

THE ONTARIO CITY LIBRARY BOARD OF TRUSTEES
REGULAR MEETING MINUTES
OVITT FAMILY COMMUNITY LIBRARY
215 East C Street
January 9, 2024
(Subject to Board approval)

CALL TO ORDER	This meeting was called to order by Board President Crisol Mena at 6:00 p.m.
PLEDGE OF ALLEGIANCE	Led by Board Vice President Aaron Bratton
MEMBERS PRESENT	Board Secretary Felicia Chien Board member Elisabeth Armijo
MEMBERS ABSENT	Board member Devlin Smith
ALSO, PRESENT	Library Director Shawn Thrasher, Library Services Manager, Daisy Flores, Library Services Manager, Kelly Zackmann, City Attorney Henry Castillo.
INTRODUCTIONS	Director Shawn Thrasher informed the Board that the library had a new Administrative Assistant and introduced her to the Board.
PUBLIC COMMENTS	None

CITY COUNCIL REPRESENTATIVE: Mayor Pro Tem Debra Porada

CONSENT CALENDAR

Motion: Moved by Board Vice President Bratton and seconded by Board Secretary Chien and unanimously carried to approve the Consent Calendar for December 2023 and minutes for the Library Board meeting on November 14, 2023.

DIRECTOR'S REPORT

Library Director Thrasher spoke about the following items:

- ESL Conversation Classes with Chaffey College partners returning on January 30th.
- Addition of 10 circulating parks pass REI Co-op backpacks.
- Lunch at the Library program receiving a grant of \$35,522 for summer activities.
- Zip Books grant funding of \$11,000 received.
- 1st Raising Canes Reading Club Challenge, a six-week reading program.

Board member Armijo inquired what the age range is for the Raising Canes Reading Club Challenge. Director Thrasher informed the Board that ages 5-12 are welcome to participate. Board Secretary Chien inquired if the Raising Canes Reading Club Challenge is similar to the In-n-Out Reading Program and what the criteria are for types of books to read. Director Thrasher stated all books will count towards participants' reading totals. Board member Armijo stated she would like to share infographics about the Raising Canes Reading Club Challenge on social media. Library Services Manager Flores informed the Board that the library will have social media posts being published, and they will be able to be shared by

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the public. Board President Mena asked for additional information on park passes and how many are needed per person or car. Director Thrasher stated the park pass is valid for one vehicle per pass and not determined by occupants. Board President Mena also inquired about how the rewards are given for the Raising Canes Read Club Challenge. Director Thrasher and Library Services Manager Flores stated the rewards will be in the form of a voucher and structured similarly to the In-n-Out program.

STAFF REPORT

Top 10 Trends for Public Libraries 2024

Library Director, Shawn Thrasher presented:

Background:

Public Library Trends for 2024

Using research from library publications, American Library Association's Center for the Future of Libraries, library staff identified these as the top ten trends in public libraries for 2024.

1. Freedom to Read
2. AI in Libraries
3. Mental Health Focus
4. Library of Things
5. Unplugged Spaces
6. Short Reading
7. Future-Proof Library Design
8. Sustainable Practices
9. Creative Placemaking
10. Collective Impact

(A copy of this presentation is available upon request from the Library Director)

Mayor Pro Tem Porada inquired about the percentage of items that do not get returned for the Library of Things collection. Director Thrasher stated this would be less than 10% based on other libraries. Board Vice President Bratton asked if there were storage concerns for the items in the Library of Things collection and how patrons would know what the collection offers. Director Thrasher is not concerned with storage space, and the collection will be available via the library catalog as well as a visible display that is still being finalized.

Mayor Pro Tem Porada mentioned the impact of the school district reading and writing levels and a discussion ensued with Director Thrasher and Board member Armijo.

Board Secretary Chien asked about AI in libraries and the preparations regarding data security. Director Thrasher responded that the City of Ontario is one of the safest cities in regard to technology, with all the checks and balances in place. Board President Mena inquired about how AI would be implemented in the library. Director Thrasher informed the Board that AI has not been implemented at the library. A

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discussion ensued about AI in day-to-day life amongst the Board Members and City Council Representative Porada.

STAFF REPORT

Marketing & PR

Library Director, Shawn Thrasher presented:

Background:

Strong and varied marketing and public relations (PR), which includes social media, are important to the success of programming and services at Ontario City Library. There are several reasons why marketing and PR are important.

- Community Awareness
- Promoting Services and Programs
- Engagement and Interaction
- Building a Positive Image
- Advocacy and Support
- Adapting to Technological Changes
- Competing for Attention
- Connecting with Diverse Audiences

The library's marketing and PR consists of print, social media, word of mouth, and event or outreach marketing. It is seen in various forms, including posters, flyers, Ontario Living Magazine, press releases, email newsletters, conversations with community members, and presence at city and non-city-sponsored events.

(A copy of this presentation is available upon request from the Library Director)

Board Vice President Bratton commented that the reels and trendy posts are very engaging but had some concerns about legislation and TikTok for government agencies. Director Thrasher responded that we would look into the laws prior to moving forward with TikTok. Board President Mena commented that the marketing showcases the library's strategic goals and improves awareness but wanted to know what the Board Members can do to support the marketing efforts. Director Thrasher replied that word of mouth and sharing via social media are great assets to the library.

Board President Mena inquired about the email newsletters and how to subscribe. Director Thrasher clarified that the email newsletters are currently for educators only, but we will explore other newsletters later. Library Services Manager Flores added that the public can subscribe to the City of Ontario newsletter, which includes information on the library.

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Board Secretary Chien commended the library for purchasing new iPhones and equipment for staff to stay up to trend. A discussion ensued about how the local students may participate and enrich the social media impact of the library.

STAFF REPORT

eBooks and eAudiobooks at Ontario City Library

Library Services Manager, Kelly Zackmann presented:

Background:

eBooks are digital versions of print books that users can checkout and read on a PC, a Chromebook, a tablet, a mobile phone, or an eBook reader like a Kindle. eBooks look like the print version of a book, but on a device the text can be made larger or smaller, the background can be changed to make reading more comfortable in low light, and pages can be automatically bookmarked. Likewise, eAudiobooks are digital audiobooks that users can checkout and listen to on a PC, a Chromebook, a tablet, a mobile phone, or an eBook reader. An audiobook contains the same content as a printed book or eBook, except that a narrator or group of narrators read the book so that patrons can listen rather than read. Audiobooks are useful for those who are sight-impaired and are also enjoyed by those who commute or spend a lot of time driving, and anyone who enjoys being told a story. eBooks and eAudiobooks are also useful for those who have difficulty visiting the library in person due to health, transportation, or other concerns. eBooks and eAudiobooks can be fiction or non-fiction and are available for readers of all ages. Many people purchase eBooks and eAudiobooks through vendors such as Amazon and Audible, but many libraries offer many of the same titles to their patrons for free, which provides equitable access to information.

(A copy of this presentation is available upon request from the Library Director)

Mayor Pro Tem Porada inquired about vintage comics available through the service. Library Services Manager Zackmann replied that she would look into how far back the collection goes. Director Thrasher added that the library collection includes more vintage comics. Board Member Armijo asked how long the library has been offering Comics Plus. Library Services Manager Zackmann informed the Board that the library acquired Comics Plus about 4 to 6 weeks ago. Director Thrasher elaborated that the library is still working on finalizing the marketing for Comics Plus because it is so new.

Board Secretary Chien inquired about the eAudiobooks and how often new materials are added to the collection. Library Services Manager Zackmann responded that the library is constantly ordering new items to add to the collection, and there is a section for suggestions for the public.

Board President Mena asked which were more popular eBooks or eAudiobooks and which one was cheaper. Library Services Manager Flores replied that eAudiobooks are trending higher, but currently, eBooks have higher circulation numbers at the library as well as being cheaper.

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PUBLIC COMMENT

None

OLD BUSINESS

None

BOARD MEMBER COMMENTS

Board Secretary Chien thanked the presenters and is looking forward to the new year and the major events coming up.

Board Vice President Bratton thanked the presenters and wished everyone a happy new year, and he is looking forward to the upcoming year with the library and the Friends of the Library.

Board Member Armijo shared her appreciation for the educator card flyers as well as the Reindeer Run put on by the City. She also expressed her gratitude for the Veterans Resource Center's partnership with the VFW and the effort by Director Thrasher to make that possible. Board Member Armijo also commended the community, Community Life and Culture Director McAlary, and City Council Representative Porada for their quick actions when community members expressed food concerns around the holidays to ensure our community was taken care of regarding food needs.

Board President Mena wished everyone a happy new year and is looking forward to this coming year. She suggested a theme for the Board Members or the Library for the Holiday Light Parade.

NEW BUSINESS

Election of Officers for 2024

City Attorney Castillo informed the Board that the last election was in February 2023, and they elected the President to a 2-year term. She served 11 months of that term, and they can now renominate the three offices of President, Vice President, and Secretary. City Attorney Castillo discussed how the election process will work. Board Vice President moved to nominate Board Member Armijo as President. Current Board President Mena seconded the motion, and the Board unanimously carried to approve the motion. Board Secretary Chien moved to nominate current Board President Mena as Vice President. Board Member Armijo seconded the motion for Mena to be elected Vice President, and the Board unanimously carried to approve the motion. Current Board Vice President Bratton moved to renominate Board Secretary Chien as Secretary. Current Board President Mena seconded the motion for Chien to be re-elected Secretary, and the Board unanimously carried to approve the motion.

Director Thrasher informed the Board that Secretary Chien is completing her second year as Secretary and will not be able to be re-elected next January to that position.

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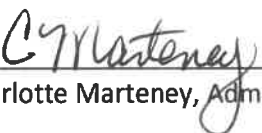
FUTURE AGENDA ITEMS

Electronic Use Policy
Public Display Policy
Material Display Policy
Friends of Ontario City Library update
National Library Week
State of the City 2024
Facility Master Plan Amendments update

ADJOURNMENT

New Board President Armijo adjourned the meeting at 7:28 p.m.

Submitted



Charlotte Marteney, Administrative Assistant

APPROVED: