



City of Watsonville

Meeting Minutes

Board of Library Trustees

Library 2nd Floor
Conference Room
275 Main Street,
Watsonville, CA

Chair Victoria M. Bañales

Vice Chair Barbara Corrigan

Blanca Baltazar-Sabbah, Trustee

Joyce Parr, Trustee

Providence Medrano Martinez, Trustee

Diane Muñoz, Trustee

Anthony Bernard Tapiz Jr., Trustee

Thursday, August 20, 2020
6:00 P.M.

Virtual Meeting

1. ROLL CALL

MEMBERS PRESENT: Baltazar-Sabbah, Bañales, Corrigan, Muñoz, and Parr

STAFF MEMBERS PRESENT: Alicia Martinez, Interim Library Director, Luz Martinez, Administrative Analyst.

GUEST SPEAKER: Penny Hummel, Consultant

2. APPROVAL OF MINUTES

2.1 MINUTES OF JANUARY 16, 2020 – Trustee Baltazar-Sabbah motioned to approve minutes with the amendment of roll call to include Baltazar-Sabbah as present, seconded by Trustee Bañales motioned passed with four ayes.

3. ORAL COMMUNICATIONS

3.1 ORAL COMMUNICATIONS FROM THE PUBLIC AND TRUSTEES

No communications at this time.

3.2 ORAL COMMUNICATIONS FROM THE LIBRARY DIRECTOR

The Interim Library Director announced that the Library received a \$5,500 grant from the California State Library to enhance the Bibliovan services. The library will be purchasing technology equipment such as hotspots, RFID pad and a receipt printer to allow for internet connectivity everywhere it visits.

The library has curbside pick-up Monday, Wednesday and Friday from 12:00-5:00 pm with extended hours on Tuesday and Thursday 12:00-7:00 pm. All staff members are following appropriate PPE guidelines.

Curbside Pick- UP Statistics (March-August):

- 237 new online library card registrations
- 19,756 items checked out
- 13,317 items checked in (following the Realm guidelines from California State Library)
- 5,202 item requests
- 442 References questions have been answered

The Interim Library Director explained that the reduction of book budget from 105,000 to \$75,000 along with the elimination of hourly staff helped balance the library budget. Although we have needed to use library reserve funds, we have not needed to eliminate permanent positions.

Trustee Munoz would like to know how the statistics compare to last years' period. The numbers are low, as we normally average 19,000 per month but numbers are impressive as we were the first library to initiate curbside services. We have also been more active on all social media sites to make our presence known to our community members.

4. UNFINISHED BUSINESS

4.1 LIBRARY STRATEGIC PLAN

Penny Hummel and the Library Board Trustees reviewed the Strategic Plan diligently. Penny will revise the plan to reflect the additions and changes suggested by the Library Board Trustees.

5. NEW BUSINESS

5.1 SOCIAL MEDIA POLICY

The Interim Library Director presented the social media policy and strategy to the Trustees. Trustee Baltazar-Sabbah motioned to approve the Social Media Policy with the revision under Content of Posts to include the Library Director

as the oversight personnel. Trustee Muñoz seconded the motion; motion passed with four ayes.

5.2 POET LAUREATE

Trustee Bañales suggested a poet Laureate; she is exploring ways to increase the interest of creating writing in Watsonville. Based on the information the Interim Library Director read she believes this would be feasible with consent from City Manager; she awaiting approval. After a brief discussion, the Library Board agreed to continue the exploration of the Poet Laureate.

6. REPORTS

6.1 FRIENDS OF THE LIBRARY

The Friends' approved the programming budget; the librarians are using funds to find innovative ways to provide virtual programming to the community.

6.2 PROGRAMS

- STEAM – Kits along with online instruction
- Excel in Place – The Library with the collaboration of the Parks Department has agreed to be a learning site for 12 students ranging from 5-12 years old. Staff will be helping them with their distance learning and other activities Monday – Friday 8:00-12:00pm beginning August 31st.
- The program is a collaboration with Raising a Reader to promote early learning literacy for children ages 3-5. The children are given prizes when they reach their benchmarks.
- Storytime Kits – Every two weeks you can stop by curbside to pick up a new kit that includes a craft and other library resources.
- Instructional Videos – Various “How to” videos with accessibility components for the visually and hearing impaired.
- Hora de Cuentos – Live Streaming Spanish Storytime on Tuesday evenings at 6:00pm.
- Bilingual Baby Laptime – Live Streaming Wednesdays at 10:30 am
- Bilingual Toddler Time – Live Streaming Thursdays at 10:30 am beginning in September.

- Book Bundles – A bundle of four books on a specific topic will be available at curbside. The bundles will be targeted for elementary and teen students.
- Latinx Programs – Art Contest, Skull decorating, an Altar will be painted on Library Windows.
- Virtual Teen book club

ADJOURNMENT

7:25 pm