



**CITY OF NEWPORT BEACH
BOARD OF LIBRARY TRUSTEES CLOSED SESSION
5:00 P.M. / REGULAR MEETING 5:45 P.M. AGENDA**

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

Monday, May 19, 2025 - 5:00 PM

Board of Library Trustees Members:

**Chase Rief, Chair
Antonella Castro, Vice Chair
Dorothy Larson, Secretary
Lauren Kramer, Trustee
Meghan Murray, Trustee**

Staff Members:

**Melissa Hartson, Library Services Director
Francine Jacome, Administrative Support Specialist**

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 Commission 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 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 by Sunday, May 18, at 5:00 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 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 Melissa Hartson, 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 mhartson@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. ROLL CALL - 5:00 P.M.

II. PUBLIC COMMENTS

Public comments are invited on agenda items. 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 items, provided the time limit adjustment is applied equally to all speakers. As a courtesy, please turn cell phones off or set them in silent mode.

III. CLOSED SESSION

- 1. Discuss the Library Services Director's Appointment, Employment and Evaluation of Performance (Government Code § 54957).**

IV. RECESS

V. RECONVENE AT 5:45 P.M. FOR REGULAR MEETING

VI. ROLL CALL

VII. CLOSED SESSION REPORT

VIII. PLEDGE OF ALLEGIANCE

IX. CHAIR'S WELCOME

X. 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. As a courtesy, please turn cell phones off or set them in silent mode.

XI. 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. The Board of Library Trustees has 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 upon invitation by the Chair.

A. Consent Calendar Items

2. Minutes of the April 21, 2025 Board of Library Trustees Meeting (pp. 5-9)

[DRAFT OF MINUTES](#)

3. Patron Comments (pp. 10-11)

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

[PATRON COMMENTS](#)

4. Expenditure Status Report (p. 12)

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

[APRIL EXPENDITURES](#)

5. Board of Library Trustees Monitoring List (p. 13)

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

[MONITORING LIST](#)

XII. CURRENT BUSINESS

A. Items for Review

6. Fiscal Year 2025-26 Library Services Budget (pp. 14-16)

Staff requests that the Board of Library Trustees review and approve the Fiscal Year 2025-26 operating budget for the Library.

[STAFF REPORT](#)

[ATTACHMENT A](#)

7. Marketing and Social Networking Update (pp. 17-34)

Staff will provide the annual briefing on Library marketing and social media activities.

[STAFF REPORT](#)

[ATTACHMENT A](#)

8. Library Activities (pp. 35-47)

Monthly update of library events, services, and statistics.

[STAFF REPORT](#)

B. Monthly Reports

9. Library Foundation Liaison Report (pp. 48-49)

Trustee update of the most recently attended Library Foundation Board Meeting.

[FOUNDATION REPORT](#)

10. Foundation Literacy Liaison Report

Trustee update of the most recently attended Foundation Literacy Committee Meeting.

11. Friends of the Library Liaison Report

Trustee update of the most recently attended Friends of the Library Board Meeting.

XIII. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public comments are invited, and 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 silent mode.

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

XV. ADJOURNMENT

CITY OF NEWPORT BEACH

Board of Library Trustees
Civic Center Council Chambers
100 Civic Center Drive, Newport Beach, CA
Meeting Minutes
Monday, April 21, 2025 – 5:00 PM

I. **CALL TO ORDER**

Chair Chase Rief called to order the Board of Library Trustees meeting for April 21, 2025.

II. **ROLL CALL**

Trustees Present: Chair Chase Rief, Vice Chair Antonella Castro, Secretary Dorothy Larson, Trustee Meghan Murray

Trustees Absent: Trustee Lauren Kramer (excused)

Staff Present: Melissa Hartson, Library Services Director
Rebecca Lightfoot, Library Services Manager
Andrew Kachaturian, Adult Services Coordinator
Annika Helmuth, Branch and Youth Services Coordinator

III. **PLEDGE OF ALLEGIANCE**

Secretary Dorothy Larson led the Pledge of Allegiance.

IV. **CHAIR'S WELCOME**

Chair Chase Rief congratulated staff on a successful National Library Week celebration, noting that several City Council Members came to read to children and enjoyed their experience.

V. **NOTICE TO THE PUBLIC** - Waived

VI. **CONSENT CALENDAR**

Administrative Support Specialist Francine Jacome read the Consent Calendar Notice to the public.

Chair Rief reported Library Services Director Melissa Hartson's annual performance review will occur at the May meeting in a Closed Session period beginning at 5:00 p.m. with the Regular Meeting to commence at 5:45 p.m.

A. **Consent Calendar Items**

1. **Minutes of the March 17, 2025 Board of Library Trustees Meeting**

2. **Patron Comments**

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

3. Expenditure Status Report

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

4. Board of Library Trustees Monitoring List

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

Chair Rief opened the item to public comments, there were none.

Motion made by Secretary Dorothy Larson, seconded by Trustee Meghan Murray, and carried 4-0-0-1 to approve the Consent Calendar Item Nos. 1-4.

AYES: Rief, Castro Larson, Murray

NOES:

ABSTENTIONS:

ABSENCES: Kramer

VII. CURRENT BUSINESS

A. Items for Review

5. Library Materials Selection

Staff will provide the Board of Library Trustees with an overview of materials selection.

Library Services Manager Rebecca Lightfoot reported staff members are tasked with maintaining assigned areas of the collection, relying heavily on the Collection Development Policy approved by the Board. She noted that staff uses Collection HQ as an assistance tool but cautioned it is not the sole source of input to assess areas where the Library may be either understocked or overstocked. She added staff checks for items not circulating for at least four years for a more focused assessment. She noted items in the collection not circulating in the past four years are below the recommended 10% threshold.

Library Services Manager Lightfoot expressed an affinity for Collection HQ's "dead on arrival" statistic measuring if an item circulates no more than one time in its first year. She added Newport Beach's collection is below 10% dead on arrival, an indication staff is purchasing materials relevant to residents. She added Collection HQ considers items circulating over 40 times to be "grubby" but noted patrons have been careful with items and the City's are in much better condition than national averages considering their usage volume. She reported that "grubby" items are regularly checked to assess their condition and replaced if necessary.

Library Services Manager Lightfoot presented a chart comparing Newport Beach to peer libraries regionally and nationally reflecting a strong performance by the City using Collection HQ's metrics. She added Collection HQ uses Newport Beach as a positive national example. She commended her staff for how well collections are built.

Chair Rief commended staff for their work and expressed appreciation for the data, adding he has presented it to the Library Foundation.

In response to Chair Rief's inquiry, Library Services Manager Lightfoot confirmed the updated Collection Development Policy has not impeded staff's work.

In response to Vice Chair Castro's inquiries, Library Services Manager Lightfoot clarified the timeline they use in assessing under-circulated materials varies by individual collection, citing variances between children's and adult collections for circulation levels. She confirmed Newport Beach exceeds the national average by having 72.7% of its items being more than five years since publication date. She noted the statistic is a guideline but added sometimes the item remains relevant and should not be removed despite its age because it remains useful. She confirmed staff would replace an item if there was an updated version.

Chair Rief noted most of the books in the nautical collection are over five years old but still relevant.

Chair Rief opened the item to public comments, there were none.

Chair Rief received and filed the report.

6. Media Lab Update

Staff will update the Board of Library Trustees on the Media and Sound Labs at Central Library.

Library Services Manager Lightfoot reported the Media Lab will have been open for 12 years in November with generous funding received by the Foundation. She advised that the staff is hoping to add more specialized podcast and video equipment based on the Foundation's generosity. She reported the Media Lab tends to bring in a user group that does not otherwise use the Library often, mainly a 15- to 35-year-old male demographic. She noted that they often work to include this group's suggestions in Media Lab purchases. She announced that the photo scanner has been so popular that staff are looking into purchasing a second one based upon patron suggestions.

Library Services Manager Lightfoot cited AutoCAD as an example of an expensive piece of software drawing multiple regular and appreciative users. She noted that the Media Lab hosts a popular regular Coding for Kids program. She advised that Project Adult Literacy also uses the Media Lab for training and orientations. She reported staff are regularly looking for ways to increase the Media Lab's traffic, including the well-attended April 12, Digital Saturday open house. She noted that the Media Lab was recently featured in the *Daily Pilot*.

Library Services Manager Lightfoot reported the Tech Toys collection has circulated well since its addition in 2016. She noted that staff have recently added new GoPro cameras and Nintendo Switch gaming consoles.

In response to Vice Chair Castro's inquiry, Library Services Manager Lightfoot reported on a variety of methods staff used to promote the recent open house ranging from social media to newsletter inclusion.

Chair Rief commended the *Daily Pilot* article. He reported that former Chair Paul Watkins messaged the Board impressed by its rare inclusion of three photographs. He remarked that he

has used the Tech Toys. He thanked staff, with Foundation support, for keeping up with the times as media technology evolves, noting the increasing popularity of podcasts.

Chair Rief opened the item to public comments, there were none.

Chair Rief received and filed the report.

7. Library Activities

Monthly update of library events, services, and statistics.

Library Services Director Hartson reported that the City Council has approved a Tenant Agreement with KIT Coffee. She advised that there will be improvements made to the tenant's indoor space and both the outdoor and second floor lobby seating areas. She noted that the Agreement stipulates occupancy could take up to a year, but staff hopes it will be sooner.

Library Services Director Hartson reported the annual butterfly metamorphosis has returned to the Children's Room with a release date set for April 29. She announced that there will be both morning and afternoon release events this year to capture different audiences.

Chair Rief opened the item to public comments, there were none.

Chair Rief received and filed the report.

B. Monthly Reports

8. Library Foundation Liaison Report

Trustee update of the most recently attended Library Foundation Board meeting.

Secretary Larson reported that the Foundation's Summer Solstice donor event on June 18 includes a lecture by Pulitzer Prize-winning journalist Michael Hiltzik from the *Los Angeles Times*. She noted that there are ongoing discussions about an event for the grand opening of Witte Hall with the date pending due to construction progress. She announced that a ribbon-cutting has been scheduled for December 9, with the formal grand opening event to occur in March 2026. She encouraged the Board to read the comprehensive report from Foundation Chief Executive Officer Jerold D. Kappel included in the Agenda packet.

Chair Rief announced that the last major program in the Friends Room before construction begins will be a free April 30 Spotlight on Science event with noted seismologist Dr. Lucy Jones.

9. Foundation Literacy Liaison Report

Trustee update of the most recently attended Foundation Literacy Committee Meeting.

Vice Chair Castro reported the new Literacy Committee had its first meeting on March 25. She advised that the Project Adult Literacy currently has 50 tutors and 59 learners. She noted that they are awaiting word on a grant funding request.

10. Friends of the Library Liaison Report

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

Trustee Meghan Murray reported that the Friends of the Library are contemplating methods to hold their June book sale due to the construction of Witte Hall.

Chair Rief opened the items to public comments, there were none.

Chair Rief received and filed the monthly reports.

VIII. PUBLIC COMMENTS ON NON-AGENDA ITEMS – THREE MINUTES PER SPEAKER

Jim Mosher encouraged the Board to seek updates on the status of the Coastal Development Permit appeal to the California Coastal Commission as it relates to the Balboa Branch's construction, expressing concerns over the Commission not yet hearing the matter and its potential impacts to the anticipated construction schedule.

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

None

X. ADJOURNMENT – 5:25 P.M.

The next meeting will be May 19, 2025.

Comment # Date Received Source of Comment Staff Member Staff Member Title Date Responded to Patron	Comment	Response
<u>1</u> <u>04/01/2025</u> <u>Phone</u> <u>Allison Sarnowski</u> <u>Administrative Support Technician</u> <u>04/01/2025</u>	<p>Our group would like a better Wi-Fi signal in the Sword Room. We have hybrid meetings there every week, and we've been having a lot of connection trouble ...</p> <p>Thank you for promptly attending to this request. Although the news about the hard-wire broadband connection was disappointing, it was not unexpected. We can always hope. I look forward to the feedback from City IT ...</p>	<p>I shared your concerns with our Library Services Manager, Rebecca Lightfoot. She reached out to City IT with a request to boost the Wi-Fi signal in the Sword Room. If approved, I'm not sure how long the upgrade would take. If I receive any updates, I will let you know. Regarding a wire connection to broadband for patrons using the room, I was told that City IT would not allow that. Thank you for your feedback!</p>
<u>2</u> <u>04/09/2025</u> <u>Email</u> <u>Rebecca Lightfoot</u> <u>Library Services Manager</u> <u>04/09/2025</u>	<p>Free adventure pass or free museum pass[?] Do you have free passes to anything for Library card holders? P.S. You all do a WONDERFUL job to make our libraries the absolute BEST! Thank you.</p>	<p>We do offer California State Library Parks Passes to our patrons. The passes allow you to park at a wide variety of state parks throughout California for free. Here's a link to the pass in our catalog, along with some additional information regarding the passes ... Please let me know if there is anything else I can help you with, and thank you for using the library!</p>
<u>3</u> <u>04/09/2025</u> <u>Greeting Card</u> <u>Rebecca Lightfoot</u> <u>Library Services Manager</u> <u>04/10/2025</u>	<p>Dear Library Staff ... On the occasion of National Library Week, we wanted to recognize you for your passion for serving our community each and every day. Thank you for your commitment and hard work. With admiration ...</p>	<p>On behalf of the Newport Beach Public Library, I would like to thank you for the beautiful greeting card and kind gift. Library staff are enjoying the delicious chocolates, and we all appreciate the kind words you shared. Your ongoing support means a lot to us. We applaud you for your recognition of National Library Week, and we hope to see you again soon at the Library.</p>
<u>4</u> <u>04/14/2025</u> <u>Email</u> <u>Rebecca Lightfoot</u> <u>Library Services Manager</u> <u>04/14/2025</u>	<p>Do any of your libraries have a space dedicated to crafting, specifically with sewing machines? If not, is there a space where I can bring and operate a sewing machine? Thank you.</p>	<p>While the Newport Beach Public Library does not have a dedicated crafting space or a room for you to use a sewing machine, a few nearby libraries do offer makerspaces with sewing machines: The Placentia Public Library offers sewing machines to rent as well as sewing machines in their Makerspace to use in the library ... The Huntington Beach Public Library has a makerspace with sewing machines ... I hope that helps. Please let me know if you have any other questions. Thank you.</p>
<u>5</u> <u>04/15/2025</u> <u>Email</u> <u>Rebecca Lightfoot</u> <u>Library Services Manager</u> <u>04/15/2025</u>	<p>Thank you, Laurie Sanders, for your most unexpected immediate attention (in a good way). Had no idea a simple question/short conversation would be considered and acted on in less than 24 hours. I have never experienced anything like that. Please also thank the librarian who passed my request. He mentioned the library users actually are listened to, but I wrongly took as library PR. He wasn't kidding. Yours and his professional attention (and I should also include all the night staff as well) probably all have answered a question or two, over the times I've visited. Should be the standard of service at all civic government and businesses.</p>	<p>Thank you so much for your kind words. We appreciate it, and I've shared it with my staff as well as the rest of the Administration Team. Please don't hesitate to reach out with any questions, comments, or concerns you might have. Thank you for using the library!</p>
<u>6</u> <u>04/17/2025</u> <u>Email</u> <u>Allison Sarnowski</u> <u>Administrative Support Technician</u> <u>04/25/2025</u>	<p>Thank you so much for speaking with me on the phone earlier today! Here is some more information about our research group. The Child Studies Collaborative is a shared database with 13 UCI faculty across the schools of Education, Social Ecology, Social Sciences, and Pediatrics. We are hoping to improve developmental science by connecting UC Irvine faculty with families who are interested in participating in ongoing studies ... We currently partner with the Discovery Cube museum, and would love to establish a similar partnership with the Newport Beach Public Library. At the Cube, we have a table where we play fun games with the children and tell parents about the database and ongoing studies. We also sign parents up for the database and studies using our iPads, and hand out flyers. We would love to set up something similar at your location ...</p>	<p>Thank you for reaching out to the Newport Beach Public Library. Although our Youth Services department is not interested in establishing a partnership at this time, here is a link to our Expressive Use Area policy ... You may want to consider using these designated spaces to spread the word about your research group and the Child Studies Collaborative ... I hope this helps. Please let me know if you have any questions. Thanks again!</p>

Comment # Date Received Source of Comment Staff Member Staff Member Title Date Responded to Patron	Comment	Response
7 <u>04/23/2025</u> <u>Email</u> <u>Andy Kachaturian</u> <u>Adult Services Coordinator</u> <u>04/23/2025</u>	<p>Newport Beach Library Team, I hope this message finds you well. I am currently in the process of applying to a university program and am working on my Statement of Purpose. I would greatly appreciate any assistance you might be able to offer in reviewing and refining my document. In particular, I am looking for help with reading through my statement, suggesting rephrasing where needed, and providing feedback to help improve the clarity and effectiveness of the content. Please let me know if there are any services or resources available for this type of support, and if I would need to make an appointment in advance. Thank you very much for your time and assistance. Best regards</p>	<p>Thank you for thinking of the library in your efforts to complete you statement of purpose. While library staff are not able to provide direct feedback, we do have several resources that I think would be helpful to you in this. We provide access to the Brainfuse and HelpNow databases. Both provide writing development resources and even offer live tutoring. You will just need your library card to access these. We also have been hosting College Preparation workshops. There is a College Essay Writing workshop coming up on May 21 from 7pm – 8pm that is free to attend and hosted at the Central Library in the Friends Meeting Room. You can read more about this and register here ... The library of course also carries many books on the topic of college application writing. Feel free to speak with a librarian on your next visit and we can help you select some books that will help. Or feel free to call the Reference Desk at 949-717-3800, option 2 and we would be happy to place items on hold for you or provide any other help. We hope this helps—and good luck in your application process! Best regards.</p>
8 <u>04/24/2025</u> <u>Email</u> <u>Rebecca Lightfoot</u> <u>Library Services Manager</u> <u>04/28/2025</u>	<p>I'm reaching out on behalf of Little Roots Pediatric Dentistry in Costa Mesa. We're a women-owned, mom-run dental office passionate about making oral health fun and educational for kids and families in our community. We'd love to explore opportunities to partner with your library, whether that's participating in an upcoming story time, handing out fun dental-themed goodie bags, or joining any family events or community programming you may have planned. If you offer any advertising or sponsorship opportunities as well, we'd be excited to learn more about how we can support the library and stay connected to local families. Thank you so much for your time, we'd love to collaborate in any way that's helpful and aligned with your programming. Looking forward to hearing from you!</p>	<p>Thank you for thinking of us. Unfortunately, we do not currently have any opportunities for a partnership, advertising, or sponsorship for our events. We appreciate you reaching out. Thank you for everything that you do for the community. Take care.</p>
9 <u>04/29/2025</u> <u>Email</u> <u>Annika Helmuth</u> <u>Branch & Youth Services Coordinator</u> <u>04/29/2025</u>	<p>I run Youth in Autoimmunity, an organization which helps foster a sense of comfort and familiarity around autoimmune diseases among elementary-aged children. With lupus awareness month approaching in May, I wanted to see if it be possible for Youth In Autoimmunity to host a small read-out-loud (completely free of charge) for children who regularly visit the library. So far Youth in Autoimmunity has hosted book readings (for my book "Larry the Lobster Has Lupus"), Q&As, and educational coloring activities at the Boys and Girls Scouts of America and Gaowa Elementary. I have attached my website, which includes my book below ... Please let me know if it would be possible for me to set up a workshop with your library. Thank you for your time.</p>	<p>Thank you for your interest in the Newport Beach Public Library. The library hosts a variety of youth programs that complement or enhance the Library's mission as the cultural, educational, and informational heart of Newport Beach. Youth programs are free, open to the public, and held during library hours. Youth programs are currently planned with a six- to eight-month lead time and program schedules have been established through the beginning of Fall 2025. Unfortunately, we are unable to add any new programs prior to that time. If you are interested in hosting an afterschool program at later date, here are some general recommendations for youth program consideration. We do not offer opportunities for authors to host at storytime. Storytimes are reserved for library staff ... Please don't hesitate to reach out if you have any questions.</p>
10 <u>04/30/2025</u> <u>Email</u> <u>Rebecca Lightfoot</u> <u>Library Services Manager</u> <u>04/30/2025</u>	<p>Could the library use old college textbooks? Math, science, computer science, general ed. Circa 1980s, 1990s.</p>	<p>Thank you for thinking of us for your donations. The Friends of the Library accept donations on our behalf. You can find a list of items they accept on our website ... Here is an excerpt from that page ... I hope that helps! If you have any questions regarding the donation process, you can reach the Friends at 949-759-9667. Thank you.</p>

LIBRARY EXPENDITURES
(May 2, 2025)

FY 2024-25

ACCOUNT DESCRIPTION	ORIGINAL APPROP	REVISED BUDGET	MONTHLY EXPENDED	YTD 2024-25 EXPENDED	AVAILABLE BUDGET	YTD 2024-25 % EXPENDED	YTD 2023-24 EXPENDED
I SALARY & BENEFITS							
SALARY FULL-TIME REGULAR	3,346,020	3,346,020	251,835	2,521,405	824,616	75.4%	2,475,225
SALARY PART-TIME	1,419,780	1,424,882	75,497	738,630	686,252	51.8%	718,506
BENEFITS	2,305,496	2,459,924	269,921	1,953,670	506,254	79.4%	1,858,852
SALARY & BENEFITS TOTAL	7,071,297	7,230,826	597,253	5,213,705	2,017,121	72.1%	5,052,584
II MAINT & OPERATION							
PROFESSIONAL SERVICE*	215,453	247,111	5,707	214,596	32,515	86.8%	182,393
UTILITIES	383,009	383,009	23,087	284,368	98,641	74.2%	298,944
PROGRAMMING	2,000	3,100	401	2,059	1,041	66.4%	2,816
SUPPLIES**	82,800	81,500	6,682	76,262	5,238	93.6%	70,362
LIBRARY MATERIALS	669,740	692,767	(10,417)	641,863	50,904	92.7%	625,264
FACILITIES MAINTENANCE	248,450	270,681	10,567	177,399	93,281	65.5%	173,630
TRAINING AND TRAVEL	10,681	7,681	100	3,745	3,936	48.8%	8,885
GENERAL OPERATING EXPENSES***	24,202	37,076	1,399	33,032	4,044	89.1%	22,111
PERIPHERALS & SOFTWARE	5,000	4,500	-	1,306	3,194	29.0%	115
INTERNAL SERVICE FUNDS	1,849,173	1,704,825	-	1,420,687	284,137	83.3%	1,411,164
OFFICE EQUIPMENT	2,000	2,000	172	236	1,764	11.8%	379
MAINT & OPERATION TOTAL	3,492,508	3,434,249	37,698	2,855,554	578,696	83.1%	2,796,062
LIBRARY BUDGET TOTAL	10,563,804	10,665,075	634,951	8,069,258	2,595,817	75.7%	7,848,646

*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	Policy Review (See List Below)		Ongoing
Apr 15, 2024	Performance Review of Library Services Director (Closed Session)		May 19, 2025
May 20, 2024	Annual Budget - Approval		May 19, 2025
May 20, 2024	Marketing Update & Social Networking Update		May 19, 2025
Jul 15, 2024	Branch Update - Corona del Mar		Jun 16, 2025
Jun 17, 2024	Financial Report Comparison of Beginning Budget to End of the Year Amended Budget		Jun 16, 2025
Jul 15, 2024	Election of Board of Library Trustees Officers/Trustee Liaisons		Jul 21, 2025
Jul 15, 2024	Proposed Library Closures for Winter Holidays		Jul 21, 2025
Aug 19, 2024	Information Technology Update		Aug 18, 2025
Aug 19, 2024	Adult and Reference Services Update		Aug 18, 2025
Sep 16, 2024	Literacy Program Update		Sep 15, 2025
Oct 21, 2024	Branch Update - Mariners		Oct 20, 2025
Oct 21, 2024	Youth Services Update		Oct 20, 2025
Nov 18, 2024	Review Holidays / Meeting Schedule		Nov 17, 2025
Jan 21, 2025	Newport Beach Public Library eBranch, Database and Downloadable Services Review		Jan 20, 2026
Feb 24, 2025	Annual Budget - Preliminary Review		Feb 17, 2026
Feb 24, 2025	Arts & Cultural Update		Feb 17, 2026
Mar 17, 2025	Branch Update - Balboa		Mar 16, 2026
Apr 21, 2025	Library Material Selection		Apr 20, 2026
Apr 21, 2025	Media Lab Update		Apr 20, 2026
LAST REVIEWED	POLICY REVIEW		
Jun 19, 2023	NBPL 4	Children in the Library Policy	Jun 16, 2025
Aug 21, 2023	NBPL 14	The Friends Meeting Room	Aug 18, 2025
Dec 11, 2023	NBPL 10	Laptop Borrowing Policy	Dec 15, 2025
Mar 18, 2024	NBPL 3	Library Gift and Donor Policy	Mar 16, 2026
Jun 17, 2024	NBPL 2	Collection Development Policy	Jun 15, 2026
Jul 15, 2024	CC I-1	Library Services Policy (Council Policy I -1)	Jul 20, 2026
Sep 16, 2024	NBPL 9	Expressive Use Areas	Sep 21, 2026
Nov 18, 2024	NBPL 1	Library Use Policy	Nov 16, 2026
Nov 18, 2024	NBPL 6	Media Lab Use Policy	Nov 16, 2026
Nov 18, 2024	NBPL 7	Sound Lab Use Policy	Nov 16, 2026
Jan 21, 2025	NBPL 12	Circulation Policy	Jan 19, 2027
Jan 21, 2025	NBPL 5	Internet Use Policy	Jan 19, 2027
Jan 21, 2025	NBPL 11	Rules for Acceptable Use of Wireless Internet Connections	Jan 19, 2027
Feb 24, 2025	NBPL 8	Display and Distribution of Materials Policy	Feb 16, 2027
Mar 17, 2025	NBPL 13	Study Rooms/Charles Sword Meeting Room Policy	Mar 15, 2027



CITY OF NEWPORT BEACH BOARD OF LIBRARY TRUSTEES STAFF REPORT

May 19, 2025
Agenda Item No. 6

TO: BOARD OF LIBRARY TRUSTEES

FROM: Library Services Department
Melissa Hartson, Library Services Director
(949) 717-3801, mhartson@newportbeachca.gov

PREPARED BY: Rebecca Lightfoot, Library Services Manager

TITLE: Fiscal Year 2025-26 Library Services Budget

RECOMMENDATION:

Staff requests that the Board of Library Trustees review and approve the Fiscal Year 2025-26 operating budget for the Library.

DISCUSSION:

Section 708. Board of Library Trustees. Powers and Duties.

There shall be a Board of Library Trustees consisting of five members which shall have the power and duty to:

(c) Consider the annual budget for library purposes during the process of its preparation and make recommendations with respect thereto to the City Council and City Manager.

In accordance with the above statement, staff have prepared the Fiscal Year 2025-26 operating budget for the Library Services Department. The Library met with Assistant City Manager Tara Finnigan, Assistant City Manager Seimone Jurjis, and Finance Budget Staff on Monday, February 24, 2025. Three program enhancement requests were submitted. The Library asked to reclassify a current Librarian III position to a paraprofessional position and to reallocate the salary savings to the Maintenance and Repair budgets. The City determined additional research on this subject is needed before moving forward with this request. The other two requests, for two new part-time Library Clerk II positions to take over the non-building related duties of the current Facilities Maintenance Technician and the additional funding for the Sculpture Exhibition, have been approved by City Manager Grace Leung.

The Library's overall budget declined due to several factors. Starting July 1, 2025, Facilities Maintenance will be transferred to the Public Works department. In addition, Public Works is also taking over all Janitorial services, decreasing the Professional Services and Supplies budgets.

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: FY 2025-26 City Manager Approved Budget

ACCOUNT DESCRIPTION	FY 2025-26 CITY MANAGER APPROVED BUDGET	FY 2024-25 ORIGINAL APPROPRIATION
SALARY & BENEFITS		
SALARY FULL-TIME REGULAR	3,359,526	3,346,020
SALARY PART-TIME	1,510,834	1,419,780
BENEFITS	2,265,515	2,305,496
SALARY & BENEFITS TOTAL	7,135,875	7,071,297
MAINT & OPERATION		
PROFESSIONAL SERVICE*	6,488	215,453
UTILITIES	391,004	383,009
PROGRAMMING	2,000	2,000
SUPPLIES**	53,750	82,800
LIBRARY MATERIALS	669,740	669,740
FACILITIES MAINTENANCE	8,263	209,698
TRAINING AND TRAVEL	10,681	10,681
GENERAL OPERATING EXPENSES***	61,666	59,953
PERIPHERALS	4,500	5,000
INTERNAL SERVICE FUNDS	1,815,075	1,852,173
OFFICE EQUIPMENT	2,000	2,000
MAINT & OPERATION TOTAL	3,025,167	3,492,508
LIBRARY BUDGET TOTAL	10,161,042	10,563,804

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

**INCLUDES OFFICE , PROCESSING AND JANITORIAL SUPPLIES

***INCLUDES, ADVERTISING, DUES, EVENT INSURANCE

ACCOUNT DESCRIPTION	FY 2025-26 CITY MANAGER APPROVED BUDGET	FY 2024-25 ORIGINAL APPROPRIATION
CULTURAL ARTS		
PROFESSIONAL SERVICE	237,080	158,000
CITY GRANTS	30,000	30,000
PROGRAMMING	60,500	60,500
MAINTENANCE	4,248	4,248
GENERAL OPERATING EXPENSES	2,340	2,340
CULTURAL ARTS BUDGET TOTAL	334,168	255,088



CITY OF NEWPORT BEACH BOARD OF LIBRARY TRUSTEES STAFF REPORT

May 19, 2025
Agenda Item No. 7

TO: BOARD OF LIBRARY TRUSTEES

FROM: Library Services Department
Melissa Hartson, Library Services Director
(949) 717-3801, mhartson@newportbeachca.gov

PREPARED BY: Maria Nicklin, Marketing Specialist

TITLE: Marketing and Social Networking Update

DISCUSSION:

Staff will provide the annual briefing on Library marketing and social media activities.

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 Overview

NBPL MARKETING OVERVIEW 2025

MARKETING GOALS

- 1** INCREASE awareness of library offerings
- 2** FILL library events and programs
- 3** REACH new audiences
- 4** BUILD the NBPL brand
- 5** EDUCATE the community on why libraries matter

LIBRARY MARKETING **COMPARISON**

But first, a quick overview of what library marketing looks like across the country.

Library marketing departments vary in size, driven by the goals and budget of the library — from a single librarian pinch hitting as a marketer when that's all the budget will allow; to a team of six professionals encompassing a marketing manager, graphic designer, email marketing specialist, social media specialist, copywriter, digital marketing specialist; to a team of 30 marketing professionals at the New York Public Library.

At the Newport Beach Public Library, our marketing efforts are led by a dedicated team of one, managing a wide range of responsibilities — from marketing strategy to graphic design, copywriting to email marketing, social media, photography, media relations, and more.

LIBRARY MARKETING

DRIVING TRAFFIC

Developing strong programming is only part of a successful library equation. Filling those programs, (events, workshops, and lecture hall) is the other part. And that's where effective library marketing comes in.

After a program is created, it's the job of the marketing department to effectively reach the target audience. That's the focus of this year's marketing overview: what we're doing to reach our audiences and how.

CASE STUDY

THE [M] FACTOR

Overview:

A documentary screening highlighting an m-related topic that as evidenced by the number of participants, women were eager to discuss.

Audience:

Mostly women (and one man) between the ages of mid 40s to 60s

Marketing:

Getting the word out to the exact audience we wanted to reach had us starting with a word of mouth/text campaign that included a small pass-along graphic with all of the relevant information. Within 48 hours, we had more than 150 women registered. Within days, the event was full and had a wait list.

Outcome:

A successful event, full house, with the added bonus of reaching a new audience and in turn, creating new patrons.



CASE STUDY

LIES, LIES, LIES

Overview:

A Meet the Author event featuring a local, first-time author whose novel hit it big. Our Programming Library Assistant, Terry Sanchez, booked the author shortly before the novel was chosen as the Good Morning America book pick for March, providing an exceptional marketing angle for the event.

Audience:

Mostly women between the ages of 40 to 60. Many in the audience were first-time NBPL patrons.

Marketing:

We looked beyond the typical tactics and employed a similar guerilla marketing approach to the one we used for The M Factor. We also marketed to book clubs and aspiring writers. And because it focused on a local author, we were able to secure a front page feature in the Daily Pilot, which generated even more interest. Again we reached a group of women – many of whom were attending their second-ever NBPL event in a matter of weeks.

Outcome:

A full room, a lot of positive feedback, and a slew of new library fans.

Calling all book clubs!



Grab your bibliophile besties and dive into *Count My Lies* — a *Gone Girl*-ish, read-in-one-night thriller about a compulsive liar whose little white lies allow her to enter the life of a wealthy New York couple, harboring dark secrets themselves.

Then, make a night of it and join us on Tuesday, April 8 at 7 pm for an evening with Sophie Stava, author of *Count My Lies* — just named the Good Morning America Book Club pick for March, an Amazon Editor's Pick, and more.

This event is free, registration is recommended at newportbeachlibrary.org. Books will be available for purchase/signing from Lido Village Books. The first 25 people to arrive will receive a free copy of *Count My Lies*. Friends Room, Central Library, 1000 Avocado Avenue, Newport Beach.



newportbeachlibrary.org

CASE STUDY

SOCIAL MEDIA

Overview:

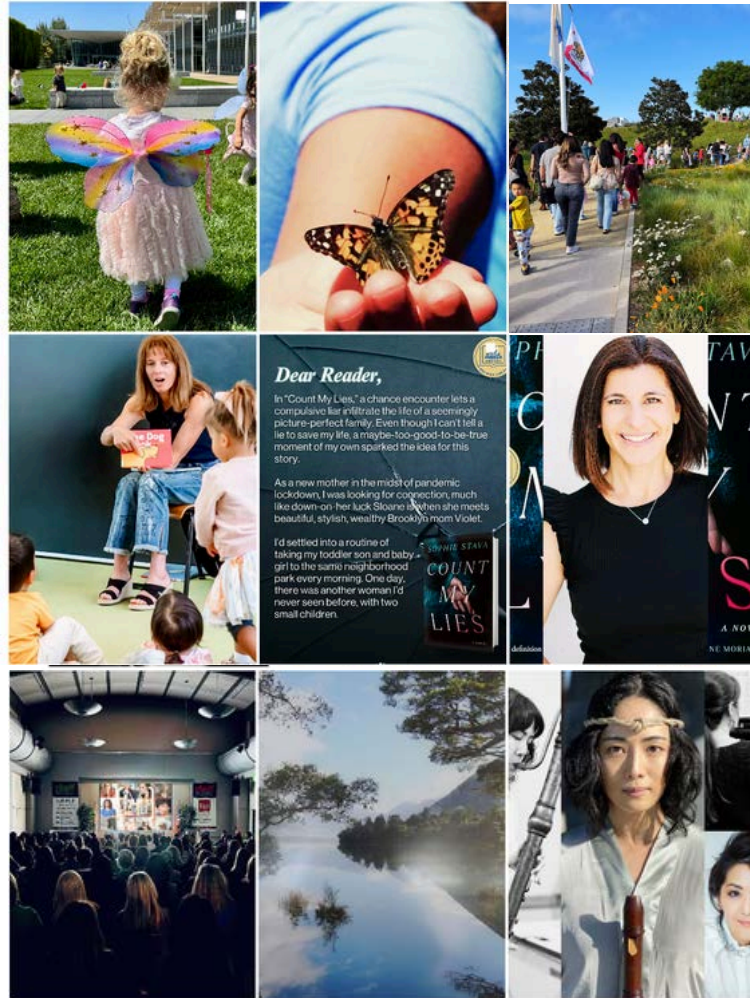
In an effort to strategically and efficiently use our time on social media, we focus on Instagram, which automatically gets posted to Facebook. Our Instagram efforts include posts, stories and reels.

Audience:

Our Instagram audience tends to be mostly women in their 30s to 50s. This is also an audience of moms who have young children participating in NBPL programs, so you'll notice a particular focus on children's events. At the same time, we're focused on providing a balanced view of our offerings.

Marketing:

In the coming months we're planning targeted Instagram promotions to increase engagement and in turn, followers. We've also been selectively boosting posts to increase exposure and followers.



CASE STUDY

FIND YOUR NEXT GREAT READ

Overview:

A home page treasure trove of book recommendations. Instead of another bestseller list, “Find Your Next Great Read” is a NBPL-curated list that focuses on all-time favorites with contributions from library staff.

Audience:

Anyone and everyone looking for that next great read.

Goal:

To get patrons and non patrons alike coming back to our website, engaged with the library, and reading.

Marketing:

A marketing opportunity that can be talked about on all NBPL platforms – from social media to digital signs, magazines, e-blasts and more.



CASE STUDY

FIRE STATION STORYTIME

Overview:

A fun-filled morning consisting of stories read by firefighters, fire-fighter themed songs and dances, and tours of the next door CdM fire station.

Audience:

Kids, babies, toddlers, moms, dads, caregivers, grandparents, sisters, brothers.

Marketing's role:

Let's be clear – this program, that was created, organized, and staffed by the CdM branch – is an automatic home run. Add to that some strategic marketing in the form of branding, design, and getting the word out, and you have 500% growth in the last four years – with 51 people attending the event in 2021 and 239 people attending in 2024. This event is a goldmine of happy images and pre and post event marketing opportunities.



CASE STUDY BUTTERFLIES

Overview:

A yearly program created by the Children's Department where kids are invited to the library over a three-week period to watch caterpillars become chrysalis, and chrysalis become butterflies. The end event is a butterfly-release party which this year, went even bigger with the program broken down into two age categories: 0-5 and 6-11.

Audience:

Babies, toddlers, kids, moms, dads, caregivers, grandparents, sisters, brothers, interested passers-by.

Marketing's role:

We stepped up the marketing effort to help drive traffic and fill these two time slots through tactics including a website banner ad, digital signs, media relations, posters, flyers, social media, and the always-effective e-blast.

Outcome:

More than 300 patrons participated in the two events and we were able to take advantage of the very visual nature of the program, increasing our Instagram followers by more than 100 in a 48-hour period. This program provided pre-event marketing opportunities and post event follower growth as well as a slew of happy images.



CASE STUDY

STORYTELLERS EXTENDED

Overview:

What started as a memoir-writing class was rebranded as Storytellers, which became so popular it grew into Storytellers 2, then the The Writers Workshop and the latest iteration debuting this fall is Storytellers Extended — a program designed specifically for writers who want to get published, and created based on demand from patrons who wanted more in the Storyteller writing space.

Audience:

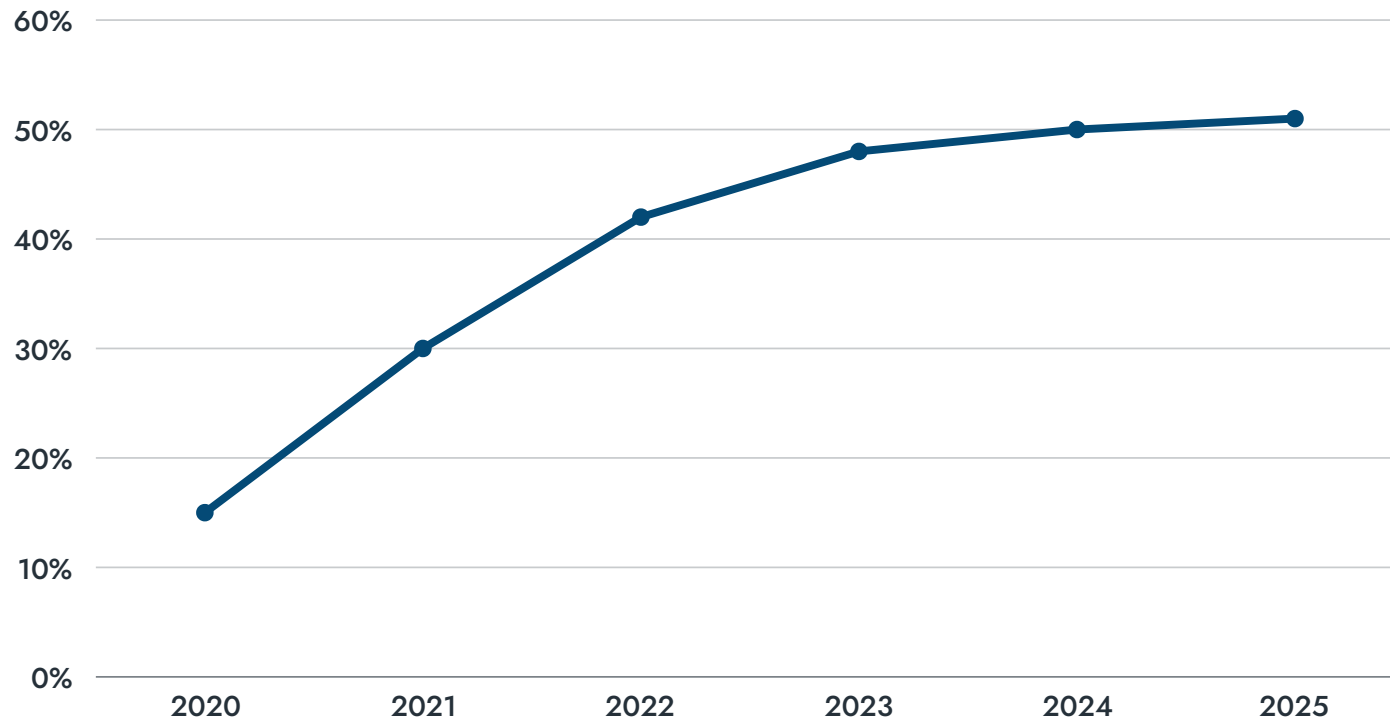
The age ranges from 18 to 80 and includes both men and women.

Marketing's role:

Marketing spearheaded the rebranding of Memoir Writing to Storytellers and created the design and messaging for the program. Marketing continues to get the word out for each workshop, helping to fill each one to capacity.

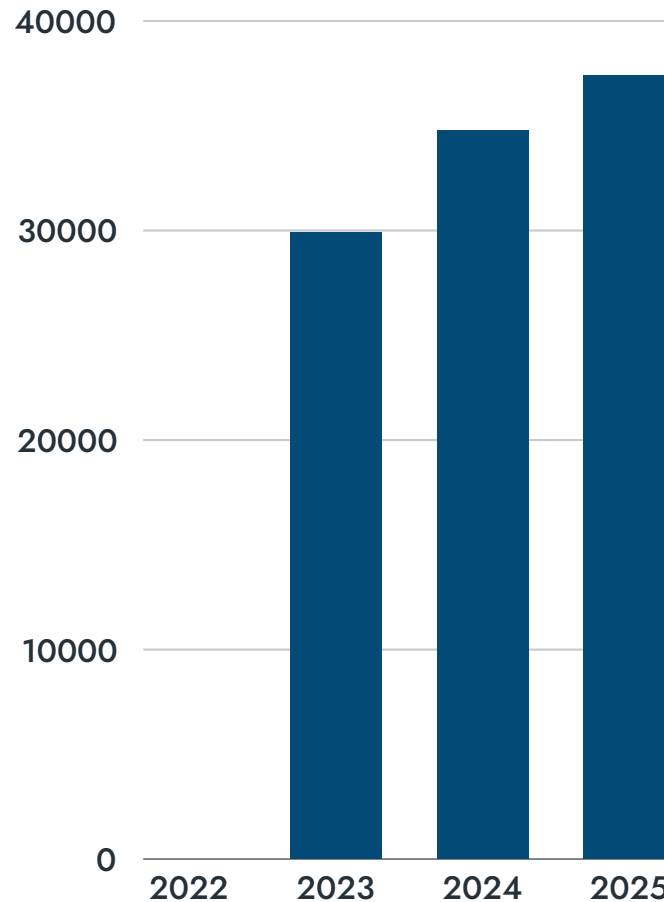


EMAIL OPEN RATE NUMBERS



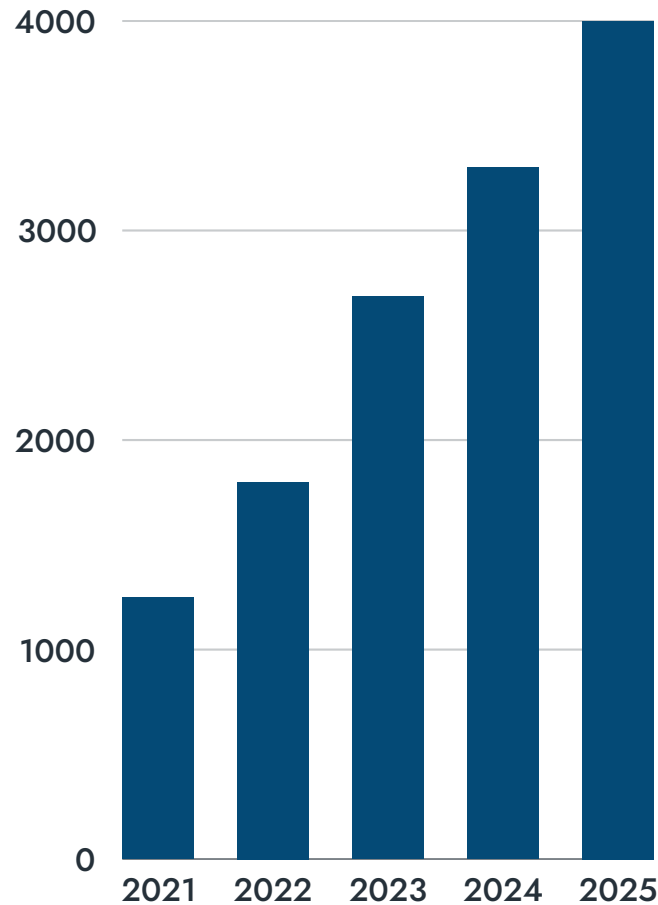
Our e-mail open rate has grown from 15% in 2020 to 51% today. Our goal is to keep every e-blast we send out interesting, relevant, well designed and critically, hitting that sweet spot of not too little, not too much, but just the right frequency. The strength of this list — and open rate — enables us to fill programs when we hit send.

EMAIL MARKETING NUMBERS



The strength of our e-mail marketing efforts lie in the strength and size of our lists. We use a variety of marketing tactics to get people to sign up such as in-library postcards, online, when new patrons are signing up for a library card, digital signage, etc.

SOCIAL MEDIA NUMBERS



From 1250 in 2021 to 4,000 today, our social media efforts continue with steady growth. We focus on Instagram, which automatically gets posted to Facebook. Our Instagram efforts include posts, stories and reels — and in the coming months, targeted promotions to increase engagement and followers.

THE IMPORTANCE OF BRANDING

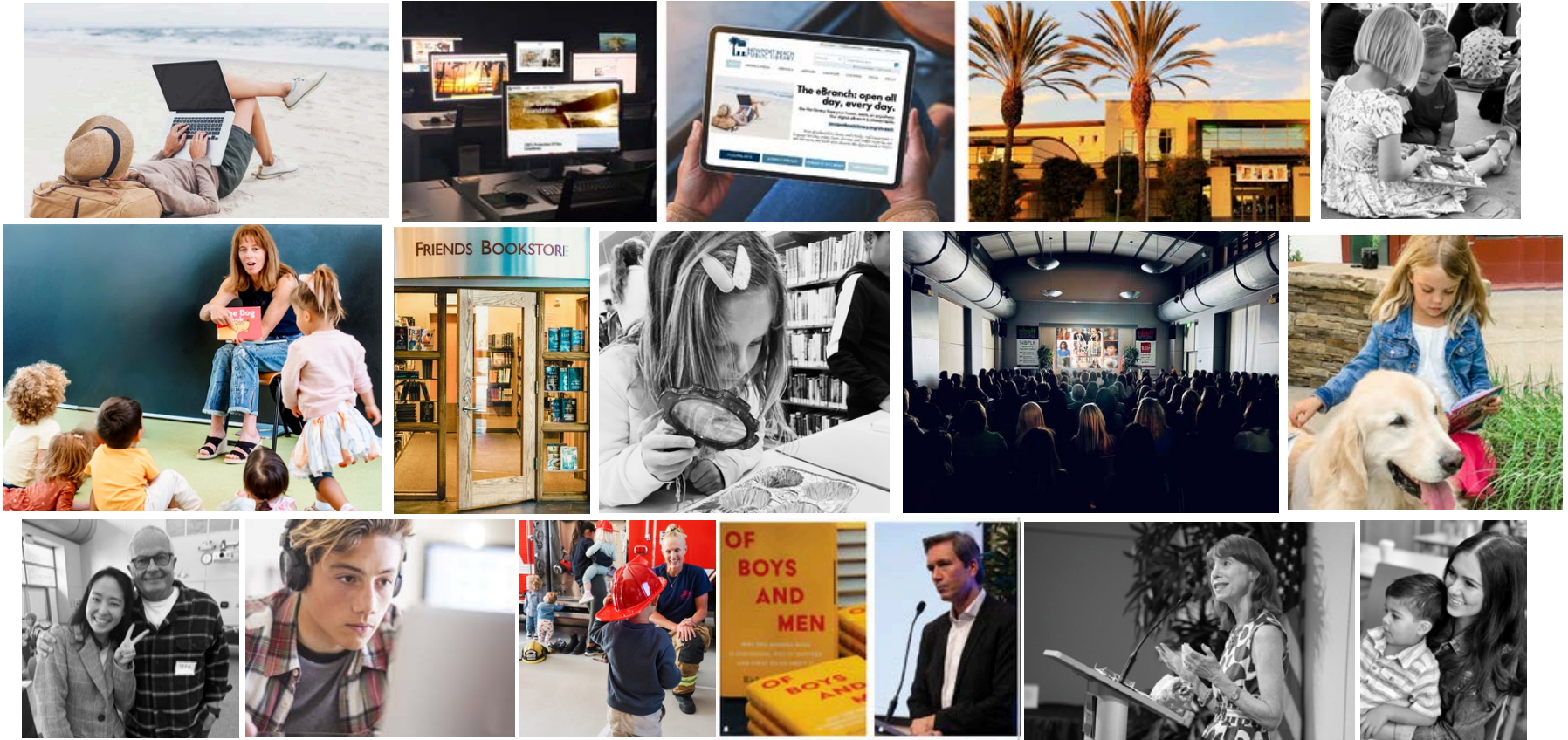
BRAND STYLE



Strong branding gives the Newport Beach Public Library an identity. It helps to make us immediately recognizable as NBPL and create lasting relationships with our patrons. My goal is always clean, simple, and eye catching – both in messaging and design.

A STORY IN IMAGES

BRAND STYLE



*Inviting our patrons into the NBPL brand is our goal – a space of curiosity, adventure, learning, community — and books.
A space you want to be a part of, a space you want to join.*

GOALS FOR 2025/2026

NEXT STEPS

- Focus on INCREASING TRAFFIC TO THE NBPL WEBSITE, which is the core of our marketing efforts.
- Continue to identify, engage, and WIN OVER NEW AUDIENCES.
- Continue to SUPPORT the LIBRARY in all of its GOALS.
- Continue to BUILD and refine the NBPL BRAND.
- Identify measurable RESULTS.



CITY OF NEWPORT BEACH BOARD OF LIBRARY TRUSTEES STAFF REPORT

May 19, 2025
Agenda Item No. 8

TO: BOARD OF LIBRARY TRUSTEES

FROM: Library Services Department
Melissa Hartson, Library Services Director
(949) 717-3801, mhartson@newportbeachca.gov

PREPARED BY: Melissa Hartson, Library Services Director

TITLE: Report of April Library Activities – May 19, 2025 Meeting

MELISSA HARTSON, LIBRARY SERVICES DIRECTOR

Elizabeth Stahr, 1933-2025

The Stahr Children's Room is the heart of the Central Library. It's where hundreds of kids engage in storytimes, attend programs, and participate in activities. It is a place where families gather, community grows, and where children are empowered to become lifelong learners. It's also where Mrs. Stahr found incredible joy, seeing firsthand the results of her commitment to fostering a deep love of reading.

Along with her husband John, Mrs. Stahr was an integral figure in the creation of the Newport Beach Central Library. In 1989, Mr. and Mrs. Stahr initiated a fundraising campaign that was significant to see the project come to fruition. With that effort, the Newport Beach Public Library Foundation was created. The campaign successfully raised over \$2M and the Central Library opened its doors in July 1994.

Mrs. Stahr believed in the power of books and the public library's ability to change lives. She leaves behind a legacy for today's library patrons and generations that follow. The Newport Beach Public Library honors Mrs. Stahr for her significance to Newport Beach and the surrounding communities. Our sincerest condolences go to the Stahr family.

WHEELHOUSE LIST FOR LIBRARY TRUSTEES

- Library Closure: Memorial Day
Monday, May 26
All locations
- Summer Reading Program
Saturday, June 7 – Saturday, August 2
All locations
- Friends Used Book Sale
Friday, June 6, 1 – 4 p.m. (Members Only)
Saturday, June 7, 9 a.m. – 2 p.m.
Friends Room and Lobby, Central Library
- Board of Library Trustees Meeting
Monday, June 16, 5 p.m.
City Council Chambers, Civic Center

REBECCA LIGHTFOOT, LIBRARY SERVICES MANAGER

Literacy

Project Adult Literacy's (PAL) first annual Volunteer Appreciation Celebration was held on Saturday, April 26. Thirty-three volunteers were honored at this event, which included a catered lunch, appreciation certificates, recognition, and thank you gifts. Each volunteer received a handwritten note from their learner, expressing their gratitude.

PAL hosted a tour for a group of ESL students from Mariners Church, the third such tour conducted in recent months. The students learned about the program, the Library, and signed up for library cards. Some of the students signed up to join PAL.

Nine new volunteers completed Tutor Training and will be joining the program.

Programming

We hosted Digital Saturday on April 12. One hundred fifty-eight patrons stopped by the information table to ask about our digital services and headed to the Media and Sound Lab where staff were on hand to answer questions, give demonstrations, and provide one-on-one help. Many patrons remarked at how impressed they were with the resources we offer and expressed enthusiasm over using the Media and Sound Lab.

The Library hosted its final Sunday Musicales of the program season on Sunday, April 13. We welcomed back Syrnix Reed Quintet, a dynamic quintet that features an oboe, clarinet, saxophone, bass clarinet and bassoon. Syrnix Quintet last performed at the Library in 2021. The program was well received with 167 in attendance. They gave a very fun performance, which included composers of the Americas, and received a standing ovation.

Our Meet the Author event on April 8, featured Sophie Stava in conversation with Liz Gazin and was well received with 153 in attendance. Her debut novel, *Count My Lies*, a domestic thriller as she describes it, was recently named a *Good Morning America* book club pick and is in development for a TV series.

Their conversation revealed the 15-year journey Sophie took to get her first novel published. Sophie fielded many questions from the audience and was very charismatic in her responses. Our audience enjoyed hearing her story, which included Liz Gazin as part of the inspiration of the storyline in *Count My Lies*.

The *Daily Pilot* interviewed and featured a story on Sophie, and our marketing strategy brought in several new attendees to the Library who commented that it was their first event at NBPL.

ANNIKA HELMUTH, BRANCH AND YOUTH SERVICES COORDINATOR

Branch Activities

In April, Mariners Branch (Mariners) offered two special events, *Black Out Poetry*, and *Spring Planting*. National Library Week (NLW) guest readers included Councilmember Erik Weigand, Councilmember Robyn Grant, and Police Sergeant Steve Oberon. Also, the Mariners' Seed Library continues to grow with 242 seed packets loaned throughout the month.

Balboa Branch (Balboa) hosted NLW guest readers Board of Library Trustees Chair Chase Rief and Councilmember Michelle Barto. Also offered at Balboa in April were spring-themed crafts and *BARK Read to a Dog*. *Spring Make & Take* launched with drop-in crafts continuing through May.

At Corona del Mar Branch (CdM), children and caregivers enjoyed fun and educational programs including storytimes, crafts, a *Dinosaur Magic Show*, and NLW storytime guests Mayor Pro Tem Lauren Kleiman, Trustee Dorothy Larson, and Trustee Meghan Murray. On Thursday, April 17, CdM participated in the first CdM Village *Third Thursday* community celebration by offering refreshments, crafts, and games for all ages.

Youth Services

April featured a variety of enriching programs for children and families at Central Library (Central) including *Read to a Dog*, *Makerspace*, and *Crafternoon*, as well as an engaging *STEAM Lab* on electricity. The *Spring Coding for Kids* series welcomed 70 participants. Additional offerings included a lively *Middle Grade Book Club* discussion, a well-attended *BINGO* event, and a popular Butterfly and Ladybug release program that drew 340 attendees. Central also welcomed NLW guest readers Councilmember Sara Weber, Mayor Joe Stapleton, and City Manager Grace Leung.

Special Programs

NLW was celebrated with a variety of engaging programs across the branches and Central. Throughout the week, families connected through joyful experiences that supported early literacy, STEAM learning, and creativity, reinforcing the Library's role as a vibrant community hub.

Highlights included special guest reader storytime sessions at all locations, the launch of our Butterfly and Ladybug Habitats at Central and craft programs at both Central and Balboa. At Mariners, over 130 children and families participated in the *I Spy Book Scavenger Hunt* and the week concluded with a *Dinosaur Magic Show* at CdM, which captivated over 150 attendees with illusions, humor, and audience participation.

Class Visits

On Friday, April 11, 62 first-grade students and chaperones from Our Lady Queen of Angels visited the Library for a tour supporting their family history projects. The students received a storytime that sparked discussion about family traditions then explored the children's area, viewed the caterpillars and ladybugs, and received a behind-the-scenes look at book returns. Every student checked out a book and received an NBPL sticker in celebration of NLW.

Outreach

Children's Library staff visited two local elementary schools to promote the upcoming Summer Reading Program, reaching almost 1,200 students, parents, and staff. The theme, *Level Up at Your Library*, generated enthusiasm across all campuses, especially around the grand prize and free weekly events.

Children's Library staff also participated in three community outreach events in April, engaging with approximately 823 individuals. Events included Big Newport's Family Day, the 2025 Mayor's Egg Roll—one of the larger outreach events of the year—and the YMCA Healthy Kids Day, a national event focused on youth development and healthy living. The prize wheel attracted families at each event and provided a fun and effective way to share information about library services, promote storytimes and the Summer Reading Program, and strengthen community connections.

Personnel

Elyssa Coon joined Mariners as a Library Page. Branch and Youth Service Coordinator Annika Helmuth, along with Branch Librarians Nadia Dallstream and Alex Johnkins, participated in the City-sponsored training *Advanced Coaching and Influencing Others with SBI Model*.

ANDREW KACHATURIAN, ADULT SERVICES COORDINATOR

Teen Services

The Young Adult Advisory Council was not due to meet in April, but we did have two events this month aimed at teens. On April 16, the Central Library hosted CollegeWise, who presented *College Admissions 101* on the topic of college preparedness. There were 12 in attendance. On April 29, staff from the Central Library attended an annual volunteer fair at Newport Harbor High School to advertise volunteer opportunities within the Library. We had 66 teens stop by our booth. They were most interested in the Children's Summer Reading Program and the Book Reviewer role.

Staffing

We are currently recruiting to fill one vacant part-time Library Assistant position. Lucero Tamayo was promoted from Library Page to part-time Library Clerk, and one more candidate is in background to fill a second vacant part-time Library Clerk position. We have three candidates also moving through the hiring process to fill remaining Library Page positions.

Facilities

The elevator modernization project has begun at the Central Library. Contractors are currently working on updating fire equipment and have begun work on the staff elevator. When the staff elevator is complete, it will be made available to the public and then work will begin on the public elevator. Public Works has been dutiful in monitoring progress and ensuring public service is not affected.

RAM Air has identified two condenser fan motors that need replacement in the Central Library chiller. Public Works will be overseeing these repairs in early May with no expected downtime.

NEWS

Creatives lock in at Newport Beach Library sound lab, donations sought to upgrade into podcast friendly space



Greg Johnson adjusts a mic stand at the Newport Beach Public Library's Sound Lab Wednesday. The Library Foundation is raising money to upgrade the lab with modern podcasting equipment. (Eric Licas)

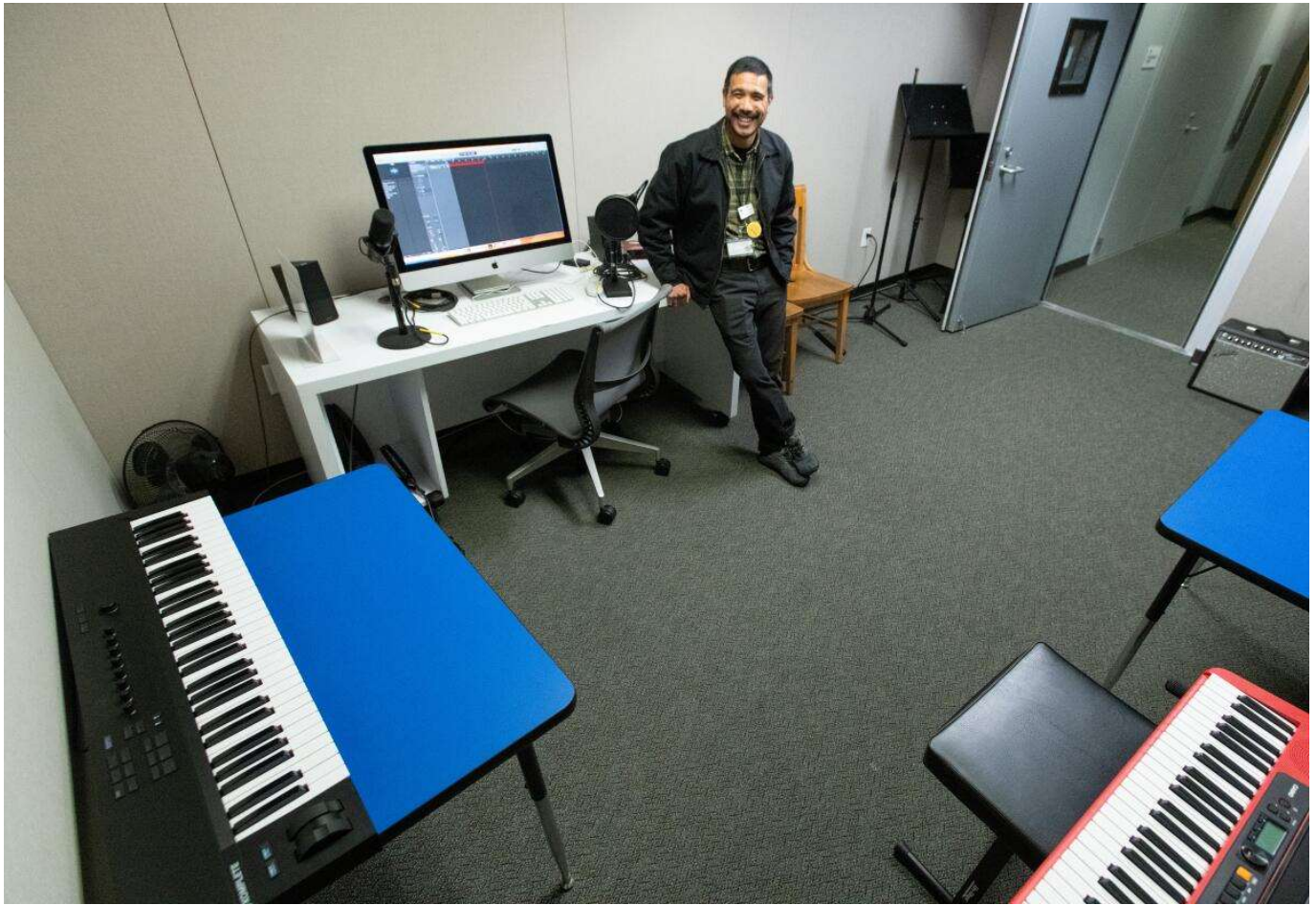
BY ERIC LICAS | STAFF WRITER

APR. 2, 2025 6:51 PM PT

The sound lab, tucked just down the hall from the elevators on the first floor, might be one of the only places in the Newport Beach Library where staff actually encourage patrons to make noise.

A computer loaded with editing software and a pair of microphones sat on a plain white table within the lab's thickly padded walls Wednesday afternoon, along with two keyboards, a Fender Champ 12" guitar amplifier, sheet music stands, and a handful of mismatched chairs taken from different parts of the library. The humble space was part of a major expansion to the public building in 2013, and has become one of its most popular amenities, Library Assistant Greg Johnson told the Daily Pilot.

The lab is open every day except holidays and is typically booked solid at least a week in advance, Johnson said. He has spotted people dancing, singing, recording voice-overs or audiobooks, and creating all kinds of music while peering through a square window in the lab's heavy, soundproof door to occasionally check in while it's in use.



Greg Johnson leans on a desk in the Newport Beach Public Library's Sound Lab Wednesday. The Library Foundation is raising money to upgrade the lab with modern podcasting equipment. (Eric Licas)

Lately, a growing number of those reserving the space have been coming in with cameras, lights and stands to shoot podcasts. They include one who dives into Newport Beach history, and another who conducts guided meditation, Johnson said.

He and others who support making content creation more accessible want to update the sound lab into a podcast-friendly space. The Newport Beach Public Library Foundation is reaching out to the public in hope of raising \$4,000 for the necessary equipment.

"This is basically us recognizing a need among our patrons and trying to grow with them to meet that," Johnson said.

He has been talking to people who use the sound lab and other members of the community to find out what kind of gear might help them create better content. Some of the items that have been mentioned include a green-screen, cameras, lighting, additional microphones, a video switcher and more.

Johnson said libraries have always been a place where people can “lock in” and get productive, making the sound lab an ideal environment for podcasters. It’s also within arm’s reach of a near limitless collection of books, films, recordings, and other resources to draw inspiration from.

In addition, library staff are on hand to help troubleshoot glitches or bounce ideas back and forth with content creators. They often get personally invested when they help patrons with their projects, Johnson said.

He said that can be bittersweet at times and recalled noticing when one of their regulars stopped visiting.

“I thought of them and was like, ‘oh, I haven’t seen them; that means they must be done,’” Johnson said. “And I was happy for them because I know finishing a project is one of the best feelings in the world.”

The sound lab is just one of many multimedia resources available to patrons. Others include Kanopy, a free video streaming service with over 30,000 titles, numerous digital databases as well as audio-visual equipment and even vintage gaming consoles available for library cardholders to borrow. These and much more will be featured for patrons to discover during Digital Saturday at the library on April 12.



Greg Johnson poses for a photo at the Newport Beach Public Library’s Media Lab Wednesday. The Library Foundation is raising money to upgrade the lab with modern podcasting equipment. (Eric Licas)



Eric Licas
Staff Writer

Licas covers Newport Beach for the Daily Pilot. He previously was a crime and public safety reporter and, before that, spent four years as a staff writer with the Orange County Register and the Southern California News Group. He has been on the ground to cover active wildfires, civil unrest, and mass shootings. He was born in the Philippines, raised in the San Fernando Valley and is a Cal State Northridge alumnus.

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	2124			2306
Newspapers--Current	1285	1161	1426	1277	1671	1266	1170	1426	1298	868			1285
Newspapers--Historical	3576	2019	1982	2675	2151	1601	2099	1972	3088	2114			2328
Magazines	17	56	44	82	18	13	27	36	49	5			35

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	383			9099
Alexander Street	730	168	478	664	93	296	79	1591	0	33			4132
Ancestry	588	514	290	249	201	453	331	158	180	420			3384
AskART	14	18	15	12	11	8	13	12	7	5			115
Brainfuse JobNow/VetNow	158	79	15	55	13	10	29	6	27	36			428
Britannica School Edition	1	119	1979	50	57	8	174	95	56	45			2584
Exploring Race in Society	2	5	29	32	30	4	12	23	21	30			188
Gale Archives Unbound	23	2	154	312	33	11	6	44	29	19			633
Gale Directory Library	16	36	78	75	16	8	9	16	43	41			338
Gale in Context: Biography	14	5	316	286	56	71	100	240	74	5			1167
Gale in Context: Elementary	3	3	63	2	2	8	2	1	2	11			97
Gale in Context: Environmental	0	0	20	74	12	2	2	0	39	4			153
Gale in Context: Opposing View	1	2	343	233	765	40	73	4	17	29			1507
Gale Interactive: Science	0	0	0	0	0	0	0	0	0	0			0
Gale Literature Resource Center	20	18	50	89	64	67	7	70	566	168			1119
Gale eBooks	19	29	51	154	186	18	81	235	117	96			986
HeritageQuest	150	50	121	55	114	58	64	20	136	645			1413
Legal Information Ref Center	103	86	68	44	39	12	49	110	136	158			805
National Geographic	14	26	60	143	60	42	56	32	20	20			473
National Geographic Kids	8	13	30	150	35	43	38	16	20	20			373
NewsBank	770	1638	1939	1159	1092	1137	1988	1104	1282	1156			13265
NovelList Plus	81	23	64	31	45	30	54	90	104	49			571
NovelList K-8 Plus	41	6	22	26	22	41	17	4	56	22			257
ProQuest	3058	3526	4107	4074	4783	19420	4186	3984	15210	3269			65617
Proquest eLibrary	4	34	39	18	8	10	9	4	11	4			141
Reference Solutions Business	325	359	366	211	274	294	483	352	254	836			3754
Reference Solutions Residential	33	9	17	5	37	15	22	6	15	48			207
SIRS Discoverer	2	16	120	283	410	180	292	91	3747	2750			7891
SIRS Issues Researcher	856	740	1317	1884	549	1646	665	653	1761	3967			14038
World Book Online	34	19	187	90	99	29	39	39	8	43			587
Tracked by #page views													
Artist Works	3	4	2	1	5	1	7	2	1	4			30
Consumer Reports	2442	2585	1928	2089	2527	2319	1894	1897	2446	1464			21591
CultureGrams	23	48	183	12	108	78	31	38	3	81			605
Morningstar	5545	4471	3207	9879	5902	7052	3816	4098	1464	522			45956
RealQuest	57	29	12	32	38	59	90	255	6	45			623
Tumblebooks	3	126	7	10	5	38	30	14	19	13			265
Value Line	12179	10816	12942	14370	11729	13208	9544	8713	8124	8907			110532
Tracked by courses													
LinkedIn Learning	291	257	332	405	312	252	240	323	385	362			3159
Tracked by books logged													
Beanstack	9161	3189	3875	3256	2728	1731	2713	1772	2524	2274			33223
Tracked by Hours Used													
ABC Mouse	45.00	46.23	42.58	12.72	16.93	7.75	7.25	4.83	17.68	13.63			214.60
Beanstack	5385	445	280	265	144	163	163	140	155	432			7572
Rosetta Stone	58.01	53.38	63.06	25.70	7.23	27.50	32.97	29.67	24.77	12.33			334.62

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	25814			27614	276140
New Users	23890	24747	20174	17388	16099	14804	18764	16901	14393	13947			18111	181107
Sessions	49426	50616	47008	44470	40519	39329	49749	45862	45341	44674			45699	456994
Pageviews	106254	111503	106163	105742	92678	98196	114563	105037	105751	107077			105296	1052964
Sessions Per User	2	2	2	2	2	2	2	2	2	2			2	--
Pages Per Session	2	2	2	2	2	3	2	2	2	2			2	--
Avg. Session Dur. (min)	5	6	6	6	6	8	7	7	8	8			7	--
Bounce Rate (%)	60	62	59	56	61	61	61	61	62	61			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	165			153	1533
CdM	190	131	160	245	132	181	256	339	248	226			211	2107
Mariners	2000	1640	1900	1870	1570	1780	1730	1540	1740	1790			1756	17560
Central	12550	13050	12600	13180	10860	11340	11940	12930	14050	14260			12676	126760
Total	14892	14946	14815	15442	12694	13486	14058	14946	16240	16441			14796	147960

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	293			307	3065
CdM	406	308	320	403	279	321	398	418	422	413			369	3688
Mariners	1343	1286	1420	1464	1333	1404	1406	1424	1558	1440			1408	14078
Central	8624	8913	9314	9920	8539	9091	9896	10325	11437	10733			9679	96792
Total	10758	10830	11334	12079	10413	11146	11972	12440	13772	12879			11762	117623

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	29			28	277
CdM	24	20	20	26	19	22	27	30	26	26			24	240
Mariners	110	102	124	138	107	108	110	106	121	119			115	1145
Central	665	628	673	692	549	590	611	684	728	698			652	6518
Total	835	778	842	882	699	744	774	847	907	872			818	8180

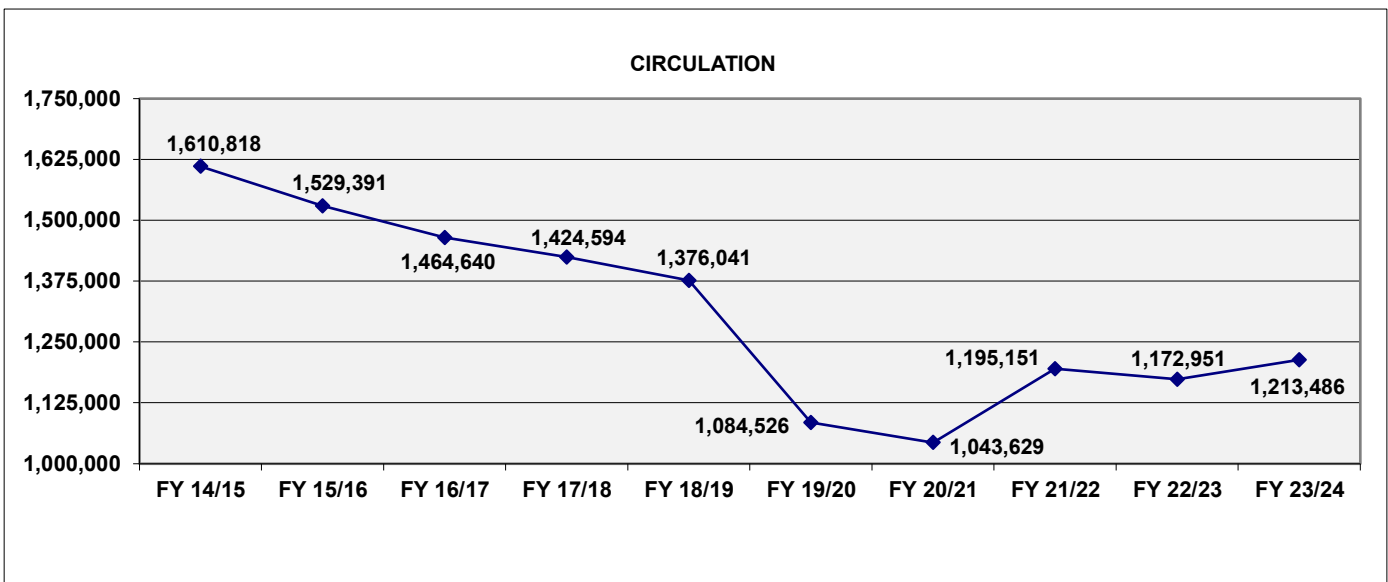
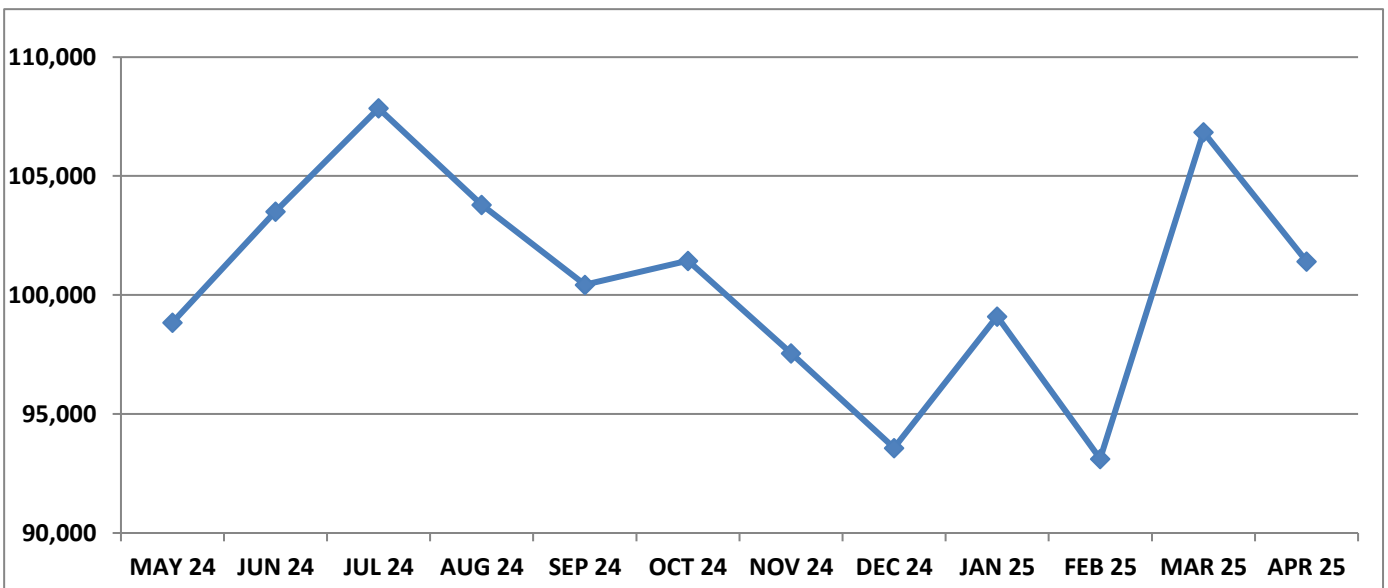
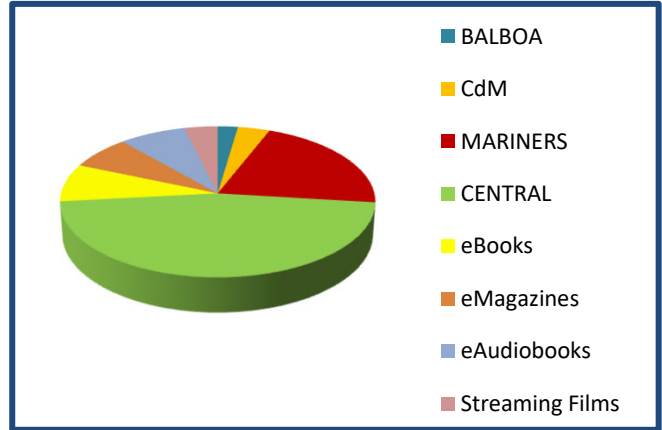
Today's Business Solutions Wireless (TBS): Average Usage Per Patron (MB) 2024-2025

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	577			515	5146
CdM	479	436	513	623	483	577	658	830	602	560			576	5760
Mariners	1520	1300	1370	1310	1200	1300	1260	1110	1140	1270			1278	12780
Central	1490	1500	1380	1360	1300	1280	1240	1280	1260	1360			1345	13450
Total	3893	3632	3829	3807	3499	3733	3657	3734	3585	3767			3714	37136

NEWPORT BEACH PUBLIC LIBRARY - APRIL 2025

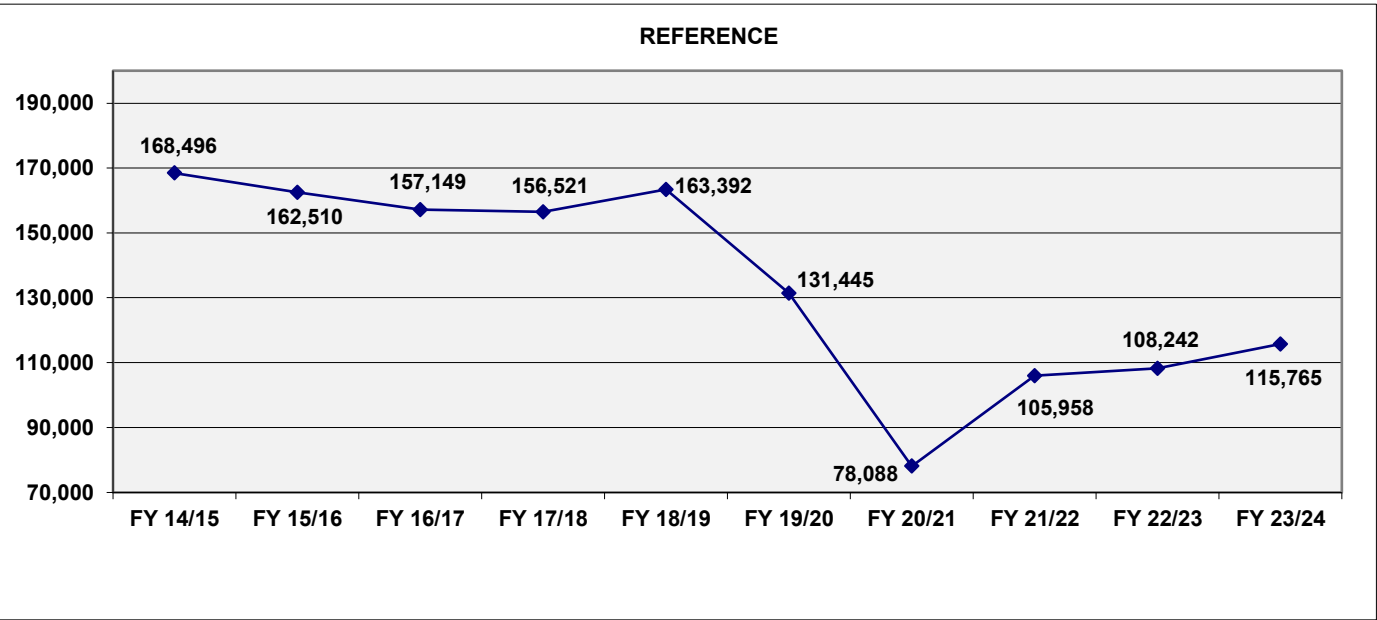
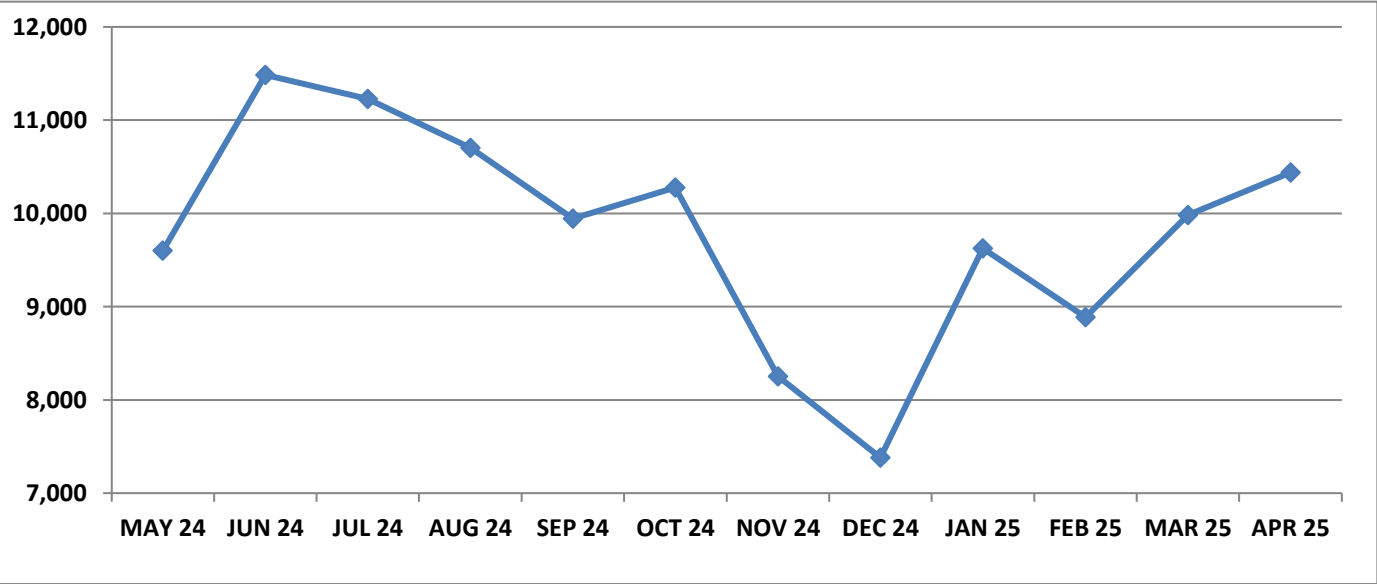
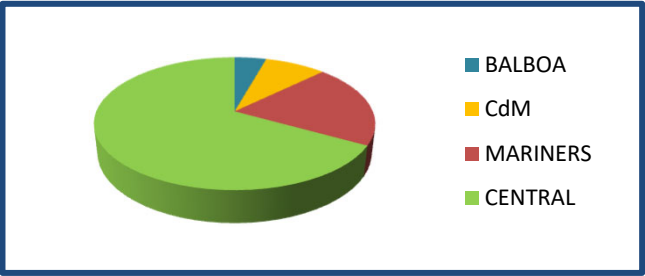
CIRCULATION

	APR 25	YTD 24/25	YTD 23/24
BALBOA	2,339	25,897	23,228
CdM	3,712	36,574	37,385
MARINERS	21,227	207,767	213,528
CENTRAL	47,071	482,518	521,656
eBooks	8,222	81,200	78,892
eMagazines	7,232	59,372	46,493
eAudiobooks	7,770	76,129	64,983
Streaming Films	3,844	35,655	24,966
TOTAL	101,417	1,005,112	1,011,131



NEWPORT BEACH PUBLIC LIBRARY - APRIL 2025 REFERENCE

	APR 25	YTD 24/25	YTD 23/24
BALBOA	455	3,934	3,825
CdM	877	7,291	5,686
MARINERS	2,122	19,893	20,152
CENTRAL	6,985	65,597	65,015
TOTAL	10,439	96,715	94,678

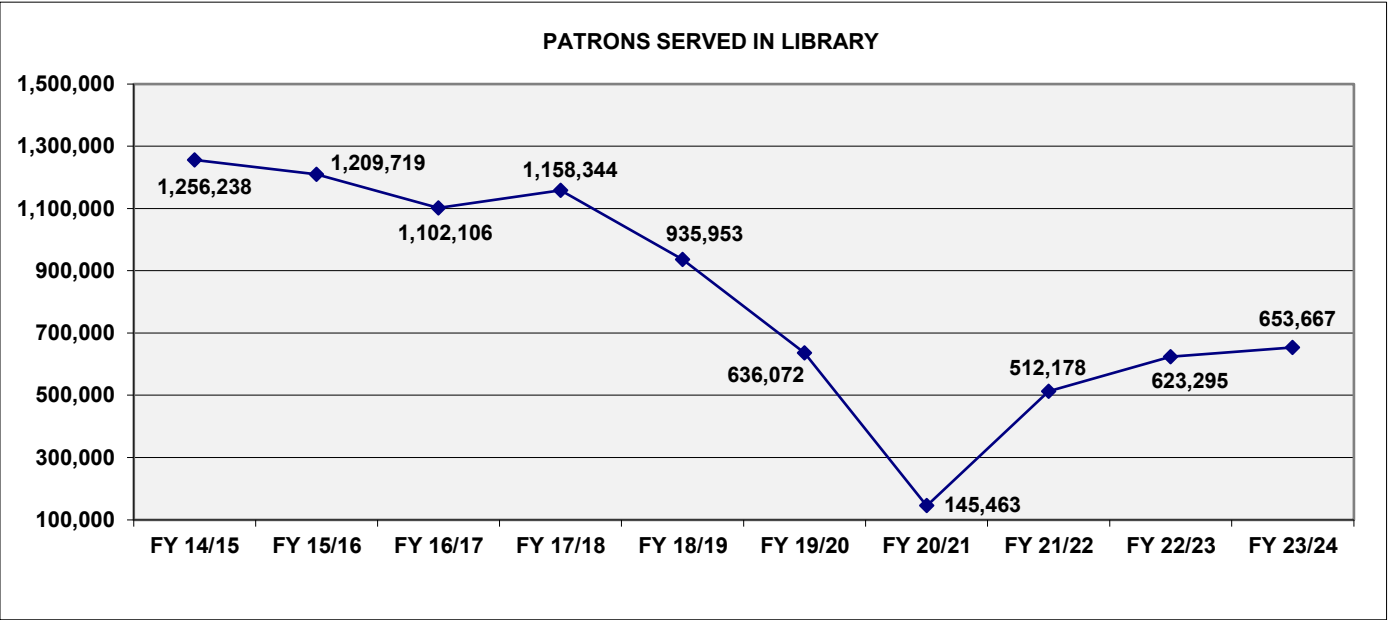
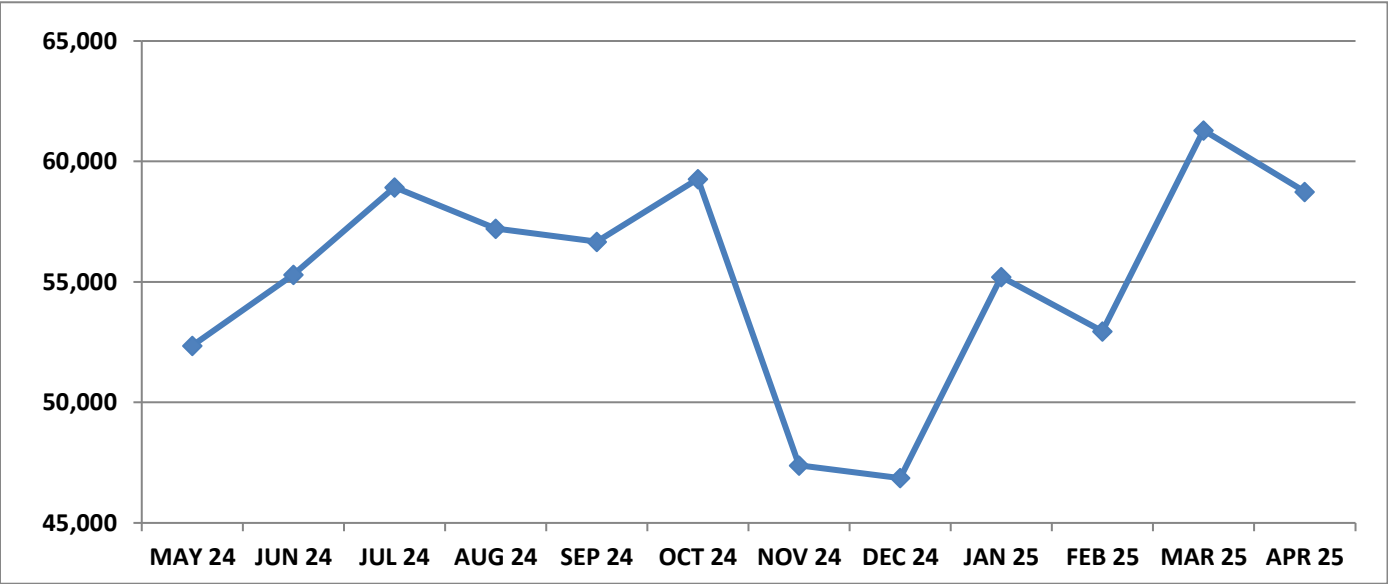
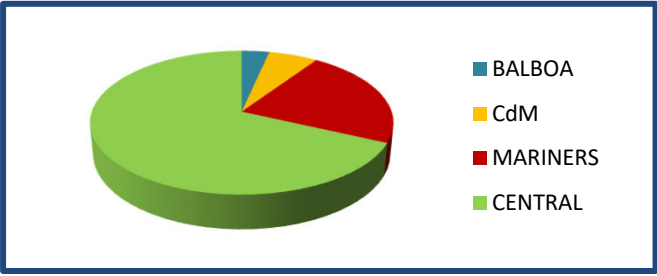


NEWPORT BEACH PUBLIC LIBRARY - APRIL 2025 **PATRONS SERVED**

BALBOA
CdM
MARINERS
CENTRAL

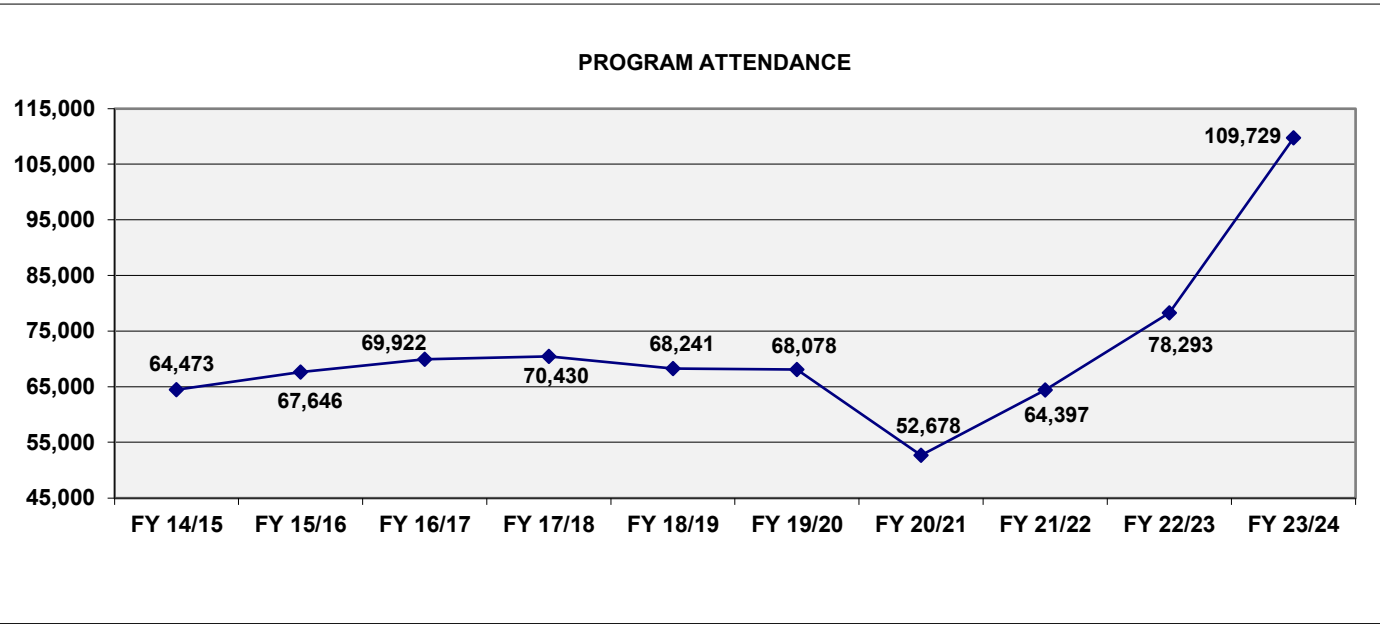
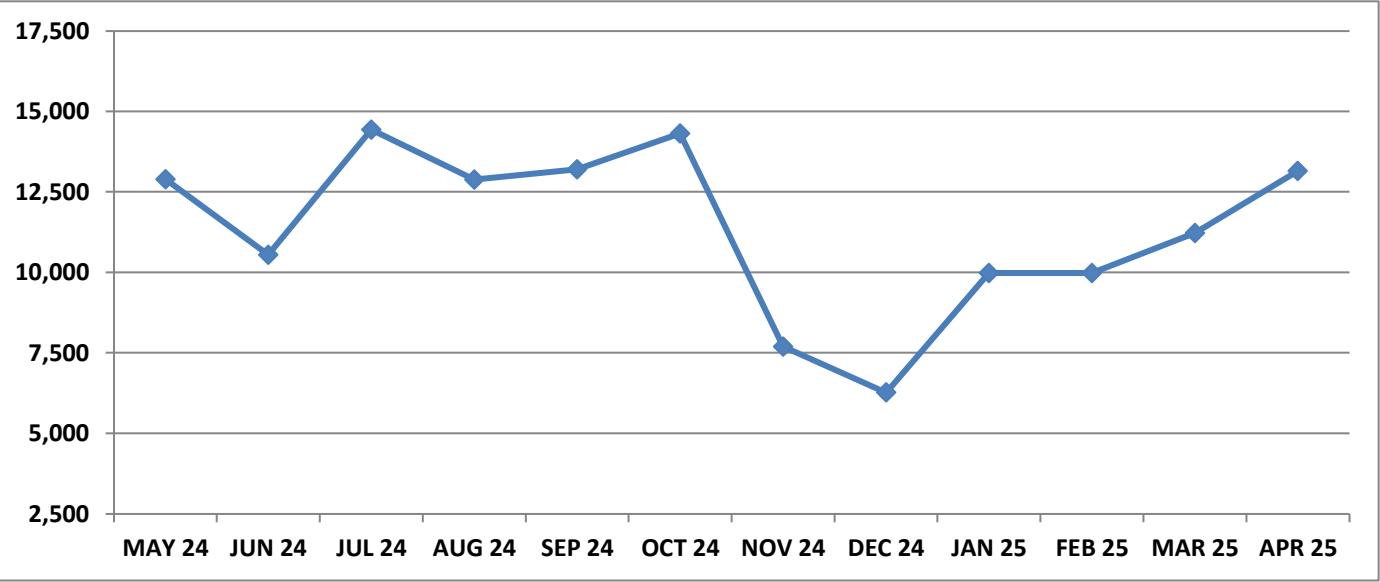
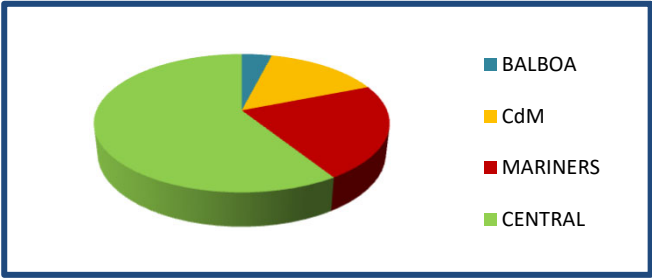
TOTAL

APR 25	YTD 24/25	YTD 23/24
2,004	21,489	20,481
3,566	32,726	29,925
13,150	124,559	132,851
40,018	375,748	362,759
58,738	554,522	546,016



NEWPORT BEACH PUBLIC LIBRARY - APRIL 2025 PROGRAM ATTENDANCE

	APR 25	YTD 24/25	YTD 23/24
BALBOA	516	4,368	2,302
CdM	1,976	14,165	9,976
MARINERS	2,906	21,277	13,322
CENTRAL	7,754	73,304	60,690
TOTAL	13,152	113,114	86,290



Memo

To: Library Trustees
From: Jerold D Kappel, CEO
Date: May 13, 2025
Re: Library Foundation Report

1. The May 2025 Board Meeting was held on Monday, May 12. Melissa Hartson, Library Director, Chase Reid, Trustee Chair, and Dorothy Larson, Trustee Liaison attended.
2. The Library Live committee added a new member: Emily Ford. Megan Gorman was approved for the Governance Committee, and Karen H. Clark added the Library Live Committee to her committee assignments.
3. The next Foundation Board meeting is scheduled for Monday, June 9, 2025. The meeting will be preceded by a walk-through of the Witte Hall construction. Hard hats and closed-toe shoes will be required.
4. The Development Committee reviewed the planning for the June 18 Summer Solstice Celebration event.
 - a. The Development Committee proposed that a sub-committee be appointed to review branding including changing the name of the Foundation to The Library Foundation of Newport Beach (a DBA, the corporate name will remain the same) and re-designing the Foundation's logo. The change will occur before the Foundation moves three of its programs to Witte Hall. The motion was approved unanimously.
5. The DRAFT budget for FY2026 has been provided to the Finance Committee for initial review. It is anticipated that it will be approved by the Board in June.
 - a. The Board will consider the Library's FY2026 grant request at the June meeting.
6. Project Adult Literacy: The Foundation Literacy Committee, chaired by Paul Watkins, submitted the Library's \$22,475 grant request to the Board for Project Adult Literacy for FY2026. The Finance Committee recommended the request. The Board approved the grant request, and the funds will be transmitted to the Library in early July 2025.
7. The Witte Hall Grand Opening is scheduled for the weekend of March 20-22, 2026. The second meeting of the City-Foundation committee planning the opening events will meet on May 22.
 - a. The Library Foundation will hold its Witte Hall donor recognition event on Thursday, March 19. The event will include a dinner with food stations throughout the Central Library followed

by leadership and donor recognition and a prestigious speaker in Witte Hall. Randy Heyler is chairing the planning committee for this event.

- b. The Foundation will seek a corporate sponsor to underwrite the donor event and other events for the opening weekend.
- c. The Foundation is planning to produce a booklet for this weekend that will highlight the Hall donors, the Design Committee, the Beyond Books campaign volunteers, and the opening weekend events. The booklet will also include the Foundation's Witte Hall programs for the spring season. To underwrite the booklet, the Foundation will solicit advertising.

8. Programming

- a. There are only three programs remaining for the 2024-2025 season: Book Discussion Group, Medicine in Our Backyard, and Summer Solstice. Estimating attendance for these last three programs, The Foundation will have a total attendance of over 5,100 for this season.
 - i. Book Discussion Group will be in the Friends Room. Due to the delay in construction for the Courtyard, the final Medicine will also be in the Friends Room. Summer Solstice on June 18 will be in the Community Room and adjoining grassy area.
- b. The final Witte Lecture Series for 2025 was M. Chris Fabricant, author of *Junk Science*. Although on Easter weekend, both lectures were over 95% sold. The Witte Lectures had a very good season. The speakers for the 2026 season are in the final contracting phrase and will be announced in the June edition of Bookmark.
- c. The final Library Live lecture by Viet Thanh Nguyen, author of *The Sympathizer*, on April 24 was sold out. All Library Live lectures this season have been to capacity Friends Room attendance. The first two Library Live lectures in the Fall will be held in the Friends Room. The spring season will be in Witte Hall.
 - i. All Library Live speakers will be announced in Bookmark.
- d. The final free Book Discussion Group is May 14 to discuss *The Book of Goose: A Novel* by Yiyun Li. Because the Book Discussion Group has about 40 participants, it will still be held in the Friends Room.
- e. The final free Spotlight on Science with Dr. Lucy Jones, the renowned seismologist, speaking about California's seismic activity, was on April 30. Over 200 people attended the lecture.
 - i. It is planned for all Spotlight on Science lectures to be held in Witte Hall, with perhaps one being held in the Hall before the grand opening. However, if the construction is delayed, the lecture may be held in the Friends Room.
 - ii. One of the Spotlights will be a film with a scientist commentary.

- 9. The Foundation will have a hybrid home/library work schedule during the Central Library closing because of the HVAC replacement and other renovations during the September closing.
 - a. All Foundation programs, including the fall Library Leadership Reception, will be moved to the Community Room during September and October 2025.
- 10. Advocacy Issues to monitor: two courts have now issued rulings halting the cuts to the IMLS. However, IMLS is still sending out letters to grantees rescinding grants. Additionally, the draft budget released by the White House zeroes out this agency and the NEA and NEH. The Foundation is actively advocating with elected officials to fully restore funding for these critical cultural grant agencies. As a reminder, nearly 1/3 of the entire amount that the state of California allocates for libraries is from the IMLS Grants to States program. California receives \$15.7 million from this program and the state must match that grant to receive the federal funding.