evaluating the proposals, Kit Coffee, a locally owned coffee and tea house, was determined to meet the needs of the site for operation of the concession space in the Central Library for an initial term of 5 years. Kit Coffee, which has existing locations in Newport Beach and Irvine, will have a focused food menu that includes avocado toasts, sandwiches, and several salads. The menu may change seasonally and based on customer feedback.



WHEELHOUSE LIST FOR LIBRARY TRUSTEES

- Library Live: Viet Thanh Nguyen
Thursday, April 24, 7 p.m.
Friends Room, Central Library
- PAL Volunteer Appreciation Luncheon
Saturday, April 26, 11 a.m.
Friends Room, Central Library
- Medicine in Our Backyard: Managing Memory Loss
Monday, April 28, 7 p.m.
Friends Room, Central Library
- Spotlight on Science: Understanding the Risks of Earthquakes with Dr. Lucy Jones
Wednesday, April 30, 7 p.m.
Friends Room, Central Library
- Board of Library Trustees Meeting
Monday, May 19, 5 p.m.
City Council Chambers, Civic Center

REBECCA LIGHTFOOT, LIBRARY SERVICES MANAGER

Literacy

We officially welcomed 22 new learners into Project Adult Literacy (PAL). Learners met with Literacy Coordinator Christina Smith where they discussed their goals and signed up for classes. The next step is to be matched with a tutor, which will be completed in April.

Literacy Coordinator Smith held final eight-week check ins with new learner/tutor matches, and every match is going well. PAL had 12 learners participate in this year's Writer to Writer Challenge.

PAL staff prepped for the upcoming Volunteer Appreciation Celebration taking place in the Friends Room on Saturday, April 26.

Programming

In March, the Library offered the popular Storytellers 3-part series once again. There will be one more series offered in May before the program season ends. The bi-weekly Writers Group also continued with regular participants as well as newcomers each week.

Genealogy Uncovered workshop discussed the topic of cemeteries and how distinct types; military, rural, church can hold critical information.

March's Sunday Musicales featured Astral Mixtape, an LA-based alternative classical ensemble mixing classical violins, cello, and piano with a synthesizer and other electronics combining R&B, jazz, and rock with classical music. Our community enjoyed something different from our usual acoustic performances, and the ensemble received a standing ovation to which they obliged with an encore.

ANNIKA HELMUTH, BRANCH AND YOUTH SERVICES COORDINATOR**Branch Activities**

Mariners Branch (Mariners) hosted a variety of engaging events including a St. Paddy's take-home craft. Additionally, the Seed Library received a full spring refresh, which led to a notable increase in engagement, with new patrons asking questions and raising awareness about the Library's offerings.

Balboa Branch hosted a *Superhero Party* that let kids embrace their inner heroes with comic book-style crafts and activities. Additionally, *BARK: Read to a Dog* returned to the branch in March and continues to be a popular program for younger students and their families.

At Corona del Mar Branch (CdM), a special *Spy* event was a hit and 1,046 children and caregivers enjoyed educational toys in the children's room. CdM staff also proctored 16 tests.

Youth Services

In March, a variety of fun and educational events took place at the Central Library. *BARK: Read to a Dog* had several returning attendees; *Makerspace* invited participants to create colorful art; and *Crafternoon* saw 68 attendees making state-themed crafts like redwood trees and sea lions. *STEAM Lab* also engaged several returning participants who enjoyed testing paper airplanes and learning about drag through experiments. Monthly book club participants discussed *A Rover's Story* and completed a fun letter-writing activity. At the end of the month, the Environmental Nature Center brought animals and interactive learning to 56 participants, who got hands-on with creatures like a toad and a snake. Each event was well attended, offering a mix of creativity, learning, and fun for the community.

Special Programs

On Sunday, March 2, a special event with illustrator Christina Forshay had a nice turnout. Christina led the group in a read-along of *A Morning with Grandpa* followed by a movement activity where participants were able to try out the different yoga poses and tai chi depicted in the book. Several new families attended, and one family came especially to "meet an illustrator" and were very excited to ask Christina about her career.

Class Visits

On Tuesday, March 4, Harbor Day's first grade classes visited CdM and Fire Station 5. Students were excited to visit both locations and meet staff as they are learning about community helpers.

Later in the month, 33 preschool students along with their four chaperons visited the Central Library for a field trip. The students received a behind-the-scenes look at the circulation workroom, a full tour of the children's room, and concluded with a storytime in the Stahr Storytime Room.

Outreach

Staff participated in the 41st annual Spirit Run, a community fundraiser for local schools and charities promoting youth fitness. The Library gave out prizes, including 70 cooling sport towels to race participants, and engaged with attendees about upcoming events while issuing library cards and answering questions.

On Thursday, March 27, Branch and Youth Services Coordinator Annika Helmuth attended the 9th Annual Battle of the Books (BOB) at the Oasis Senior Center, where students from six Newport-Mesa Unified School District Schools (Andersen, Eastbluff, Mariners, Newport Coast, Newport El and Sonora), plus Our Lady Queen of Angels, participated in an energetic and action-packed competition. Offered as an

extracurricular program, participating students attend regular book club meetings throughout the school year and discuss selected books, which include a mix of popular and classic literature. During the competition, students compete using a series of supplied questions that test students on their knowledge and comprehension of the books at their grade level. The Library is working closely with BOB coordinators to ensure BOB titles are available for students to check out.

Personnel

The children's librarians participated in CollectionHQ training late in the month. A CollectionHQ representative detailed several tools useful in collection maintenance that will assist staff in managing their collections more efficiently and effectively. CdM Library Clerk Daisy Hernandez participated in the City-sponsored training *Transformative Customer Service & Emotional Intelligence*. At Mariners, a part-time Library Page resigned.

ANDREW KACHATURIAN, ADULT SERVICES COORDINATOR**Teen Services**

There were twelve members of the Young Adult Advisory Council on Wednesday, March 12. The teens discussed what they are currently watching and reading, which included an interesting mix of newer materials such as the book *Onyx Storm* and the TV show *Arcane*, and older materials such as the *DaVinci Code* and the *Foundation* series by Isaac Asimov. Fantasy and Science Fiction remain popular. In addition to their regular monthly discussions, they provided input on the Teen Summer Reading Program, library databases in relation to their homework, and future meeting structures.

Staffing

Three new Library Pages started in March: Taylor Fallon, Elyssa Coon, and Princess Umayam. We are currently recruiting for one part-time Library Assistant for Mariners Branch, one vacant part-time Library Clerk position, and two Library Page positions.

Facilities

Public Works continues to plan for upcoming projects. They anticipate the elevator modernization project to begin in early April at the Central Library, starting with the staff elevator near the circulation workroom. Patrons will be able to continue to make use of the main public elevator and library staff are prepared to keep any resulting disturbances to a minimum throughout the project.

HVAC vendor RAM Air repaired a heat pump that failed in March and has been providing regular maintenance throughout both the Central Library and Mariners Branch.

Proquest Articles Retrieved 2024-2025

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	AVG.
Business Databases	1279	1530	1636	1740	1907	4548	1849	1901	4550				2327
Newspapers--Current	1285	1161	1426	1277	1671	1266	1170	1426	1298				1331
Newspapers--Historical	3576	2019	1982	2675	2151	1601	2099	1972	3088				2351
Magazines	17	56	44	82	18	13	27	36	49				38

Database FY Comparisons	JUL 2024	AUG 2024	SEP 2024	OCT 2024	NOV 2024	DEC 2024	JAN 2025	FEB 2025	MAR 2025	APR 2025	MAY 2025	JUN 2025	YTD 24/25
Tracked by #searches													
A to Z Databases	684	644	411	436	972	419	1396	3207	547				8716
Alexander Street	730	168	478	664	93	296	79	1591	*				4099
Ancestry	588	514	290	249	201	453	331	158	180				2964
AskART	14	18	15	12	11	8	13	12	7				110
Brainfuse JobNow/VetNow	158	79	15	55	13	10	29	6	27				392
Britannica School Edition	1	119	1979	50	57	8	174	95	56				2539
Exploring Race in Society	2	5	29	32	30	4	12	23	21				158
Gale Archives Unbound	23	2	154	312	33	11	6	44	29				614
Gale Directory Library	16	36	78	75	16	8	9	16	43				297
Gale in Context: Biography	14	5	316	286	56	71	100	240	74				1162
Gale in Context: Elementary	3	3	63	2	2	8	2	1	2				86
Gale in Context: Environmental	0	0	20	74	12	2	2	0	39				149
Gale in Context: Opposing View	1	2	343	233	765	40	73	4	17				1478
Gale Interactive: Science	0	0	0	0	0	0	0	0	0				0
Gale Literature Resource Center	20	18	50	89	64	67	7	70	566				951
Gale eBooks	19	29	51	154	186	18	81	235	117				890
HeritageQuest	150	50	121	55	114	58	64	20	136				768
Legal Information Ref Center	103	86	68	44	39	12	49	110	136				647
National Geographic	14	26	60	143	60	42	56	32	20				453
National Geographic Kids	8	13	30	150	35	43	38	16	20				353
NewsBank	770	1638	1939	1159	1092	1137	1988	1104	1282				12109
NovelList Plus	81	23	64	31	45	30	54	90	104				522
NovelList K-8 Plus	41	6	22	26	22	41	17	4	56				235
ProQuest	3058	3526	4107	4074	4783	19420	4186	3984	15210				62348
Proquest eLibrary	4	34	39	18	8	10	9	4	11				137
Reference Solutions Business	325	359	366	211	274	294	483	352	254				2918
Reference Solutions Residential	33	9	17	5	37	15	22	6	15				159
SIRS Discoverer	2	16	120	283	410	180	292	91	3747				5141
SIRS Issues Researcher	856	740	1317	1884	549	1646	665	653	1761				10071
World Book Online	34	19	187	90	99	29	39	39	8				544
Tracked by #page views													
Artist Works	3	4	2	1	5	1	7	2	1				26
Consumer Reports	2442	2585	1928	2089	2527	2319	1894	1897	2446				20127
CultureGrams	23	48	183	12	108	78	31	38	3				524
Morningstar	5545	4471	3207	9879	5902	7052	3816	4098	1464				45434
RealQuest	57	29	12	32	38	59	90	255	6				578
Tumblebooks	3	126	7	10	5	38	30	14	19				252
Value Line	12179	10816	12942	14370	11729	13208	9544	8713	8124				101625
Tracked by courses													
LinkedIn Learning	291	257	332	405	312	252	240	323	385				2797
Tracked by books logged													
Beanstack	9161	3189	3875	3256	2728	1731	2713	1772	2524				30949
Tracked by Hours Used													
ABC Mouse	45.00	46.23	42.58	12.72	16.93	7.75	7.25	4.83	17.68				200.97
Beanstack	5385	445	280	265	144	163	163	140	155				7140
Rosetta Stone	58.01	53.38	63.06	25.70	7.23	27.50	32.97	29.67	24.77				322.29

Notes:

* Data unavailable at this time. Will add when received.

NBPL Website Usage 2024-2025

Metric	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Total Users	31175	32341	28123	25891	24631	24092	29972	27717	26384				27814	250326
New Users	23890	24747	20174	17388	16099	14804	18764	16901	14393				18573	167160
Sessions	49426	50616	47008	44470	40519	39329	49749	45862	45341				45813	412320
Pageviews	106254	111503	106163	105742	92678	98196	114563	105037	105751				105099	945887
Sessions Per User	2	2	2	2	2	2	2	2	2				2	--
Pages Per Session	2	2	2	2	2	3	2	2	2				2	--
Avg. Session Dur. (min)	5	6	6	6	6	8	7	7	8				7	--
Bounce Rate (%)	60	62	59	56	61	61	61	61	62				60	--

Today's Business Solutions Wireless (TBS): Total Data Transferred (GB) 2024-2025

Location	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Balboa	152	125	155	147	132	186	133	137	202				152	1368
CdM	190	131	160	245	132	181	256	339	248				209	1881
Mariners	2000	1640	1900	1870	1570	1780	1730	1540	1740				1752	15770
Central	12550	13050	12600	13180	10860	11340	11940	12930	14050				12500	112500
Total	14892	14946	14815	15442	12694	13486	14058	14946	16240				14613	131519

Today's Business Solutions Wireless (TBS): Total Unique Patrons 2024-2025

Location	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Balboa	385	323	280	292	262	330	272	273	355				308	2772
CdM	406	308	320	403	279	321	398	418	422				364	3275
Mariners	1343	1286	1420	1464	1333	1404	1406	1424	1558				1404	12638
Central	8624	8913	9314	9920	8539	9091	9896	10325	11437				9562	86059
Total	10758	10830	11334	12079	10413	11146	11972	12440	13772				11638	104744

Today's Business Solutions Wireless (TBS): Average Number of Patrons Per Day 2024-2025

Location	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Balboa	36	28	25	26	24	24	26	27	32				28	248
CdM	24	20	20	26	19	22	27	30	26				24	214
Mariners	110	102	124	138	107	108	110	106	121				114	1026
Central	665	628	673	692	549	590	611	684	728				647	5820
Total	835	778	842	882	699	744	774	847	907				812	7308

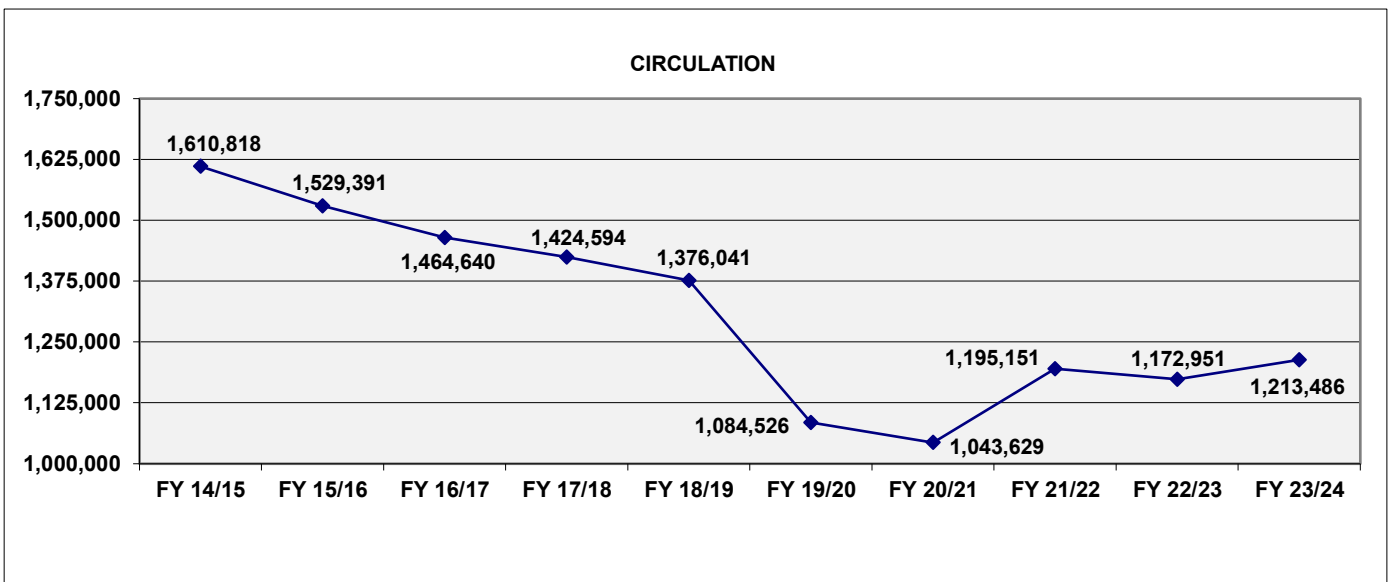
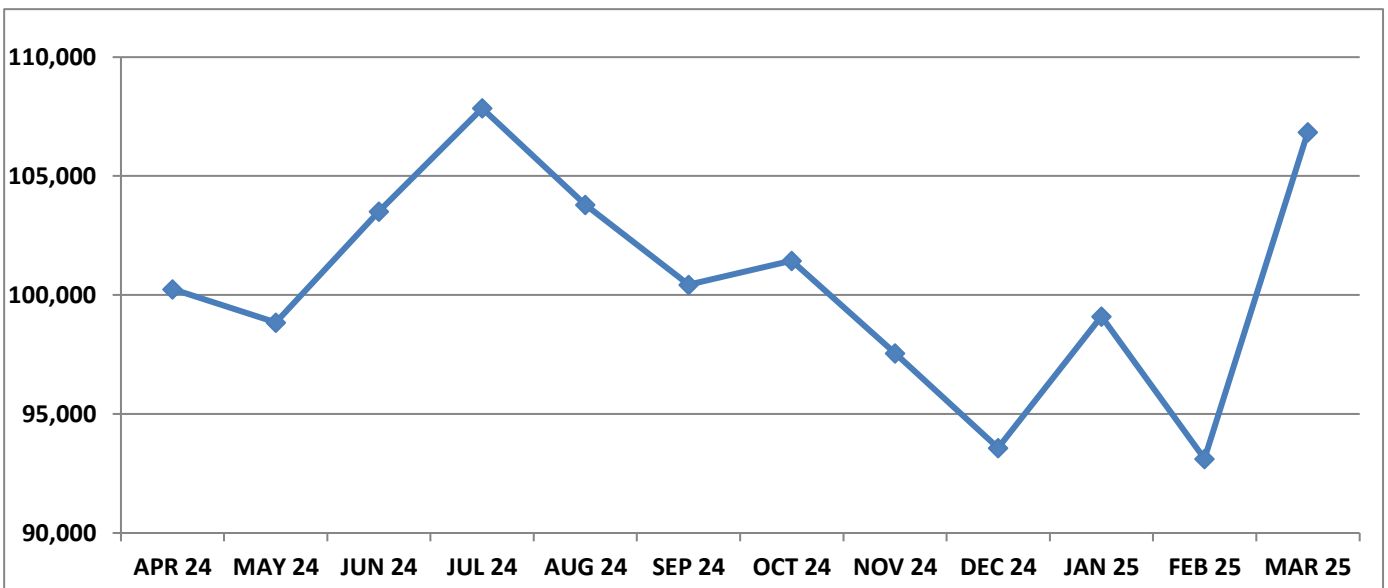
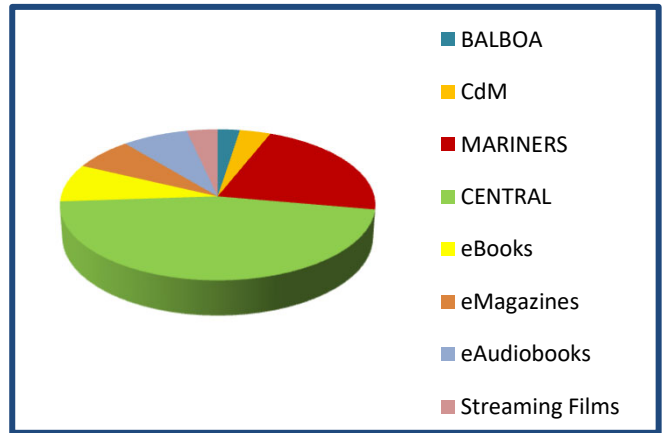
Today's Business Solutions Wireless (TBS): Average Usage Per Patron (MB) 2024-2025

Location	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Balboa	404	397	566	514	516	576	500	514	583				508	4569
CdM	479	436	513	623	483	577	658	830	602				578	5200
Mariners	1520	1300	1370	1310	1200	1300	1260	1110	1140				1279	11510
Central	1490	1500	1380	1360	1300	1280	1240	1280	1260				1343	12090
Total	3893	3632	3829	3807	3499	3733	3657	3734	3585				3708	33369

NEWPORT BEACH PUBLIC LIBRARY - MARCH 2025

CIRCULATION

	MAR 25	YTD 24/25	YTD 23/24
BALBOA	2,702	23,558	20,882
CdM	3,777	32,862	33,365
MARINERS	23,185	186,540	191,298
CENTRAL	49,332	435,447	471,832
eBooks	8,641	72,978	70,800
eMagazines	7,373	52,140	42,718
eAudiobooks	8,065	68,359	58,203
Streaming Films	3,770	31,811	21,789
TOTAL	106,845	903,695	910,887



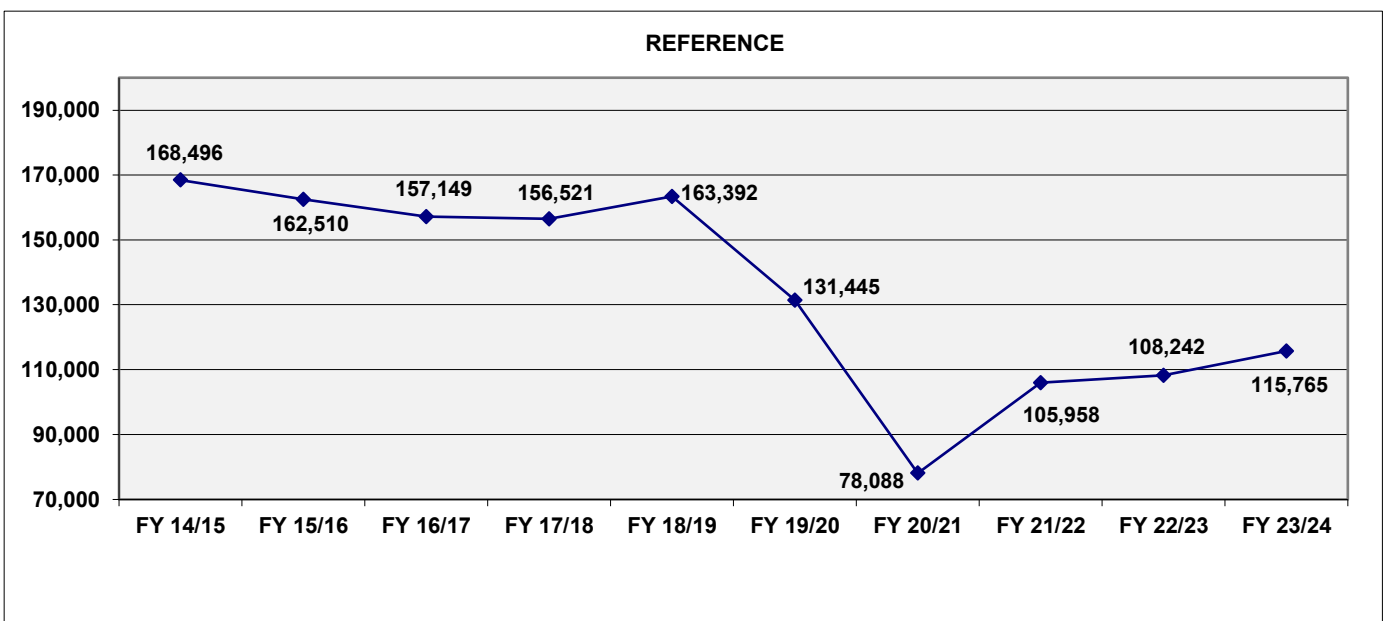
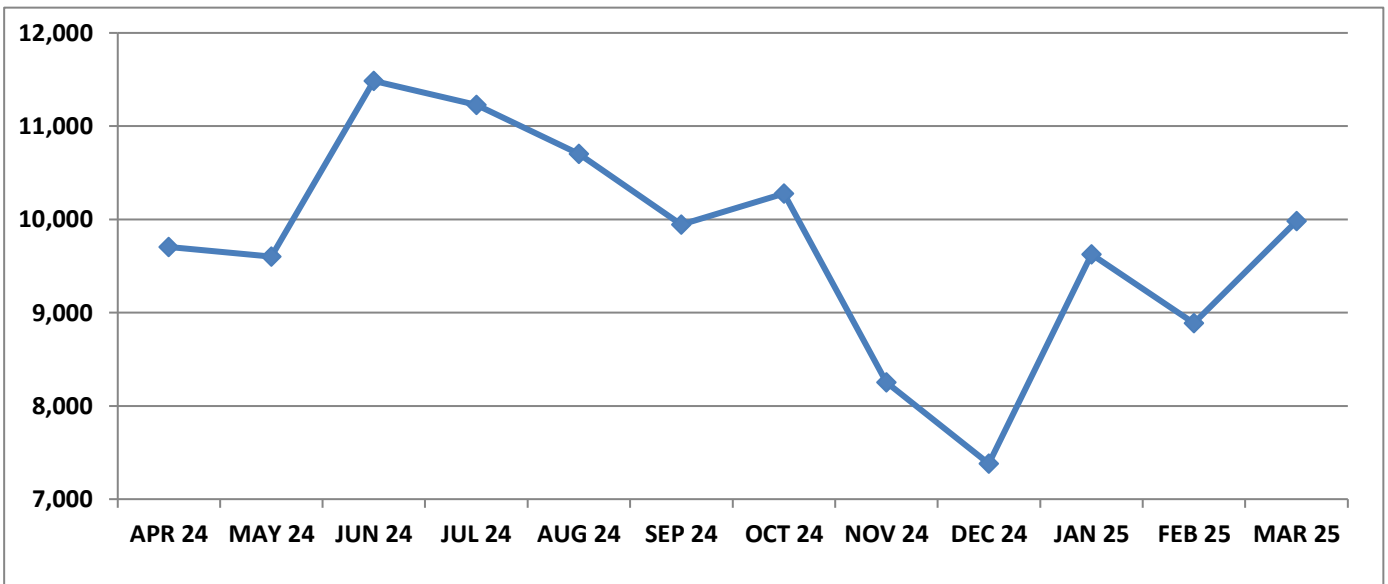
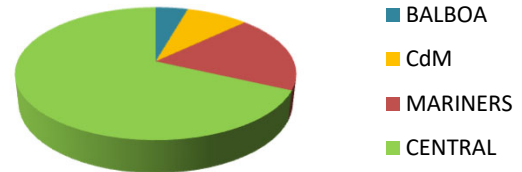
NEWPORT BEACH PUBLIC LIBRARY - MARCH 2025

REFERENCE

BALBOA
CdM
MARINERS
CENTRAL

TOTAL

MAR 25	YTD 24/25	YTD 23/24
443	3,479	3,415
852	6,414	5,159
1,886	17,771	18,105
6,799	58,612	58,295
9,980	86,276	84,974



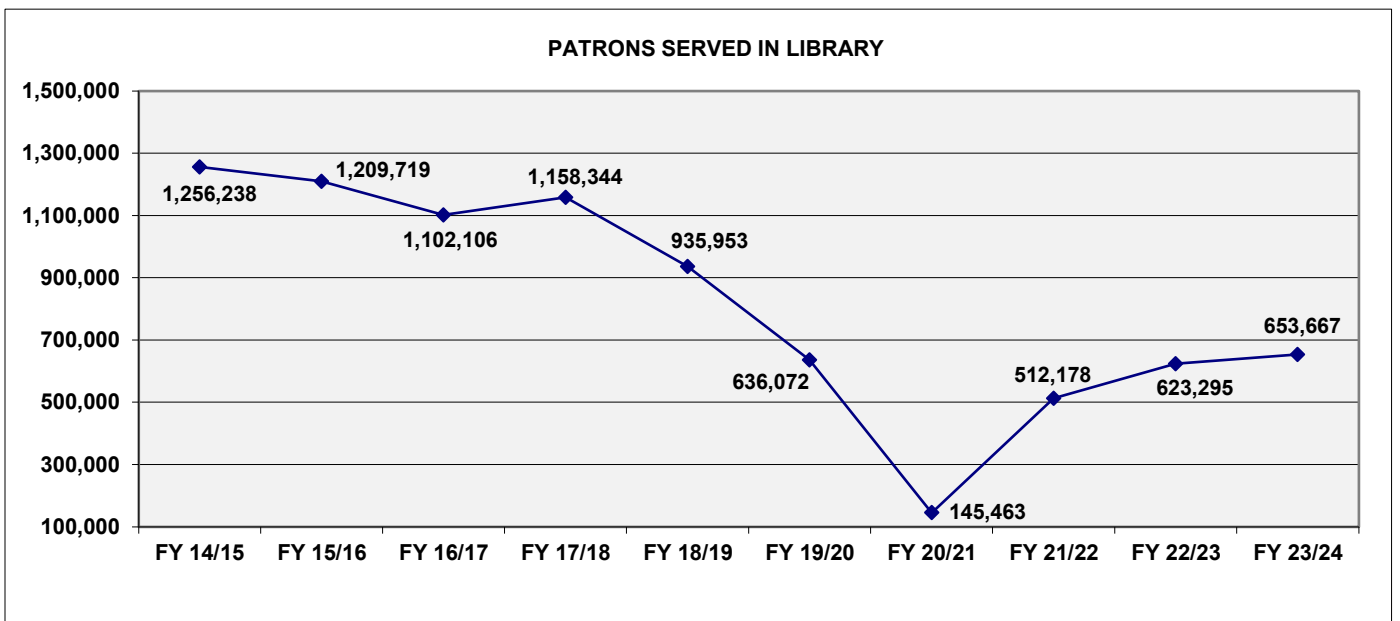
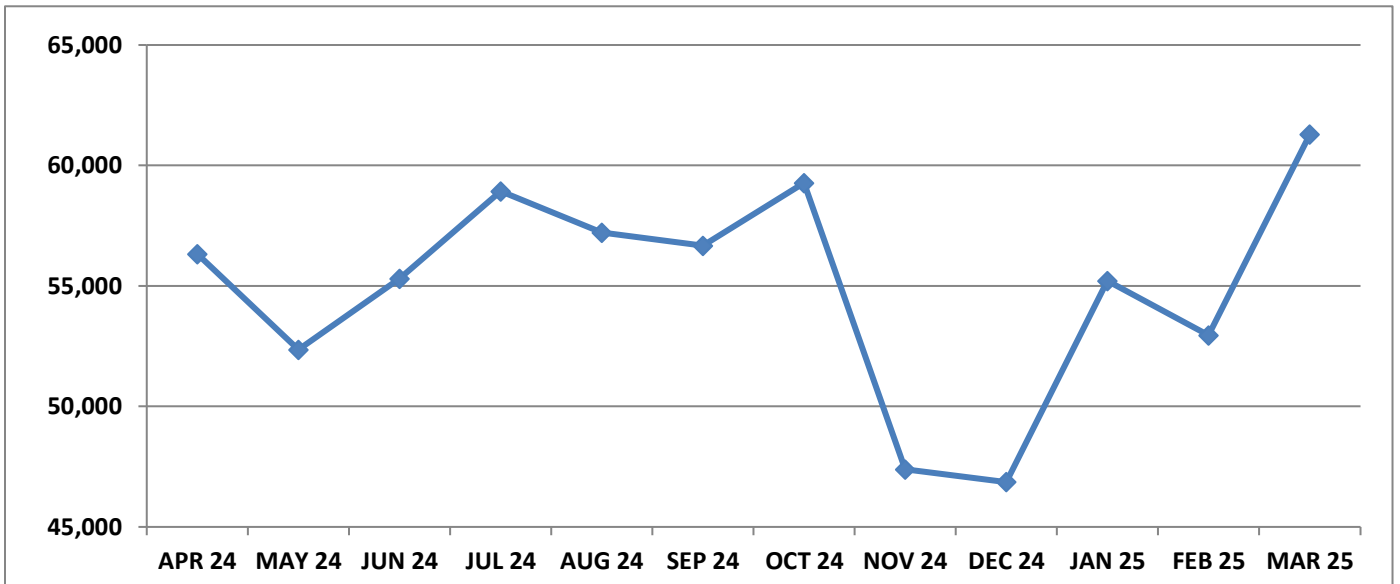
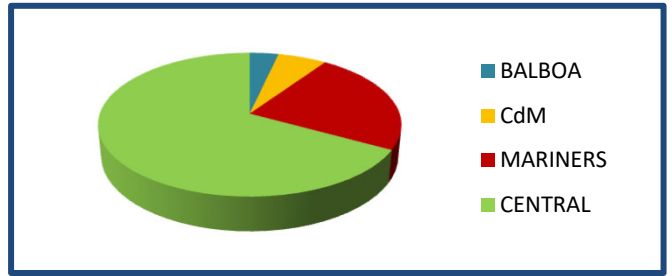
NEWPORT BEACH PUBLIC LIBRARY - MARCH 2025

PATRONS SERVED

BALBOA
CdM
MARINERS
CENTRAL

TOTAL

MAR 25	YTD 24/25	YTD 23/24
2,176	19,485	18,481
3,704	29,160	27,198
14,330	111,409	118,749
41,088	335,730	325,260
61,298	495,784	489,688



NEWPORT BEACH PUBLIC LIBRARY - MARCH 2025

PROGRAM ATTENDANCE

BALBOA
CdM
MARINERS
CENTRAL

TOTAL

MAR 25	YTD 24/25	YTD 23/24
552	3,852	1,977
1,739	12,189	8,829
1,965	18,371	11,462
6,967	65,550	54,390
11,223	99,962	76,658

