



CITY OF NEWPORT BEACH BOARD OF LIBRARY TRUSTEES STAFF REPORT

July 21, 2025
Agenda Item No. 6

TO: BOARD OF LIBRARY TRUSTEES

FROM: Library Services Department
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PREPARED BY: Nadia Dallstream, Corona del Mar Branch Librarian

TITLE: Corona del Mar Branch Update

RECOMMENDATION:

Staff will present an overview of Corona del Mar Branch's activities and resources.

DISCUSSION:

Overview

Corona del Mar (CdM) Branch is a welcoming neighborhood library that is beloved by CdM residents. While our parking lot is not always full, it is common to see strollers, bikes, and scooters outside. Everyone is greeted warmly upon entering the Branch. Staff at CdM know their patrons by name and individual interests. Children and adults visit to pick up holds, get personalized book recommendations, and many times just to say hello to staff. Upon entering the children's area, you will often find families and friends playing and reading together. The CdM adult space has six desks, and we have regular patrons who work, study, or read the periodicals there daily. They share the space and are respectful to each other and staff and step out on the patio for calls. With Harbor View Elementary School just a few blocks away, we have upper elementary students who come in weekly to study with friends and meet up in a safe location. Even though we are approximately a mile from the Central Library, CdM feels like another time and place where everyone knows each other and feels at home.

Location

The original CdM branch was established in 1947 and located on the corner of Goldenrod and Pacific Coast Highway. In 1952, the Branch was moved to a larger location in CdM, then over 65 years ago, in 1959, it was moved to its current location on Marigold. In 2018, the 2,000 square foot building on Marigold was completely reconstructed and reopened in September 2019. The facility is a building that is shared with Fire Station 5. The new building provides the community with a 3,801 square foot library that is energy efficient and maximizes space, providing ample parking, a popular collection of materials, technological amenities, comfortable seating, and a clean and bright design.

District

CdM primarily serves Council District 6, which includes the CdM Village, Harbor View, and West Newport Coast neighborhoods with a total population of 12,017 residents (source: American Community Survey 2020).

Services

Hours

CdM is open Monday through Saturday 9am – 6pm (closed Sundays) for a total of 54 hours per week.

Technology

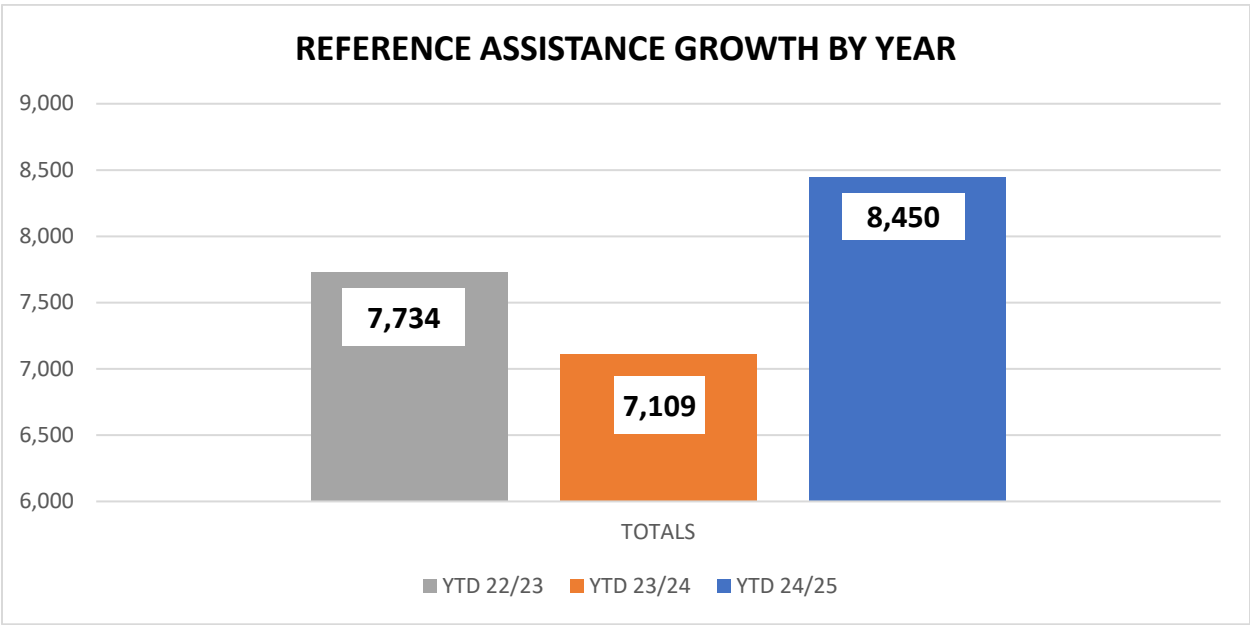
CdM has public laptops for in-library use. Printing, copying, scanning, and fax are also offered. Wi-Fi is available throughout the Branch, including on the Friends of the Library Reading Porch. The Branch has sufficient outlets available for the public including on the porch and on or by all tables and desks.

Test Proctoring

CdM is the only NBPL branch that offers test proctoring. The service had been previously offered at Balboa Branch and was transferred in July 2022 to CdM. Appointments are available during regular library hours. Our first year, we proctored 89 tests; the second year, we proctored 183 tests; and this past year we have proctored 190 tests. The demand for test proctoring has grown over 105% in three years due to the increase of online courses, and the closure of two local proctoring centers.

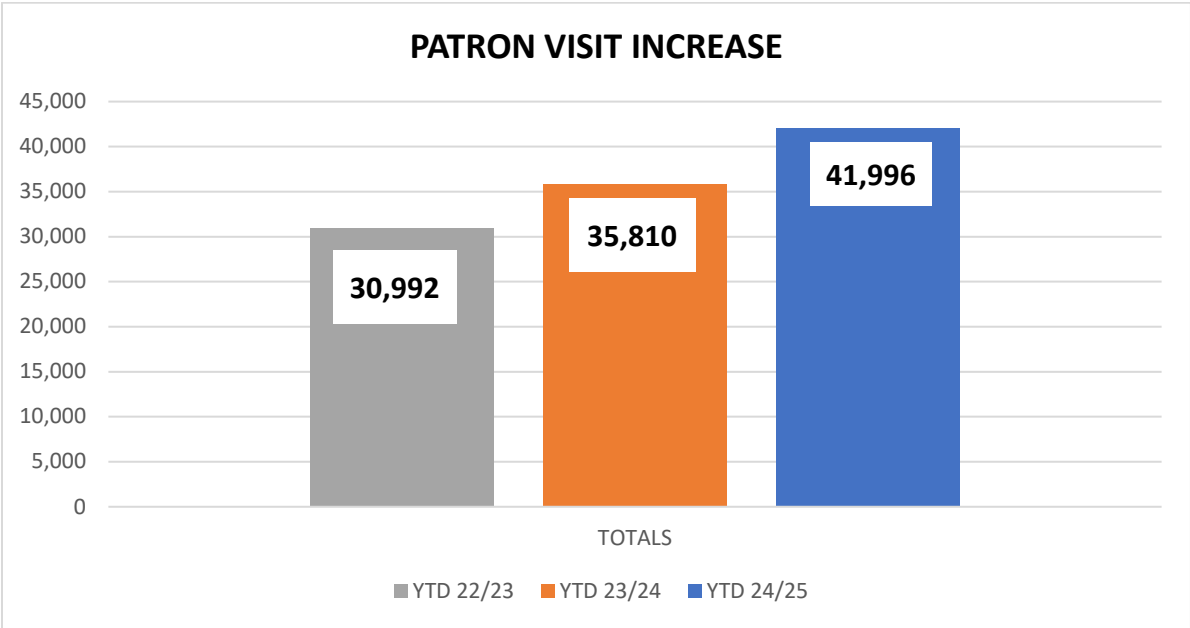
Reference Assistance

Between June 2024 and May 2025, CdM staff answered 8,450 reference questions which is an average of 25 questions per day.



Patron Visits

The CdM service area population is 12,017, but we have many patrons outside of the service area that visit this branch regularly. The number of patrons who visited CdM from June 2024 to May 2025 is 41,996, which is up 35% from 2022/2023. With increased programming and services, we have seen a steady increase in patron visits to CdM. We are also a popular meeting place for families, and this past year during school holidays we had many impromptu gatherings of classmates. We have also observed an increase in the number of teens that visit the branch on a weekly basis throughout the school year.



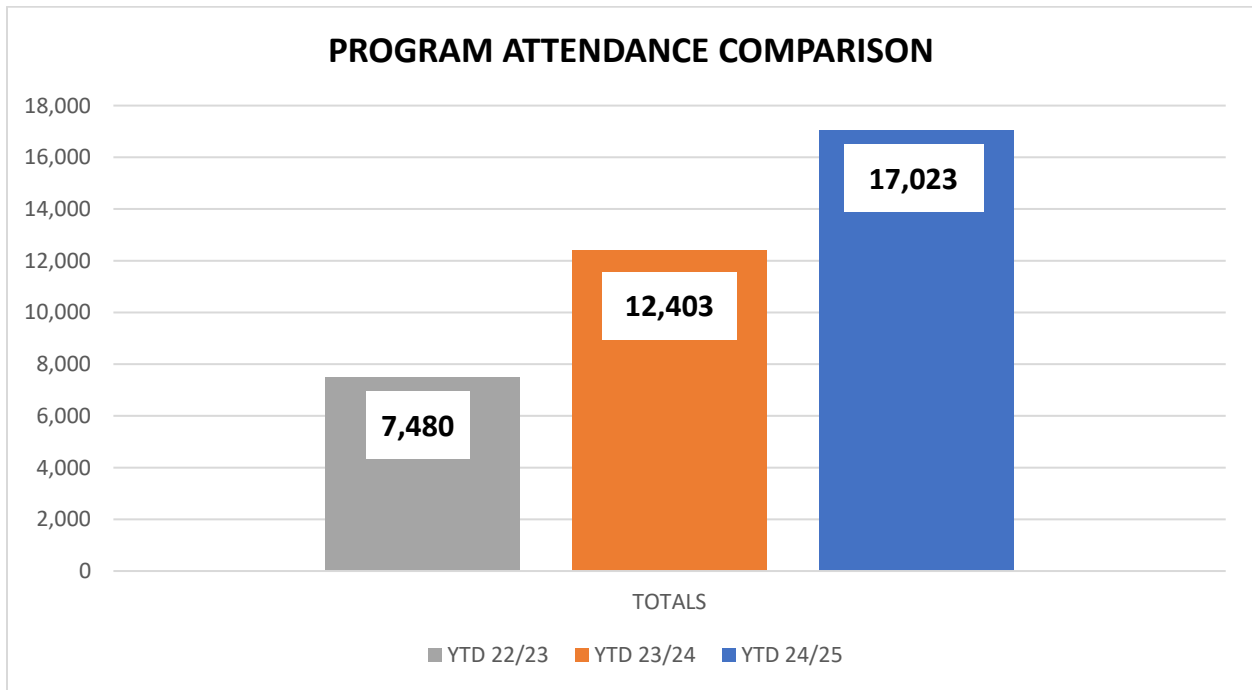
Circulation and Collections

A total of 44,726 items were checked out from CdM from June 2024 through May 2025. Our print collection checks out often, with an average turnover rate of 3.5, and many patrons enjoy supplementing their reading with the Library’s streaming services and downloadable eBooks.

CdM offers classic titles and current books, magazines, newspapers, and digital media for adults, teens, and children. There are 12,237 items in the collection. From June 2024 to June 2025, the teen collection had 427 checkouts, the adult collection had 15,770 checkouts, and the children’s collection had over 25,878 checkouts. (source: Collection HQ). The report provided by Collection HQ was only available for June to June. These numbers are representative of the population we serve. Items are added to our collection monthly, and new books and materials are well-reviewed and provide a range of popular topics for our patrons to explore. The Read-Along books for children have been a popular addition to the collection, and they are some of our highest demand items for kids. For adults, we do our best to offer a variety of Lucky Day Books which are a special collection of bestselling titles. Lucky Day Books are only available in person and first come, first served. They check out for one week, and we have many patrons who stop in each week to pick up a new one. We have received many compliments on the variety and number of Lucky Day books that we offer.

Programs

CdM held 185 programs from June 2024 through May 2025 with a total program attendance of 17,023. Overall program attendance has increased 127% over the past three years. Many of the programs are for children, but we offer a few programs for all ages including the CdM Branch Open House, 3rd Thursdays, and the Summer Reading Program (SRP). The CdM Branch Open House is held in conjunction with the annual CdM Christmas Walk.



We offer a variety of children’s programs including weekly storytimes, monthly sensory play, daily drop-in crafts, and *Find Sisi the Snail* game. Our weekly storytimes are joyful, song-filled literary events. We have many families who have been attending for years. The *Sensory Play Program* is a very special program that offers children with new tactile experiences and provides a unique environment where adults and children are interacting with each other and their peers while developing their critical thinking, imagination, and language development skills. One of our goals is to make each visit to the Branch exciting for each child. To that end, we offer a truly *Drop-In Craft* program. Each week we add a product-focused craft that kids can make while visiting the Branch. We also provide materials for children who prefer to create their own process art project. Sisi the Snail, a plushie puppet that lives at CdM, hides in different spots throughout the children’s area. Each visit the kids are invited to search for Sisi and when they find her, they get a sticker. Both the drop-in crafts and Find Sisi the Snail make each visit an event for families.

In addition, we offer many children’s programs throughout the year. Beginning with our summer reading events last June and July. We had an animal show, desert themed crafts, and a puppet-magic show. CdM had 163 people who participated in SRP. Over the past five years, the Adult SRP has grown over 370% at CdM, from seven participants to 33 participants.

In August, we held a *Drive-In Crafts & Stories* program where families designed vehicles together and then the children participated in storytime from their plane, train, truck, or spaceship.

In September, we had a special visit from *Cabrillo Marine Aquarium* outreach staff. They provided two educational programs about tidepool animals. Our grade school attendees had so much fun sharing their knowledge of sea creatures and exploring the many specimens that the Cabrillo staff brought. The program ended with a mini live tidepool touch tank exhibit held on the Friends of the Library Reading Porch.

In October, we had the annual *Fire Station Storytime* which is always so much fun! Firefighter Matt read to our storytime participants, Branch Librarian Nadia Dallstream led the group in songs and movement, and Captain Joe Harrison provided tours to the families. At the end of the month, we celebrated Día de los Muertos with a craft program.

CdM and Fire Station 5 also worked together to provide the Newport Coast Elementary School's second grade classes with a fun field trip. The students visited the branch for a staff-led Branch Tour, storytime, and instruction on using the Library's databases, which was followed by a tour of Fire Station 5.

In December, we celebrated with our annual Open House in conjunction with the CdM Christmas Walk. Patrons enjoyed games, crafts, and refreshments. We held two Storytimes during the day, and Board of Library Trustee Vice Chair Antonella Castro, and her daughter Palomma, were guest readers during our 2 p.m. storytime. The week after the Open House, we had many patrons drop in to thank us for the event and to share how much fun they and their family members had visiting our branch.

In January, we held our annual *Stuffed Animal Sleepover*. We had 38 stuffed animals sleepover and two teen volunteers who helped take photos of our guests as they participated in coloring time, play time, storytime, and bedtime. Photos were shared via Instagram Stories and saved on the account's highlights. The evenings events had over 171 viewers.

In February, CdM's *BARK: Read to a Dog* program was on the front page of the Daily Pilot. A reporter attended our annual event and interviewed participants. The article highlighted the importance of the program and included information about all the NBPL BARK programs held throughout the year.

In March, Harbor Day first grade classes visited the branch and fire station for a Branch Tour and tour of the fire station to learn more about community helpers. Many students got their first library card and checked out books. Their visit was during our annual *I Spy* program, and they had so much fun looking for objects hidden in plain sight to complete their game sheet and earn a prize.

In April, we celebrated *National Library Week* and had several *special guest readers* including Mayor Pro Tem Lauren Kleiman, Board of Library Trustees Dorothy Larson, and Meghan Murray. We hosted a *Dinosaur Magic Show* during National Library Week which was attended by 144 people. Everyone enjoyed California Joe's magic tricks combined with comedy and dinosaur facts. He did a great job promoting reading and many kids walked out with dinosaur books in hand. We also hosted a *Family Night Event* as part of the CdM *3rd Thursday's* program. Over 100 people were in attendance and enjoyed games, crafts, and sensory play for all ages.

In May, we held our second *3rd Thursday* program. We had refreshments, crafts, and games for all ages. Library card holders were entered into a drawing for a gift card to See's Candies. The branch was part of the kids' *3rd Thursday* Scavenger Hunt, and many kids had fun hunting for our hidden item.

Outreach

CdM staff attend outreach events in the community. This past year, staff participated in three local events, which offered an opportunity to make new connections with residents and to say hello to library patrons.

On Friday, April 25, Branch Librarian Dallstream and part-time Library Assistant Christina Miramontes presented the NBPL SRP at *Newport Coast Elementary* to 480 students as well as 60 adults, including

teachers and parents. The theme *Level Up at Your Library* garnered excitement, and children were especially excited to hear about the grand prize as well as the special events throughout all eight weeks.

On May 6, Branch Librarian Dallstream and Branch and Youth Services Coordinator Annika Helmuth took part in the *Corona del Mar Residents Association Annual Meeting*. We spoke with 51 attendees who all had a connection with the Newport Beach Public Library, whether it was through use of our resources, volunteering with the Literacy program, membership with the Friends or the Foundation, or attending programs. Two residents applied and received library cards that they were excited to use right away to check out our eBooks on Libby.

On May 17, Branch Librarian Dallstream and part-time Library Clerk Kaderina Guizar participated in the *Oasis Senior Expo* where we spoke with 96 attendees and issued 16 library cards.

Personnel

Nadia Dallstream is the full-time Branch Librarian. Christina Miramontes is the part-time Library Assistant. In May, Kaderina Guizar and Lucero Tamayo joined the Branch as our part-time Library Clerks. Jensen Fahilga is our part-time Library Page and joined us in February 2025.

Facility Maintenance

CdM follows routine maintenance schedules which includes regular cleaning, landscaping service, window cleaning, HVAC maintenance, and carpet cleaning. The building is nearing its sixth year, and the only major facility project completed during this review period was the installation of a new drinking fountain/water station filter and sensor.

Summary Comments

CdM provides the community with a great collection of materials, an inviting space, a variety of services, and programming for all ages. Our staff knows our regular patrons by name, and we provide consistent service by making sure we all know how to assist them with anything from checking out materials, downloading digital content, printing from a device, or finding the latest bestseller. This coming year, I look forward to continuing to develop our library programming and promoting our library's collections by inviting the community to help each other *Find Their Next Great Read*, which is a pilot book recommendation program set to begin soon.

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).