



**SHASTA PUBLIC LIBRARIES
CITIZENS ADVISORY COMMITTEE**
Regular Meeting
Wednesday, September 4, 2019 at 4:00 PM
Redding Library – Community Room
1100 Parkview Ave, Redding, CA 96001

AGENDA

1. Roll Call
2. Public Comment – for non-agendized matters with the Committee’s jurisdiction.

Members of the public are entitled under the Brown Act (Government Code § 54950 et seq) to address the Commission on any matter within the City’s subject matter jurisdiction. The act prohibits the Commission from taking action of discussing items not on the agenda.

3. Consent Calendar

The Consent Calendar contains items considered routine and/or which have been individually scrutinized by Committee members and require no further deliberation. There will be no separate discussion of these items unless an item is removed from the Consent Calendar. If a member of the public wishes to have an item removed for discussion, please fill out a “SPEAKER REQUEST” form and submit it to the Community Services Director before the Consent Calendar is considered.

- a. Approval of Minutes from meeting held June 5, 2019
- b. Approval of Minutes from meeting held August 7, 2019
4. Presentation of options for the Library parcel on the south lawn
5. Presentation on the Student Library Card Initiative
6. Library Director’s Report and Statistics
7. Community Services Director’s Report
8. Strategic Plan Update
9. Burney Library Update
10. Reports from the Friends of Libraries and the Shasta Library Foundation
11. Committee Comments
12. Adjournment

In accordance with Title II of the Americans with Disabilities Act (ADA), the City of Redding will make available to persons with disabilities modifications or accommodations including auxiliary aids or services necessary to participate in public meetings. Requests for modifications or accommodations must be submitted three (3) working days prior to the meeting.

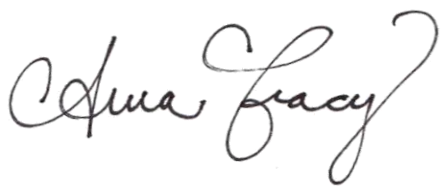
The City of Redding will ensure that no person shall be excluded from participation in, denied the benefits of, or otherwise be subjected to discrimination under any of its projects, activities, services, or business opportunities on the basis of race, color, national origin, age, sex, or disability, as afforded by Title VI of the Civil Rights Act of 1964 and related statutes as amended. All persons, regardless of their citizenship status, are covered under this regulation.

Questions, complaints, or requests for accommodations or additional information may be forwarded to the ADA & Title VI Coordinator at 777 Cypress Avenue, Attn: Personnel Dept., Redding, California 96001, Phone (530) 225-4065.

Pursuant to the BROWN ACT, non-confidential materials related to an item on this agenda submitted to the Committee after distribution of the agenda packet are available for inspection during normal business hours at the Redding Library, Administrative Offices, 1100 Parkview Ave., Redding, CA.



**CITY OF REDDING
REPORT TO SHASTA PUBLIC LIBRARIES
CITIZENS ADVISORY COMMITTEE**

MEETING DATE: September 4, 2019	FROM: Anna Tracy, Library Director
ITEM NO. 6 [L-050]	
SUBJECT: 6--Library Director's Report and Statistics	
APPROVED BY	
	

Recommendation

Accept the attached Library Director's Reports and Statistics for the month of July 2019.

Background

Each month the Director of the Shasta Public Libraries produces a report to highlight activities and accomplishments of the previous month. The report is used to inform the Library Advisory Committee of the activities of the libraries for informational purposes, promotion, and as a measure of accountability.

Fiscal Impact

There is no fiscal impact.

Attachments:

July 2019 Library Director's Report
July 2019 Library Monthly Statistics

Attachment: Director's Report- Cover (6--Library Director's Report and Statistics for July 2019)

SHASTA PUBLIC LIBRARIES



MONTHLY DIRECTOR'S REPORT

July 2019



Highlights:

- The Teen Advisory Board (TAB) hosted a soap making event, held a HP Lovecraft-themed tea party, and hosted *Harry Potter's Birthday Party*. The Birthday Party had a total of 84 attendees, making it one of the biggest TAB events ever.
- The Shasta Public Libraries' Summer Blast program partnered with Shasta Caverns, for a tour which was open (and free!) for families.
- Junction Elementary School District and Mountain Union Elementary School District were on-boarded to the Student Library Card Initiative, which means there are only four districts left to go. Completing the onboarding of all districts will allow more staff time for outreach and increased efforts towards process efficiency & training tools.
- The Anderson Library had 34 sign-ups for summer reading in the month of July. The Library held three events where 45 children participated in exploring international dances, making maracas, exploring science, building their own creations, exploring nature and planting a plant they were able to take home with them. For the second year, children were given cardboard boxes, styrofoam, and miscellaneous craft items and were encouraged to build whatever they wanted out of it. Staff has found that it is their favorite craft during summer reading.
- Burney Library had five Preschool Story times with 84 attendees, two children's Summer Blast events with 34 attendees and continued the *Read and Ride* program with the Burney PTA. The program runs from June 10 through August 15 and allows children to earn free ride passes at the Intermountain Fair.
- Friends of the Intermountain Libraries (FOIL) participated in Burney Basin Days

and was honored during the annual Burney Basin Days' Parade on July 6. Library Director Anna Tracy, Library Citizens Advisory Committee Member Francie Sullivan and Branch Manager April Martin were all present to promote the new Burney Library and discuss community wants for their new location.

- For Summer Blast, a total of 338 adults registered and they read 1,965 books. Summer Blast adult programs included crochet classes, a presentation on travel by a Road Scholar, *3rd Thursdays: Film and Discussion* with One Safe Place, and a field trip for teens to Shasta Caverns.
- The Redding Library partnered with the Woman's Business Center at JEDI for a free program for the public: *Exploring Freelancing: How to Get Started and Succeed as a Freelancer* July 24.
- Local filmmaker Tyler Faires interviewed and filmed Library staff and volunteers in preparation for a promotional film about the Library for the Shasta Library Foundation.
- The Assistant Director began attending *Project Homeless Connect* meetings. The Library will be participating in *Mini Project Homeless Connect* scheduled for August 13 at the Salvation Army Community Center.
- Weeding continues at the Redding Library in the adult reference collection to make room for an expanded "Library of Things".
- The 2019-2020 materials budget for the Library was finalized and approved. Thanks to our wonderful support groups for providing additional money for materials for the upcoming year!
- The Redding Library had 22 story times in July, with a total of 561 attendees.
- July was a busy month at the Redding Library for Children and Tween Summer Blast events! Tween programs for July

included the popular and successful *Tween Cooking Camps* and *Exploring Space* with Turtle Bay. The two *Tween Cooking Camps*, held July 9-11 and July 23-25 respectively, had a total of 88 attendees who came for each day of the camp. The tweens left with new knowledge including knife safety and skills, food safety, and teamwork! Children's programs comprised of Yoga with Sun Oaks, Gardening with Redding Wonderland Gardening Club (which hosted 59 total attendees), and *Messy Paint Day*, which saw a total of 362 attendees.

- The Redding Library also had fun family programs for the community. The *Harry and the Potters* concert was a great success, with many hoping the band would return the next year. Viking Skate Country partnered with the Library and offered a free day of skating for a total of 216 library patrons.
- The Literacy Center started a weekly Math Drop-in Help session for teens and adults on Monday late afternoons, and the first two have gone very well!
- NorthNet awarded Shasta Public Libraries \$14,000 from the California State Library to fund its 2019-2020 Zip Book year. Shasta Public Libraries ordered 127 Zip Books for 88 library patrons in July.
- A great thank you to all our volunteers who pitched in to keep returned books and other items flowing back to the shelves during the increased traffic of Summer Reading.
- Shasta Libraries' IT staff partnered with Shasta College to ensure the Library is offering VR curriculum in the Redding Library Create-It! Space so that students can access the material outside of Lab hours at the College.

Volunteer Services:

- Redding Library
 - 107 volunteers
 - 1,324.5 hours served
- Anderson Library
 - 4 volunteers
 - 33 hours served
- Burney Library
 - 9 volunteers
 - 160.75 hours served

Major Projects:

- New Burney Library Project
- Strategic Plan

Revenues:

- Meeting Room Fees Collected: \$200

Heartwarming Story of the Month:

- While out shopping at Target, a library staff member was greeted by Alex in the parking lot with his wife. He was the victim of the shooting that happened on the Redding Library property a few months back. He looked great and was smiling as he waved her over. He told staff the paramedics who had arrived on scene when he was shot had come back by to visit him later on, which he thought was really special. He looked like he was really doing well and gave her a hug as they parted ways. Staff were happy see, and hear, that he's doing so well.

Policy Violations:

• Altercation	3
• Language	1
• Use of Facility	6
• Interfering with Others	4
• Under the Influence	1
• TOTAL	15

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	YTD 2019	YTD 2018
CIRCULATION														
1. Redding	32471	33331	31831	30476	29315	33486	35316						226226	399738
2. Anderson	4158	3936	3060	2813	2868	3155	3201						23191	45259
3. Burney	1238	1247	1105	1150	920	1397	1686						8743	15272
Total Circulations*	37867	38514	35996	34439	33103	38038	40203	0	0	0	0	0	258160	460269
*Corrected from Total Items Circulated to Total Circulations, which is what this data represents, bb 6.12.19														
REGISTRATION														
New Registered Adult Patrons	389	358	368	304	293	355	382						2449	4396
New Registered Juvenile Patrons	668	30	227	103	3899	39	14						4980	15473
Total New Users Registered All Branches	1057	388	595	407	4192	394	342						7375	19869
Total Registered Borrowers All Branches	96212	96186	96253	96416	100462	100817	101083						100462	n/a
TOTAL INTERNET SESSIONS														
1. Redding	5134	4714	5397	5261	5077	4900	5642						36125	66860
2. Anderson	638	423	603	488	532	505	575						3764	3867
3. Burney	102	82	83	90	97	111	160						725	910
Guest Passes	1059	990	1164	1238	1196	1297	1476						8420	13905
3. Total	6933	6209	7247	7077	6902	6813	7853	0	0	0	0	0	49034	85542
Wireless Usage	*January Wireless number is an average of current available data.													
All Branches Total	2565	2439	2612	2643	2731	2721	2699						18410	n/a
Literacy - Redding														
1. Adult Learners	45	52	49	58	60	59	68							45
2. Adult Learners Started	7	13	1	10	6	1	13							4
3. Adult Learners Stopped	7	6	4	1	4	2	4							3
4. Mentors Started	3	2	0	3	0	0	5							1
5. Mentors Stopped	0	2	0	1	1	2	0							0
Volunteer Hours														
1. Redding	1121.55	1172.72	1135.75	1286.32	1130.38	1233.10	1324.54						8404.36	14516.40
2. Anderson	95.25	66.00	86.75	67.08	104.00	26.25	33.00						478.33	1003.25
3. Burney	35.08	100.32	92.25	178.00	97.92	115.18	160.75						779.50	807.42
Total Volunteer Hours	1251.88	1339.04	1314.75	1531.40	1332.30	1374.53	1518.29	0.00	0.00	0.00	0.00	0.00	9662.19	16327.07
Active Volunteers	129	131	108	127	112	110	118							n/a
Web Page Stats														
Total Page Views	40987	37426	44382	42282	43742	43074	45738						297631	394124
Total Visitors	11042	10390	13062	12755	12307	12748	17835						90139	124399
Total Sessions	19770	18389	22055	20755	21115	21257	22225						145566	206453
Adult Summer Reading Sign-Ups	0	0	0	0	266	204	70						540	1875
Pre-School Summer Reading Sign-Ups	0	0	0	0	204	230	65						499	571
Kids Summer Reading Sign-Ups	0	0	0	0	217	289	74						580	1238
Tween Summer Reading Sign-Ups*	0	0	0	0	235	294	80						609	n/a
Teen Summer Reading Sign-Ups	0	0	0	0	85	114	37						236	434
*Tween started May 2019														
Overdrive														
Total New Items	0	43	0	23	55	32	4						157	492
Circulation	3252	2890	3305	3552	3729	4191	4303						25222	34155
New Users	83	66	357	117	130	107	124						984	815
Door Count														
*January Redding door count is an average of current available data.														
Redding	91800	65986	65363	144052	84351	176449	93836						721837	n/a
Anderson	4004	3540	4891	5367	5090	4495	4585						31972	52812
Burney	974	693	668	1545	2496	1281	1673						9330	9538
Redding Garden Door	88	140	484	77	286	238	1554						2867	n/a
Total	96866	70359	71406	151041	92223	182463	101648						766006	n/a