

**COMMUNITY SERVICES DEPARTMENT  
ANAHEIM PUBLIC LIBRARY  
BOARD OF TRUSTEES  
JUNE AGENDA**

MEMBERS

Linda Newby, Vice Chair  
Rose Chen  
Michelle Dang  
Shelby Hogan

PLACE

Sunkist Library  
901 S. Sunkist  
Anaheim, CA 92806

TIME

June 12, 2023  
Monday  
4:30 p.m.

STAFF: Audrey Lujan – City Librarian, Jennifer Foxx – PT Management Assistant,  
Scott Fretwell - Principal Librarian, Jon Andersen - Librarian

**SPECIAL NOTE TO OUR GUESTS AND VISITORS**

We welcome you to our Library Board meeting. If you desire to address the Board, please do so when called for under Agenda Item No. I – D "INTRODUCTION OF VISITORS AND COMMUNICATION FROM OTHERS, Communications from Others."

Please identify yourself; include your name and address, then make your statement. Please be advised that the Board cannot, under the provisions of the State of California's Ralph M. Brown Act, take action on any item that does not appear on the agenda. *(The proceedings of this meeting are being audio taped and will be available on the City of Anaheim's Website – www.anaheim.net).*

Presiding \_\_\_\_\_ Meeting called to order \_\_\_\_\_

**I. INTRODUCTION OF VISITORS AND COMMUNICATION FROM OTHERS**

This is an opportunity for members of the public who are present to address the Board in general.

A. Friends of the Anaheim Public Library Report:

\_\_\_\_\_

B. Friends of the Canyon Hills Library Report:

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C. Anaheim Public Library Foundation Report:

\_\_\_\_\_

D. Communication from Others:

\_\_\_\_\_

II. APPROVAL OF MINUTES OF THE MAY 8, 2023 MEETING:

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III. UNFINISHED BUSINESS: None

IV. NEW BUSINESS:

A. Infographics: APL Library Card Holders by Income:

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B. Election of Chair:

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**RECOMMENDATION: That the Library Board nominate and elect the Chair for the Library Board for a term to October 2023. M/S**

V. INFORMATION

A. City Librarian's Report:

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B. Budget:

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VI. ACTIVITY REPORTS

A. Statistics:

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B. Activity Reports:

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VII. MONTHLY RECOGNITION OF SUPPORT/CERTIFICATE BY BOARD MEMBERS

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VIII. BOARD ITEMS

Member Rose Chen: \_\_\_\_\_

Member Shelby Hogan: \_\_\_\_\_

Member Michelle Dang: \_\_\_\_\_

Vice Chair Linda Newby: \_\_\_\_\_

IX. MISCELLANEOUS

A. Next Meeting: July 10, 2023, Central Library

B. Adjournment: \_\_\_\_\_

*Please R.S.V.P. your attendance to Jennifer Foxx – 714-765-1709 or by email.*

AFFIDAVIT OF POSTING

I hereby certify that a complete copy of this agenda was posted on June 8, 2023.  
Jennifer Foxx, Community Services Department, Library Services Division

**ANAHEIM PUBLIC LIBRARY BOARD MEETING**  
**MINUTES**

**MEETING LOCATION**

Central Library  
500 W. Broadway  
Anaheim, CA 92805

**DATE/TIME**

May 8, 2023  
4:30 p.m.

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CALL TO ORDER – The agenda having been posted on May 4, 2023, the regular meeting of the Anaheim Public Library Board of Trustees was called to order by Vice Chair Newby at 4:37 p.m.

PRESENT: Rose Chen, Michelle Dang, Shelby Hogan, Linda Newby

ABSENT: David Laviguer

STAFF: Audrey Lujan – City Librarian, Jennifer Foxx – PT Management Assistant,  
Diana Ly – PT Librarian, Emiliano Saxe – PT Library Assistant

VISITOR: Rachele Cruz

**I. INTRODUCTION OF VISITORS AND COMMUNICATION FROM OTHERS:**

A. FRIENDS OF THE ANAHEIM PUBLIC LIBRARY REPORT: The monthly sales are doing well. They continue to support library programming with the funds they raise from the book sales. Several of the Friends attended the Euclid Children’s Room Grand Reveal. The Friends had a table at the APL Foundation’s Mystery Authors Luncheon.

B. FRIENDS OF THE CANYON HILLS LIBRARY: Ten FOCAL members attended the APL Foundation’s Mystery Authors Luncheon and felt it was the best one to date. Their next Flash Sale is May 11-12, 2023. Additional Flash Sales are scheduled for June 22-23, 2023, and July 28-29, 2023. They are excited that Canyon Hills Library will reopen on Saturdays starting July 1, 2023. They believe this will also help their book sales. Their next meeting is May 18, 2023, and they will be discussing awarding a scholarship to a Canyon Hills High School student for volunteer work at the Canyon Hills Library. The next Book Club discussion is May 18, 2023.

C. ANAHEIM PUBLIC LIBRARY FOUNDATION REPORT: The Mystery Authors Luncheon was a success. The Foundation Board is recruiting new members.

D. COMMUNICATION FROM OTHERS: Rachele Cruz, Anaheim resident and Professor of Creative Writing at UCI, attended the meeting to express her gratitude for what the Library does and has found Anaheim Public Library to be incredibly inclusive. Audrey shared thank you notes from children who visit the Mobile Library.

II. APPROVAL OF MINUTES OF THE APRIL 10, 2023 MEETING: The minutes were approved as presented.

III. UNFINISHED BUSINESS: None.

IV. NEW BUSINESS:

- A. LUNCH AT THE LIBRARY GRANT: Diana Ly and Emiliano Saxe presented on the Lunch at the Library Program. The grant provides breakfast and lunch for children in need. In addition to the meals, nutrition classes and urban gardening (farm to table) classes will be offered.

V. INFORMATION

A. CITY LIBRARIAN'S REPORT:

- Staff is gearing up for the expanded library hours that will take effect July 1, 2023.
- The Euclid Grand Reveal of the Children's Room Enchanted Forrest was held on May 6<sup>th</sup>.

- B. BUDGET: Staff is working on the final touches for budget.

VI. ACTIVITY REPORTS

- A. STATISTICS: None.

- B. ACTIVITY REPORTS: None.

- C. MONTHLY RECOGNITION OF SUPPORT/CERTIFICATE BY BOARD MEMBERS: The Board recognized Monica Sanchez and Kim Quach for going above and beyond for the Euclid Children's Room Grand Reveal Celebration.

VII. BOARD ITEMS

MEMBER ROSE CHEN: Apologized for missing the Anaheim Public Library Foundation Mystery Authors Luncheon. She attended the 65<sup>th</sup> Anniversary of the Mobile Library celebration.

MEMBER SHELBY HOGAN: Attended the Euclid Children's Room Grand Reveal and Anaheim Public Library Foundation Mystery Authors Luncheon. Both events were creative and well done.

MEMBER MICHELLE DANG: Enjoyed her first Anaheim Public Library Foundation Mystery Authors Luncheon.

VICE CHAIR LINDA NEWBY: Noted that the Anaheim Public Library Foundation Mystery Authors Luncheon was wonderful and has the best silent auction around.

VIII. MISCELLANEOUS

- A. NEXT MEETING: The next meeting will be June 12, 2023, at the Sunkist Branch Library.

- B. ADJOURNMENT: Chair Laviguer adjourned the meeting at 5:36 p.m.



<b>Digital FY 2022-2023</b>	<b>FY 22-23 YTD</b>	<b>FY 21-22 YTD</b>	<b>April 2023</b>	<b>April 2022</b>
<b>APL Website Visits</b>	<b>105,968</b>	167,444	<b>8,992</b>	13,620
<b>APL Website visits from mobile devices</b>	<b>59,738</b>	45,952	<b>6,617</b>	12
<b>Digital Users</b>	<b>18,826</b>	17,622	<b>1,928</b>	1,796
<b>Digital Circulation</b>				
<i>Digital Book Checkouts</i>	<b>62,375</b>	57,961	<b>6,863</b>	5,222
<i>Digital Audio Checkouts</i>	<b>50,258</b>	34,698	<b>5,712</b>	3,841
<i>Digital Consortia Checkouts</i>	<b>59,949</b>	56,692	<b>6,040</b>	5,528
<b>Digital Circulation Total</b>	<b>172,582</b>	149,351	<b>18,615</b>	14,591
<b>Online Resources</b>				
<i>ABCmouse.com (free)</i>	<b>345</b>	387	<b>56</b>	34
<i>Brainfuse</i>	<b>28,734</b>	7,230	<b>862</b>	2,192
<i>Britannica (CSL Grant funded)</i>	<b>173</b>	43	<b>37</b>	5
<i>Facts on File</i>	<b>576</b>	176	<b>44</b>	9
<i>Gale</i>	<b>5,392</b>	4,494	<b>777</b>	558
<i>Mitchell</i>	<b>139</b>	259	<b>10</b>	15
<i>Newsbank</i>	<b>1,432</b>	1,443	<b>122</b>	134
<i>Pronunciator</i>	<b>603</b>	902	<b>57</b>	57
<i>Reference USA</i>	<b>414</b>	505	<b>35</b>	35
<i>TumbleBooks</i>	<b>443</b>	288	<b>13</b>	13
<b>Online Resources Total</b>	<b>52,576</b>	26,367	<b>3,128</b>	4,145



**Digital FY 2021-2022**

<b>Wi-Fi Sessions</b>	Waiting on response from IT vendor on this statistic			
<b>Wireless printing pages</b>	19,562	13,486	2,377	1,500
<b>Wireless printing users</b>	1,945	1164	228	140
<b>Online Registrations</b>	912	1,014	121	69
<b>Online Renewals</b>				
<i>Adult Print</i>	950	2,417	0	262
<i>Adult Free Media</i>	35	61	0	2
<i>Total Adult</i>	985	2,478	0	264
<i>Juvenile Print</i>	1159	4,075	0	477
<i>Juvenile Free Media</i>	1	10	0	0
<i>Total Juvenile</i>	1160	4,085	0	477
<i>Total Teen</i>	163	560	0	59
<b>Online Renewals Total</b>	2,308	7,123	0	800
<b>Digital Marketing</b>				
<i>Author Check</i>	14,114	14,175	1,406	1,430
<i>New Book Alerts</i>	39,875	27,283	3,832	4,100
<i>Email Newsletter (Patron Point)*</i>	84,462	50,014	8,991	7,245
<i>Email Campaign (Patron Point)*</i>	36,976	88,762	3,071	26,409
<i>Paid Ads (Social Media)</i>				
<i>Impressions</i>	104,522	513,471	45,455	239,878
<i>Engagement</i>	27,308	38,992	2,801	6,561
<i>Social Media Presence</i>				
<i>Organic Impressions</i>	666,603	480,495	153,702	43,793
<i>Engagement</i>	271,405	569,474	6,475	96,518
<b>Digital Marketing Total</b>	1,245,265	1,782,666	225,733	425,934



ANAHEIM  
PUBLIC  
LIBRARY

<u>KEY</u>	
FY 22-23	
Vendor has not shared stats yet	
Cannot report due to closure	
<i>Paid Ads: Impressions</i>	The number of times your ads were on screen. If an ad is on screen and someone scrolls down, and then scrolls back up to the same ad, that counts as 1 impression. If an ad is on screen for someone 2 different times a day, that counts as 2 impressions.
<i>Paid Ads: Engagement</i>	The total number of actions that people take involving your ads. Post engagements can include actions such as reacting to, commenting on or sharing the ad, claiming an offer, viewing a photo or video, or clicking on a link.
<i>Social Media: Organic Impressions</i>	This total includes Facebook, Instagram and Twitter impressions. The number of times your Page's posts entered a person's screen through unpaid distribution.
<i>Social Media: Engagement</i>	The number of unique people who engaged in certain ways with your Page post. Engagement is liking, sharing, commenting, clicking or viewing a video post.