CITY OF REDONDO BEACH
LIBRARY COMMISSION AGENDA
Monday, March 4, 2024

CITY COUNCIL CHAMBER

REGULAR MEETING OF THE LIBRARY COMMISSION - 7:00PM

ALL PUBLIC MEETINGS HAVE RESUMED IN THE CITY COUNCIL CHAMBER. MEMBERS OF THE PUBLIC MAY PARTICIPATE IN-PERSON, BY ZOOM, EMAIL OR eCOMMENT.

Library Commission meetings are broadcast live through Spectrum Cable, Channel 8, and Frontier Communications, Channel 41. Live streams and indexed archives of meetings are available via internet. Visit the City's office website at www.Redondo.org/rbtv.

TO WATCH MEETING LIVE ON CITY'S WEBSITE:
https://redondo.legistar.com/Calendar.aspx
*Click "In Progress" hyperlink under Video section of meeting

TO WATCH MEETING LIVE ON YOUTUBE:
https://www.youtube.com/c/CityofRedondoBeachIT

TO JOIN ZOOM MEETING (FOR PUBLIC COMMENT ONLY):
Register in advance for this meeting:
https://us02web.zoom.us/webinar/register/WN_UTp4IlUIQ4Sze6nUMtxAew
After registering, you will receive a confirmation email containing information about joining the meeting.
If you are participating by phone, be sure to provide your phone # when registering. You will be provided a Toll Free number and a Meeting ID to access the meeting. Note; press # to bypass Participant ID. Attendees will be muted until the public participation period is opened. When you are called on to speak, press *6 to unmute your line. Note, comments from the public are limited to 3 minutes per speaker.

eCOMMENT: COMMENTS MAY BE ENTERED DIRECTLY ON WEBSITE AGENDA PAGE:
https://redondo.granicusideas.com/meetings
1) Public comments can be entered before and during the meeting.
2) Select a SPECIFIC AGENDA ITEM to enter your comment;
3) Public will be prompted to Sign-Up to create a free personal account (one-time) and then comments may be added to each Agenda item of interest.
4) Public comments entered into eComment (up to 2200 characters; equal to approximately 3 minutes of oral comments) will become part of the official meeting record.

EMAIL: TO PARTICIPATE BY WRITTEN COMMUNICATION WITH ATTACHED DOCUMENTS BEFORE 3PM DAY OF MEETING:
Written materials that include attachments pertaining to matters listed on the posted agenda received after the agenda has been published will be added as supplemental materials under the relevant agenda item. Dana.VInke@Redondo.org

REGULAR MEETING OF THE LIBRARY COMMISSION - 7:00PM

A.   CALL MEETING TO ORDER

B.   ROLL CALL

C.   SALUTE TO THE FLAG

D.   APPROVE ORDER OF AGENDA

E.   BLUE FOLDER ITEMS - ADDITIONAL BACK UP MATERIALS

Blue folder items are additional back up material to administrative reports and/or public comments received after the printing and distribution of the agenda packet for receive and file.

E.1.   For Blue Folder Documents

F.   CONSENT CALENDAR

Business items, except those formally noticed for public hearing, or discussion are assigned to the Consent Calendar. The Commission Members may request that any Consent Calendar item(s) be removed, discussed, and acted upon separately. Items removed from the Consent Calendar will be taken up under the "Excluded Consent Calendar" section below. Those items remaining on the Consent Calendar will be approved in one motion following Oral Communications.

F.1.   APPROVE AFFIDAVIT OF POSTING FOR THE REDONDO BEACH LIBRARY COMMISSION MEETING OF MARCH 4, 2024

F.2.   APPROVAL OF THE FOLLOWING MEETING MINUTES OF FEBRUARY 5, 2024

G.   EXCLUDED CONSENT CALENDAR ITEMS

H.   PUBLIC PARTICIPATION ON NON-AGENDA ITEMS

This section is intended to provide members of the public with the opportunity to comment on any subject that does not appear on this agenda for action. This section is limited to 30 minutes. Each speaker will be afforded three minutes to address the Commission. Each speaker will be permitted to speak only once. Written requests, if any, will be considered first under this section.

H.1.   For eComments and Emails Received from the Public

I.   ITEMS CONTINUED FROM PREVIOUS AGENDAS

J.   ITEMS FOR DISCUSSION PRIOR TO ACTION

J.1.   DIRECTOR'S REPORT

J.2.   DISCUSSION AND POSSIBLE ACTION ON LIBRARY MARKETING

K.   MEMBER ITEMS AND REFERRALS TO STAFF

L.   ADJOURNMENT

The next meeting of the Redondo Beach Library Commission will be a regular meeting to be held at 7:00p.m. on April 1, 2024, in the Redondo Beach Council Chambers, at 415 Diamond Street, Redondo Beach, California.

It is the intention of the City of Redondo Beach 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, the City will attempt to accommodate you in every reasonable manner. Please contact the City Clerk's Office at (310) 318-0656 at least forty-eight (48) hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible. Please advise us at that time if you will need accommodations to attend or participate in meetings on a regular basis.

An agenda packet is available 24 hours at www.redondo.org under the City Clerk.

Administrative Report

TITLE
For Blue Folder Documents

Administrative Report

TITLE
APPROVE AFFIDAVIT OF POSTING FOR THE REDONDO BEACH LIBRARY COMMISSION MEETING OF MARCH 4, 2024
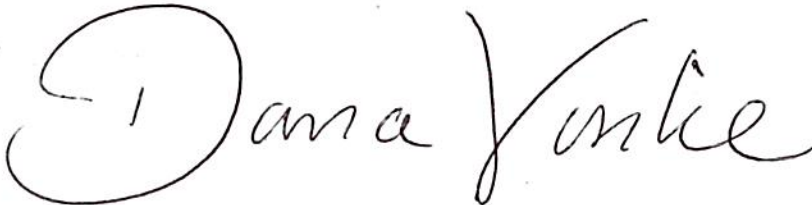
STATE OF CALIFORNIA   )
COUNTY OF LOS ANGELES   )   SS
CITY OF REDONDO BEACH   )

AFFIDAVIT OF POSTING

In compliance with the Brown Act, the following materials have been posted at the locations indicated below.

Legislative Body   Library Commission

Posting Type   Regular Meeting Agenda

Posting Locations   415 Diamond Street, Redondo Beach, CA 90277
                             ✓ Adjacent to Council Chambers

Meeting Date & Time   MARCH 4, 2024   7:00 p.m.

As Library Director of the City of Redondo Beach, I declare, under penalty of perjury, the document noted above was posted at the date displayed below.

Dana Vinke, Library Director

Date: February 30, 2024

6

Administrative Report

TITLE

APPROVAL OF THE FOLLOWING MEETING MINUTES OF FEBRUARY 5, 2024

A.   CALL TO ORDER

A Regular Meeting of the Redondo Beach Library Commission was called to order by residing Vice Chair Maroko at 7:00 PM, in the City Hall Council Chambers, 415 Diamond Street, Redondo Beach, California, and teleconference.

B.   ROLL CALL

Commissioners Present: Coopman, Hayes, Willers, and Vice Chair Maroko

Commissioners Absent: Walls and Chair Hall

Officials Present: Dana Vinke, Library Director
                            Rosalia Vega, Administrative Specialist

C.   SALUTE TO THE FLAG

Commissioner Hayes led the Commissioners in a Salute to the Flag.

D.   APPROVE ORDER OF AGENDA

Motion by Commissioner Coopman, seconded by Commissioner Willers, to approve the order of the agenda. Motion carried unanimously.

Vice Chair Maroko opened the floor to public comments.

Administrative Specialist Vega confirmed there were no eComments or public comment received.

Seeing no requests to speak, Vice Chair Maroko closed the floor to public comments.

E.   BLUE FOLDER ITEMS – ADDITIONAL BACK UP MATERIALS

E.1.   RECEIVE AND FILE BLUE FOLDER ITEMS

Library Director Vinke confirmed that there are no Blue Folder Items.

F.   CONSENT CALENDAR

F.1.   APPROVE AFFIDAVIT OF POSTING FOR THE REDONDO BEACH LIBRARY COMMISSION MEETING OF FEBRUARY 5, 2024

F.2.   APPROVAL OF THE FOLLOWING MEETING MINUTES OF DECEMBER 4, 2023

Commissioner Coopman requested to pull Item F.2. for separate discussion and consideration.

Motion by Commissioner Willers, seconded by Commissioner Hayes, to approve the Consent Calendar except for Item F.2. Motion carried unanimously.

Vice Chair Maroko opened the floor to public comments.

Administrative Specialist Vega confirmed there were no eComments or public comments received.

Seeing no requests to speak, Vice Chair Maroko closed the floor to public comments.

G.   EXCLUDED CONSENT CALENDAR ITEMS

F.2.   APPROVAL OF THE FOLLOWING MEETING MINUTES OF DECEMBER 4, 2023

Discussion ensued regarding corrections to the December 4, 2023 Library Commission Meeting minutes.

Vice Chair Maroko opened the floor to public comments.

Administrative Specialist Vega confirmed there were no eComments or public comments received.

Seeing no requests to speak, Vice Chair Maroko closed the floor to public comments.

Motion by Commissioner Coopman, seconded by Commissioner Willers, to approve the December 4, 2023, Library Commission Meeting minutes, as amended to include corrections. Motion carried unanimously.

AYES: Coopman, Hayes, Willers, and Vice Chair Maroko.
NOES: None.
ABSENT: Walls and Chair Hall.

H.   PUBLIC PARTICIPATION ON NON-AGENDA ITEMS

Vice Chair Maroko opened the floor to public comments.

Administrative Specialist Vega confirmed there were no eComments or public comments received.

Seeing no requests to speak, Vice Chair Maroko closed the floor to public comments.

I.   ITEMS CONTINUED FROM PREVIOUS AGENDAS

None.

J.   ITEMS FOR DISCUSSION PRIOR TO ACTION

J.1.   DIRECTOR'S REPORT

Library Director Vinke provided the following Director's Report:

- Update on Vacant Positions
  - o Part-Time Administrative Coordinator
  - o Active Recruitment – Part-Time Senior Librarian, Part-Time Librarian
  - o Request Library Page Recruitment
  - o Distribution of Roles and Responsibility for the Department

- Update on the Daily Breeze Microfilm Digitization Project
  - Draft MOU sent to UCR
- Library Webpage Update
- Library Collections
  - Park Pass - Grants
- Resources – Discontinued
- Friends of Library Board Meeting
  - Requested Funding for Adult Programming
- Digital Library Archive
  - Southern California Library Cooperative System – Digilab Grant
    - Montage Software
- Guide Dog Program
- PCH Hobbies Program
- Black History Month Program– Personal Librarian Book
  - Two Youth Stories – African American Authors, North and Main Libraries
- Water Replenishing District – Edible Gardening and Small Space Gardening
- How to Create a Theme Garden – Judith Gerber
- Summer Reading Program, "Read, Renew, Repeat" – June 8, 2024
- Facilities Update

Commissioner Coopman asked whether former Senior Library Schoonover's full-time position would be filled and stated the Library Page position is not on the website.

Library Director Vinke spoke regarding potential reclassification of the position and stated he has not yet submitted the request for the position to be placed on the website.

Commissioner Willers inquired regarding the administrative coordinator position.

Vice Chair Maroko asked for clarification regarding the library page position and whether there is a library science program where interns can be drawn from.

Library Director Vinke spoke regarding the administrative coordinator position, explained the roles and responsibilities of the library page position, and spoke regarding internship opportunities.

Vice Chair Maroko asked for an update regarding Library Director Vinke's meeting with the County.

Library Director Vinke spoke regarding the digitization process and meeting with the County.

Commissioner Hayes suggested a QR code be placed on the library webpage and mass email communication to inform residents of the update.

Vice Chair Maroko asked whether the Library Foundation is still in existence to fund library activities.

Library Director Vinke stated Friends and Foundation merged into one non-profit, The Friends.

Vice Chair Maroko opened the floor to public comments.

Administrative Specialist Vega confirmed there were no eComments or public comments received.

Seeing no requests to speak, Vice Chair Maroko closed the floor to public comments.

Discussion ensued regarding statistic report trends, posting of approved minutes, feedback on the book Personal Librarian, and utilization of stated funded resources from patrons.

Library Vinke responded to the commissioners' questions and provided clarification

Motion by Commissioner Hayes, seconded by Commissioner Willers, to receive and file the Director's Report. Motion carried unanimously.

J.2   OPEN+ - EXPRESS HOURS AT NORTH BRANCH LIBRARY

Library Director Vinke provided an update on the library express program and agreement and spoke regarding operational hours from 9:00AM. – 11:00AM, Monday through Thursday and a soft launch.

Commissioner Willers stated the policy is difficult to read and inquired whether the express program policy can be re-written in layman's terms.

Commissioner Hayes inquired why the hours are limited and solely Monday through Thursday.

Vice Chair Maroko inquired whether panic buttons would be available for the public and a potential feedback survey.

Commissioner Coopman inquired whether the word 'customers' can be changed to 'patrons' on the policy.

Vice Chair Maroko inquired whether there is an no food policy and enforcement of the violation of policies.

Discussion ensued regarding modifying the policy, rules and regulations regarding refreshments and food, enforcement of violating policies, and emergency services.

Library Director Vinke responded to the commissioners' questions and provided clarification.

Vice Chair Maroko opened the floor to public comments.

Administrative Specialist Vega confirmed there were no eComments or public comments received.

Seeing no requests to speak, Vice Chair Maroko closed the floor to public comments.

Commissioners Willers inquired when this policy will be implemented.

Library Director Vinke stated potentially by the end of the month but would keep the commissioners posted on the status.

Motion by Commissioner Willers, seconded by Commissioner Coopman, to receive and file the Director's Report. Motion carried unanimously.

K.   MEMBER ITEMS AND REFERRALS TO STAFF

Commissioner Coopman asked if there is anything the Library Commission can ask the City Council for in the midyear budget letter.

Library Director Vinke stated he will be meeting the Finance team next week and suggested a cost-of-living adjustment for the collections budget.

Commissioner Hayes spoke regarding using the new Library page for additional community outreach and notifications.

Library Director Vinke spoke regarding curating the new webpage resources for notifications.

Commissioner Willers spoke regarding library key updates sent to all commissioners, the Mayor and the City Manager in the past.

Vice Chair Maroko spoke regarding designation of an individual from the commission to report and present key updates to the City Council.

Library Direction Vinke suggested a potential subcommittee for updates.

Commissioner Hayes spoke regarding marketing.

Motion by Commissioner Hayes, seconded by Commissioner WIllers, to agendize a marketing segment. Motion carried unanimously.

Vice Chair Maroko spoke regarding the Commission's mission statement, stated expectations are not clear on the role the commission plays related to assisting the Librarian and suggested it be placed on the director's report for further discussion, requested clarification regarding fine free and the $170,000 library fines discussed at a previous meeting, and inquired whether there is a collection policy. He requested a meeting room use report.

Commissioners Willers inquired whether fees for the meeting room use can be waived for City Councilmembers.

Library Direction Vinke stated he did not have an update on the library fines and is working on providing information and a collection development policy is on the City website. He spoke regarding the use of meeting rooms, associated fees, and stated he would provide a report at a future meeting.

L.   ADJOURNMENT

Motion by Commissioner Hayes, seconded by Commissioner Willers, to adjourn the meeting at 8:24 PM. Motion carried unanimously.

The next meeting of the Redondo Beach Library Commission will be a Regular Meeting to be held at 7:00 PM on March 4, 2024, in the Redondo Beach Council Chambers, at 415 Diamond Street, Redondo Beach, California, and via teleconference.

All written comments submitted via eComment are included in the record and available for public review on the City website.

<div align="center">Respectfully submitted:</div>

<div align="right">
_____
Dana Vinke
Library Director
</div>

Administrative Report

TITLE
For eComments and Emails Received from the Public

Administrative Report

To: **LIBRARY COMMISSION**

From: DANA VINKE, LIBRARY DIRECTOR

TITLE

DIRECTOR'S REPORT

- February 6, Library Director Dana Vinke, Circulation Supervisor, Mario Adame, Technical Services Librarian, Timothy Parker and Youth Services Librarian, Helaire Hamilton Mitchell attended the Library Managers meeting.
- February 12, Library Director Dana Vinke, Adult Library Program Manager, Amy Feller, and Youth Service Librarian, Helaire Hamilton Mitchell met to discuss Library Programming.
- February 13 Library Director Dana Vinke, Circulation Supervisor, Mario Adame, Technical Services Librarian, Timothy Parker and Youth Service Librarian, Helaire Hamilton Mitchell, attended Midyear Budget Review with the City's Fiscal Manager and staff.
- February 13, Library Director Dana Vinke, Circulation Supervisor, Mario Adame, Technical Services Librarian, Timothy Parker and Youth Service Librarian, Helaire Hamilton Mitchell attended the Library Managers meeting.
- February 16, Library Director Dana Vinke attended California Library Connect - Broadband Access Aggregator Transition meeting.
- February 16, Library Director Dana Vinke, met with Cultural Arts Manager, Gary Margolis to discuss Library outreach at the Museum.
- February 20, Library Director Dana Vinke, Circulation Supervisor, Mario Adame, Technical Services Librarian, Timothy Parker and Youth Services Librarian, Helaire Hamilton Mitchell met with Homeless Housing Navigator, Lila Omura to discuss resources and referrals.
- February 22, Library Director Dana Vinke met with Community Development staff to discuss possible Main Library restroom remodel.
- February 26, Library Director Dana Vinke and Timothy Parker, Technical Services Librarian, attended a meeting with OverDrive/Libby digital library platform representative.
- February 27, Library Director Dana Vinke attended an interview panel for the City of Inglewood Public Library for the position of Assistant Library Manager.
- February 28, Library Director Dana Vinke met with representatives from VectorUSA to discuss potential cameras at Main Library.
- February 29, Library Director Dana Vinke and Circulation Supervisor, Mario Adame, met with the Library cleaning contractor to review the Library facilities and ensure the general upkeep of facilities.

Updates on:
Vacant Positions – Administrative Coordinator, Senior Librarian, Part-time Librarian, and Library Page
Library Archive (SCLC Digilab Montage)
Redondo Beach Archives in Laserfiche (Reflex, Directories, etc.)
Library Programming (Adult and Youth)
Library Facilities (Study Rooms and North Branch)
Library Webpages
Public Wi-Fi
ILS RFP
Library Park Passes

REDONDO BEACH PUBLIC LIBRARY   LIBRARY COMMISSION   Statistics   2023-2024

	GATE COUNT	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
2023-24	MAIN LIBRARY	12,480	13,903	12,818	13,088	10,604	9,351	12,990						85,234
	NORTH BRANCH	3,749	3,962	3,132	3,676	3,087	2,477	3,598						23,680
	TOTAL	16,229	17,865	15,950	16,764	13,691	11,828	16,588						108,914
2022-23	MAIN LIBRARY	10,539	12,204	12,648	12,474	10,388	7,922	11,851	10,932	13,530	11,530	12,450	13,560	140,028
	NORTH BRANCH	3,043	3,450	3,337	3,372	2,993	2,041	3,051	2,854	3,298	3,234	3,316	3,856	37,845
	TOTAL	13,582	15,654	15,985	15,846	13,381	9,963	14,902	13,786	16,828	14,764	15,766	17,416	177,873
	REGISTRATION													
2023-24	MAIN LIBRARY	386	386	338	280	239	200	387						2216
	NORTH BRANCH	37	35	25	12	9	7	7						132
	TOTAL	423	421	363	292	248	207	394						2348
2022-23	MAIN LIBRARY	79	56	69	306	211	142	338	284	359	358	280	497	2979
	NORTH BRANCH	20	21	17	21	11	6	10	16	13	16	16	28	195
	TOTAL	99	77	86	327	222	148	348	300	372	374	296	525	3174
	CIRCULATION													
2023-24	MAIN LIBRARY	24,165	22,584	21,192	19,843	17,567	13,448	21,363						140,162
	NORTH BRANCH	10,918	10,153	9,819	9,453	9,248	6,909	11,075						67,575
	TOTAL	35,083	32,737	31,011	29,296	26,815	20,357	32,438	0	0	0	0	0	207,737
2022-23	MAIN LIBRARY	25,642	24,107	21,633	21,572	20,033	16,081	19,508	19,236	22,463	20,298	20,457	22,847	253,877
	NORTH BRANCH	11,218	10,687	9,677	10,101	9,254	7,091	7,909	8,196	9,568	9,515	9,259	9,781	112,256
	TOTAL	36,860	34,794	31,310	31,673	29,287	23,172	27,417	27,432	32,031	29,813	29,716	32,628	366,133

2023-24	JULY		AUGUST		SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER		
	MAIN	NORTH	MAIN	NORTH	MAIN	NORTH	MAIN	NORTH	MAIN	NORTH	MAIN	NORTH	
ADULT PROGRAMS	4	1	5	1	6	0	4	1	3	0	5	0	30
ADULT PARTICIPANTS	30	8	89	12	104	0	27	8	29	0	61	0	368
TEEN PROGRAMS	1	1	1	1	3	0	3	0	3	0	1	0	14
TEEN PARTICIPANTS	16	2	15	3	48	0	41	0	31	0	9	0	165
CHILDREN'S PROGRAMS	21	8	17	10	14	10	16	12	13	10	11	9	151
CHILD PARTICIPANTS	844	266	672	363	383	168	469	217	412	167	399	172	4532
OFFSITE	1	0	0	0	0	0	0	0	0	0	1	0	2
OFFSITE PARTICIPANTS	75	0	0	0	0	0	0	0	0	0	2200	0	2275
TOTAL PROGRAMS	27	10	23	12	23	10	23	13	19	10	13	0	183
TOTAL PARTICIPANTS	965	276	776	378	535	168	537	225	472	167	2,608	0	7107

	JANUARY		FEBRUARY		MARCH		APRIL		MAY		JUNE		
	MAIN	NORTH	MAIN	NORTH	MAIN	NORTH	MAIN	NORTH	MAIN	NORTH	MAIN	NORTH	TOTAL
ADULT PROGRAMS	4	0	5	0	0	0	0	0	0	0	0	0	9
ADULT PARTICIPANTS	70	0	98	0	0	0	0	0	0	0	0	0	168
TEEN PROGRAMS	2	0	0	0	0	0	0	0	0	0	0	0	2
TEEN PARTICIPANTS	15	0	0	0	0	0	0	0	0	0	0	0	15
CHILDREN'S PROGRAMS	11	9	0	0	0	0	0	0	0	0	0	0	0
CHILD PARTICIPANTS	263	199	0	0	0	0	0	0	0	0	0	0	462
OFFSITE	0	0	0	0	0	0	0	0	0	0	0	0	0
OFFSITE PARTICIPANTS	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL PROGRAMS	17	9	5	0	0	0	0	0	0	0	0	0	31
TOTAL PARTICIPANTS	348	199	0	0	0	0	0	0	0	0	0	0	547

2022-23	JULY		AUGUST		SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER		
	MAIN	NORTH	MAIN	NORTH	MAIN	NORTH	MAIN	NORTH	MAIN	NORTH	MAIN	NORTH	TOTAL
ADULT PROGRAMS	2	0	5	0	4	0	4	0	3	0	4	0	22
ADULT PARTICIPANTS	65	0	143	0	58	0	39	0	36	0	44	0	385
TEEN PROGRAMS	1	0	2	1	2	0	2	0	2	0	1	0	11
TEEN PARTICIPANTS	20	0	40	16	39	0	20	0	26	0	17	0	178
CHILDREN'S PROGRAMS	9	6	7	9	17	9	14	8	16	9	10	6	120
CHILD PARTICIPANTS	363	155	362	197	412	148	411	157	394	120	345	103	3167
OFFSITE	1	0	2	0	0	0	1	0	0	0	1	0	5
OFFSITE PARTICIPANTS	175	0	3000	0	0	0	800	0	0	0	2598	0	6573
TOTAL PROGRAMS	13	6	16	10	23	9	21	8	21	9	11	6	153
TOTAL PARTICIPANTS	623	155	3545	213	509	148	1,270	157	456	120	3,004	103	10,303

	JANUARY		FEBRUARY		MARCH		APRIL		MAY		JUNE		
	MAIN	NORTH	MAIN	NORTH	MAIN	NORTH	MAIN	NORTH	MAIN	NORTH	MAIN	NORTH	TOTAL
ADULT PROGRAMS	3	0	4	1	4	0	6	0	5	0	5	0	28
ADULT PARTICIPANTS	60	0	22	10	71	0	83	0	43	0	54	0	343
TEEN PROGRAMS	2	0	2	0	2	0	2	0	2	0	2	0	12
TEEN PARTICIPANTS	28	0	22	0	203	0	13	0	89	0	10	0	365
CHILDREN'S PROGRAMS	11	9	15	6	18	10	14	8	17	13	20	11	152
CHILD PARTICIPANTS	208	192	399	169	637	286	366	203	513	282	2,136	382	5773
OFFSITE	0	0	1	0	0	0	1	0	1	0	0	0	3
OFFSITE PARTICIPANTS	0	0	150	0	0	0	2,635	0	150	0	0	0	2935
TOTAL PROGRAMS	16	9	22	7	24	10	23	8	25	13	27	11	195
TOTAL PARTICIPANTS	296	192	593	179	911	286	3,097	203	795	282	2,200	382	9,416

Digital Circulation 2023-2024 and 2022-2023

2023-24	July	August	September	October	November	December	January	February	March	April	May	June	Total
CloudLibrary	1,354	1,407	1,060	1,412	1,363	1,360	1,736						9,692
Ebooks	621	618	421	569	566	538	749						4,082
Eaudiobooks	733	789	639	843	797	822	987						5,610
Hoopla	2,538	2,759	2,595	2,587	2,681	2,511	2,785						18,456
Ebooks	820	865	846	869	816	782	897						5,895
Eaudiobooks	1,287	1,377	1,295	1,285	1,334	1,246	1,438						9,262
Bingepass	12	12	19	19	20	26	18						126
Comics	132	155	133	113	178	137	141						989
Movies	124	125	123	140	165	136	124						937
Music	43	80	63	70	75	71	72						474
Television	120	145	116	91	93	113	95						773
Kanopy	418	451	600	533	595	671	619						3,887
Overdrive/Libby	467	453	635	1,140	1117	1112	1172						6,096
Ebooks	161	168	164	197	198	238	213						1,339
Eaudiobooks	91	58	98	111	74	97	125						654
Magazines	210	225	370	827	839	774	831						4,076
Other/Video	5	2	3	5	6	3	3						27
Total													20,409

2022-23	July	August	September	October	November	December	January	February	March	April	May	June	Total
CloudLibrary	1,662	1,524	1,286	1,189	1,189	1,235	1,400	1,173	1,250	1,341	1,251	1,364	15,864
Ebooks	710	694	544	461	451	543	618	501	506	567	492	595	6,682
Eaudiobooks	952	830	742	728	738	692	782	672	744	774	759	769	9,182
Hoopla	2,092	2,240	1,953	2,120	2,109	2,070	2,323	2,157	2,155	2,126	2,460	2,352	26,157
Ebooks	713	734	615	634	685	657	741	696	743	697	844	753	8,512
Eaudiobooks	981	1,006	974	1,076	1,031	1,038	1,164	1,096	1,052	1,077	1,212	1,214	12,921
Bingepass	9	9	12	16	17	15	20	10	14	8	10	12	152
Comics	131	117	118	146	122	106	107	82	94	98	102	101	1,324
Movies	104	115	101	92	115	117	84	95	93	99	120	119	1,254
Music	37	49	49	66	59	64	56	60	60	34	61	45	640
Television	117	150	84	90	80	73	151	118	99	113	111	108	1,294
Kanopy	580	566	553	605	658	669	648	521	458	487	490	465	6,700
Overdrive/Libby	452	457	472	498	510	511	569	519	515	471	490	515	5,464
Ebooks	155	159	179	138	166	172	214	166	178	170	142	161	2,000
Eaudiobooks	80	72	68	62	58	59	55	74	77	94	91	86	876
Magazines	211	226	219	292	285	279	297	278	254	206	253	262	2,800
Other/Video	6	0	6	6	1	1	3	1	6	1	4	6	41
Total													54,185

March Library Events

CHILDREN'S CRAFT & LEGO PROGRAMS**

Craft @ MAIN LIBRARY
Meeting Room - 2nd Floor
Tuesday, 3/5 at 3:30pm-4:30pm

Lego Club @ MAIN LIBRARY
Meeting Room - 2nd Floor
Mondays, 3/11 & 3/18 at 3:30pm - 4:30pm

Lego Club @ NORTH BRANCH LIBRARY
Meeting Room
Thursday, 3/14 at 3:30pm-4:30pm

Craft @ NORTH BRANCH LIBRARY
Meeting Room
Thursday, 3/21 at 3:30pm - 4:30pm

Limit of 40 individuals ** - Tickets Required Get tickets at the Children's Desk at 15 minutes prior to program start time.

STORYTIMES - MAIN LIBRARY **

Walkers & Talkers Storytime for 1-5 year-olds
Wednesdays, 3/6, 3/13, 3/20 & 3/27 at Noon -12:30pm
A Storytime for 1-5 year olds and their caregivers & siblings- full of early literacy concepts, songs, rhymes, movement, and fun!

Baby Lapsit (0 to 18 months)
Thursdays, 3/7, 3/14, 3/21 & 3/28 at 11:15am-11:45am
We welcome babies 0-18 months and their caregivers to join us for a fun indoor storytime full of songs, rhymes, and finger plays!

Limit of 40 individuals –Tickets Required Tickets will be handed out at the Children's Reference desk at 15 minutes before the start of the program.

STORYTIMES & SPECIAL PROGRAMS
@ NORTH BRANCH LIBRARY **

NORTH BRANCH MEETING ROOM

Family Storytime
Tuesdays, 3/5, 3/12, 3/19 & 3/26 at 3:30pm - 4:00pm

Music and Movement with Dance 1
Wednesday, 3/13 at 3:30pm-4:00pm

Neighborhood Chinese Storytime
Saturday, 3/23 at 2:00pm - 2:30pm

Tickets Required Limit of 40 individuals. Tickets will be handed out at the children's reference desk at 15 minutes prior to program start time.

SPECIAL CHILDREN'S PROGRAMS
@ MAIN LIBRARY **

Music Together Monday
Monday, 3/4 at 11:30am - Noon
Meeting Room - 2nd Floor

Rainbow Storytime
Tuesday, 3/5 at 11:30am - Noon
Storytime Room

Book Nook Storytime (New Program)
Storytime Room
Tuesdays, 3/5, 3/12 & 3/19 at 4:15pm-4:45pm

Special Storytime with Emily Inouye Huey
Tuesday, 3/19 at 5:00pm-5:30pm

Limit of 40 individuals ** - Tickets Required Get tickets at the Children's Desk at 15 minutes prior to program start time.**

CODER PROGRAMS
FOR CHILDREN AND TEENS
*For ages 7-15***

Ignite your child's curiosity with Coding!

CODE NINJAS @ Main Library
Saturday, March 16 at 3:00pm - 4:30pm
Main Library - 2nd Floor Meeting Room

CODER DOJO @ North Branch Library
Saturday, March 30 at 3:00pm - 4:30pm
North Branch Library - Meeting Room

Registration is required. Register for these events at:
https://library.redondo.org

click on events calendar; click on program date; click on register for this event.

**Limit of 20 individuals. Children under 9 must be accompanied by an adult. Bring your own laptop/chromebook from home.

Redondo Beach Main Library
303 N. Pacific Coast Hwy
Redondo Beach, CA 90277

Redondo Beach North Branch Library
2000 Artesia Blvd
Redondo Beach, CA 90278

https://library.redondo.org

(310) 318-0675

More To Sea
redondo
BEACH

March Library Events

POETRY WORKSHOP WITH LINDA NEAL

Saturday, March 9 at 10:30am - Noon
Main Library - 2nd Floor Conference Room

In-person poetry workshops for all levels of poets. Come for inspiration and collaboration.

ADULT BOOK DISCUSSION
Zoom program
A Redondo Beach Librarian will lead the discussion.

Tuesday, March 12 at 6:30pm - 7:30pm

American Dirt
by Jeanine Cummins

Free virtual program, registration is required.
**Register at: https://library.redondo.org

click on events calendar; click on program date; click on register for this event.

HOW DOES YOUR GARDEN GROW ?
THE WATER REPLENISHMENT DISTRICT WILL SHOW YOU HOW !
Create Gardens that are water efficient

Saturday, March 2 @ Main Library
Edible Gardening - 10:00am - Noon
Main Library - 2nd Floor Meeting Room

Grow an edible garden. Whether growing in pots, raised beds or just beginning your gardening journey, learn how to make your crops successful.

Saturday, March 9 @ North Branch Library
Small Space Gardening - 10:00am - Noon
Meeting Room

Tight on space. No problem. Make the most of your small outdoor patio, terrace or even indoor gardening pursuits.

Free, but please register at:
www.wrd.org/EcoGardener

Or email or call Jenn Swart at 562.275.4265 or jswart@wrd.org

STITCH & SEW REDONDO
@ NORTH BRANCH LIBRARY - *All Ages*

Saturday, March 2
11:00am-2:00pm
Meeting Room -*Limit of 30 individuals**

*Materials and sewing machines are not provided. Participants are encouraged to bring items or projects that they are working on to the program to get tips or pointers.

FOUNDATION FOR SENIOR SERVICES
ARE YOU PREPARED FOR CHANGE IN 2024?

Thursday, March 7
11:30am - 12:30pm
Main Library - 2nd Floor Meeting Room

Chat with experts about 2024 Federal and State updates in financial markets, taxation, insurance, rental and landlord laws and real estate.

Foundation for Senior Services is an organization linking the community with the needs of Seniors.

TEEN PROGRAMS
Grades 6th - 12th

Main Library 2nd Floor Conference Room

TAC Meeting
Wednesday, 3/6 at 4:00pm-5:00pm

Teen Program –International Snackfest
Wednesday, 3/20 at 4:00pm-5:00pm

MEDITATION ON ZOOM
WITH DOUG FRANKEL

Saturday, March 23 at 10:00am - 11:00am
Virtual Zoom Session

Coping In The World We Live In Through Meditation

Learn a simple meditation technique.

Free virtual program, registration is required.

Register at: https://library.redondo.org

click on events calendar; click on program date; click on register for this event.

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Administrative Report

To: **LIBRARY COMMISSION**

From: DANA VINKE, LIBRARY DIRECTOR

TITLE

DISCUSSION AND POSSIBLE ACTION ON LIBRARY MARKETING

Redondo Beach Public Library – Marketing
The Redondo Beach Public Library utilizes a variety of media and methods to promote Library programs, services, and collections. Each marketing method requires staff time to create, produce, and distribute. One avenue the Library is exploring is program surveys to gauge how patrons hear about events so that staff can better direct their efforts.

Website
The newly launched Library website provides links to the Library news, Library catalog of materials, calendar of events, newsletter and newsletter signup, databases, and social media pages. The website also provides information on Library hours and locations, obtaining a Library card, meeting room rentals, Interlibrary loan, and local history archives. The webpage also hosts a book carousel of new additions to the collection (Adult, Teen, and Youth). Citywide, the Library homepage is typically ranked in the top three to five of the most frequently trafficked sites. Within the Library webpages, the three most trafficked pages are the Catalog, My Account, and the Online Calendar of Events.

The Library webpage is featured on all Library publications including business cards, program flyers, calendars, and brochures.

Online Calendar
The Library's online calendar is part of the Library's website and one of the most frequented webpages. Each event is entered into the online calendar by staff with pertinent information including date, time, location, age level, and program flyer. The new online calendar allows staff to color code events and the Library has chosen to color code events based on age group. Adults programs are in turquoise, children programs are in purple, and teen programs are in orange. This helps patrons and staff easily identify programs by age group.

Digital Signage
The City of Redondo Beach maintains a digital signage system with slides that promote city services and events. The Library has several slides in this system that promote Library services such as Kanopy, Hoopla, and Libby. Some of the slides make use of QR Codes to direct patrons to the Library website or service.

Social Media
Redondo Beach Public Library manages two primary social media platforms, Facebook (RedondoBeachPubLib) and Instagram (rbplyouthservices). The Library's Facebook page is used to promote all Library programs while the Instagram account is used to promote primarily youth related programs. The Library's Facebook page currently has 1,600 followers and 1,300 likes. The Library's Instagram page has 118 followers. In addition to the promotion of Library programs, Library staff curates a "Throwback Thursday" features which highlights interesting local history and promotes the Library's historic digital archives. The Library's social media accounts are promoted in a variety of ways including Library signage, the Library's website, and flyers. The Library's social media accounts must comply with the City of Redondo Beach Social Media Policy. All social media accounts created by City Departments are subject to approval by the City Manager or designee.

Redondo Beach Public Library will occasionally request that Library events be promoted on the City of Redondo Beach's Facebook page (220 followers).

Program Flyers, Posters, and Printed Calendars
While the Library endeavors to use as little printed paper as possible, many patrons prefer the ability to pick up a printed program flyer or calendar of events. These flyers are posted at each Library in a timely manner, at individual Library events and in Library display cases, Library meeting rooms, and bulletin boards. Library staff also create posters for display at Library entrances.

Newsletter (email marketing)
The Library generates a monthly calendar of events, referred to as the Library Newsletter, which lists programs for adults, children, and youth. This newsletter is attached to each Library Commission meeting agenda. The calendar is posted at each Library in a timely manner, at individual Library events and in Library display cases, Library meeting rooms, and bulletin boards. The newsletter is sent each month to patrons who sign up for the Library's newsletter on the Library's website. This service is optional, meaning that patrons must opt-in to receive the newsletter and do not automatically receive the newsletter if they have a Library Card and email address on file. Patrons always have the option of opting out of this service.

Press Releases
Whenever possible, the Library generates and send press releases regarding programs or services to local newspapers including the Beach Reporter, Easy Reader, Daily Breeze and Peninsula News. The inclusion of these items in the newspapers are at the discretion of newspaper staff.

Community Services Newsletter
The City of Redondo Beach Community Services produces a seasonal digital newsletter (Winter, Spring, Summer, Fall) and provides the Library with one page to promote Library services and events. The newsletter is coordinated by Community Services staff and is primarily focused on recreation classes and activities. The newsletter requires advance time for promotion. For example, Spring Newsletter content is due in January.

Outreach
The Redondo Beach Public Library performs outreach at local events based on staffing, operational needs, and availability of space. For example, staff performed outreach at the Redondo Beach Transit Center Opening, Redondo Beach Unified School District Open House, and the Redondo Beach Police Department Safety Open House. At these events, staff will promote the Library's programs, services, and collections. Staffing these events can be a challenge as they often occur after Library operational hours or on weekends.

Once a year, the Library hosts a Summer Reading Kick-Off event outside the main Library to promote the Library's annual Summer Reading Program. Library staff provides games and crafts for young people and families. The Library invites other departments to participate such as the Fire Department, the Police Department, and Community Services.

Promotional Materials

The Redondo Beach Public Library does not currently have physical promotion materials such as branded pens, magnets, or bookmarks. The Friends of Redondo Beach Public Library sell individual tote bags to the public for $2.00 each or free with a single purchase of $5.00 or more. The totes are branded with the Friends of the Library name and logo. Some Libraries have found promotional materials successful in drawing individuals to Library booths at outreach events.