

**MOORPARK CITY COUNCIL  
AGENDA REPORT**

**TO:** Honorable City Council

**FROM:** Jennifer Mellon, Administrative Services Manager 

**DATE:** January 21, 2014 (CC Meeting of 2/5/14)

**SUBJECT:** Consider Moorpark City Library Annual Report for Fiscal Year 2012-13

**BACKGROUND AND DISCUSSION**

As part of Ordinance No. 403 Amending Moorpark Municipal Code Chapter 2.70, Moorpark City Library, of Title 2 of the Moorpark Municipal Code in which a Library Board of Trustees was created and policy relating to that board established, Section 2.70.090 item F states, "the board shall on or before August 31 of each year review and submit a written report to the city council and state librarian on the condition of the library for the fiscal year ending June 30 preceding."

In previous years the Library had produced a calendar year report rather than a fiscal year report. Staff requested that the City Librarian change the report to a Fiscal Year Report going forward to align with the Ordinance requirements. In future years the report shall be submitted to the Library Board at their August meeting and then to the City Council.

The attached annual report for Fiscal Year 2012-13 was presented to the Library Board at their meeting on January 14. The Library Board approved the staff recommendation to receive and file the report and directed staff to submit the report to the City Council as an informational item.

**STAFF RECOMMENDATION**

Receive and file the Moorpark City Library Annual Report for Fiscal Year 2012-13.

Attachment: Moorpark City Library Annual Report for Fiscal Year 2012-13

# Moorpark City Library: Celebrating a Century of Service



**Moorpark City Library Annual Report  
Fiscal Year 2012-2013**

# Contents

Librarian's <b>Message</b>	1
Statistical Summary	2
A Look Back at Fiscal Year 2012-13	4
Customer Service and <b>Volunteerism</b>	10
Service Areas and <b>Collections</b>	11
Governing Bodies and <b>Support Organizations</b>	14
Contact <b>Information</b>	17

## Letter from the City Librarian – June 2013



City Librarian, Heather Cousin  
(Photo courtesy of the Ventura County Star)

On August 1, 1912, members of the Fortnightly Group, later known as the Moorpark Women's Fortnightly, gathered to establish a new library in the fledgling community of Moorpark. According to Norma Gunter in her book, *The Moorpark Story*, the first library was no more than a small space in the Fortnightly Clubhouse. A branch of the Oxnard Public Library, the library's collection was initially so small the first librarian published a list of available books in the *Moorpark Enterprise* newspaper!

Many of the events of the first half of 2013, are a direct result of the higher visibility and good will generated by the 100th Anniversary celebrations. With a \$5,000 grant from the California State Library and the Institute for Museum and Library Services, Moorpark City Library now has a chance not only to expand its collection of items of Moorpark history, but to serve as the single point of contact for students, researchers and the community. Perhaps most importantly, these artifacts will receive the utmost care and be handled using archival best practices, insuring their availability, both digitally and physically for years to come.

With the monumental changes in our community and our Library, one thing remains constant: ours is a library of which we can be proud. Although our location is small, we provide access to a universe of materials, programs which feed the intellect and inspire the imagination and space in which to explore, learn and grow. From children getting their first taste of literature at Family Storytime to adults using the public computers to apply for a job, there truly is something for everyone at the Moorpark City Library!

Heather J. Cousin  
City Librarian  
Moorpark City Library

**Moorpark City Library Statistical Comparison – FY 2011-12 to FY 2012-13**

KEY METRICS

<b>PATRON TRAFFIC</b>	<b>CIRCULATION</b>	<b>PUBLIC COMPUTER RESERVATION</b>	<b>HOLDS FILLED</b>
<b>126,145</b>	<b>122,720</b>	<b>32,416</b>	<b>3,095</b>
↓ from 131,099	↓ from 126,215	↑ from 23,524	↑ from 2,473

METRIC	THIS YEAR (12-13)	LAST YEAR (11-12)	% CHANGE
PATRON TRAFFIC	126,145	131,099	-3.8%
CIRCULATION	122,720	126,215	-2.8%
PUBLIC COMPUTER RESERVATION	32,416	23,524	38.0%
HOLDS FILLED	3,095	2,473	25.0%

**Moorpark City Library Statistical Comparison – FY 2011-12 to FY 2012-13**

KEY METRICS

PROGRAM ATTENDANCE	NUMBER OF VOLUNTEERS	LIBRARY CARDS ISSUED	BRAINFUSE SESSIONS
8,134	363	1,573	2,072
↑ from 8,027	↓ from 399	↓ from 1,787	↓ from 3,223

METRIC	THIS YEAR (12-13)	LAST YEAR (11-12)	% CHANGE
PROGRAM ATTENDANCE	8,134	8,027	1.4%
NUMBER OF VOLUNTEERS	363	399	-9.0%
LIBRARY CARDS ISSUED	1,573	1,787	-12.0%
BRAINFUSE SESSIONS	2,072	3,223	-36.0%

## A Look Back at Fiscal Year 2012-13

### July 2012

Summer Reading Club – Dream Big! started with a bang. Over 250 participants attended the kick-off event in June and were dazzled by a Pirate Adventure Show on July 3, the Reptile Family on July 10, a Magic Show on July 17, a Harpist and Storyteller on July 24, and a Puppet Show conclusion on July 31. Once again, the Reptile Family show broke attendance records as did the finale.



Magician, Joel Ward dazzles the crowd during the Summer Reading Club.

Weekly family movies and Teen movie matinees were very popular as were craft and game days on Saturdays throughout the summer. As a part of the Teen Summer Reading Club – Own the Night, Teens designed book covers for a contest and also enjoyed July events including a Handwriting Analysis on July 11, Fun with Tie Dye on July 18, Teen Library Olympics on July 25, and the Teen Finale Pizza Celebration.

Sign-ups for the Summer Reading Club hit an all-time high with over 780 children and 158 teens registered.

The Summer Reading Program for Adults offered the book club title *Searching for Democracy* and the July book title *Founding Mothers* by Cokie Roberts in which the club had a discussion about the women who fought the Revolution as valiantly as the men, often defending their very own doorsteps. Other programs included “Are You Going to Eat That?” let’s talk nutrition and healthy snacks; “Get Crafty” with recycling crafts; and “Are Your Roots Showing”, a Genealogical Society event about searching your heritage.

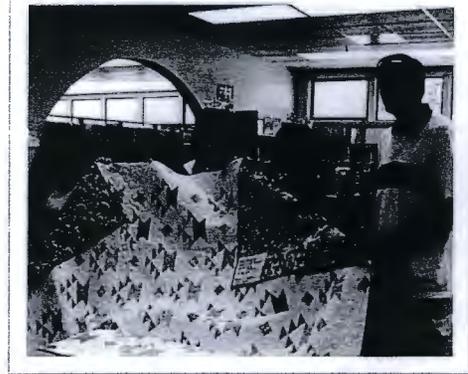
After a volunteer training, Youth Services Librarian, Meg Thackoorie starts Pajama Storytime program, featuring weekly guest readers. The evening story time offers an opportunity for working parents to enjoy library programming with their children.

### August 2012

The Library celebrated its official 100<sup>th</sup> anniversary on August 1. Staff displayed historic library photos and artifacts, rewarded the 100<sup>th</sup> visitor with a prize package of books and merchant coupons and offered refreshments throughout the day. Mayor Janice Parvin and members of the Moorpark Women’s Fortnightly attended. Moorpark and Ventura County pageant winners drew

Nancy Robarge's ticket in the drawing for the centennial Girl Scout quilt made by Moorpark Women's Fortnightly member Vicki Tymczyszyn.

Following a joint meeting with Mike McManus of the Ventura County Department of Veterans Affairs and Active Adult Center Supervisor, Angel Sierra, Heather Cousin attended the first Military Veteran Expo, distributing library and Active Adult Center materials to the hundreds in attendance.



City Librarian, Heather Cousin, Miss Moorpark, Kayla Bailey and Library Board President, Mike Fenerin display the Centennial Quilt won by Nancy Robarge of Oxnard.

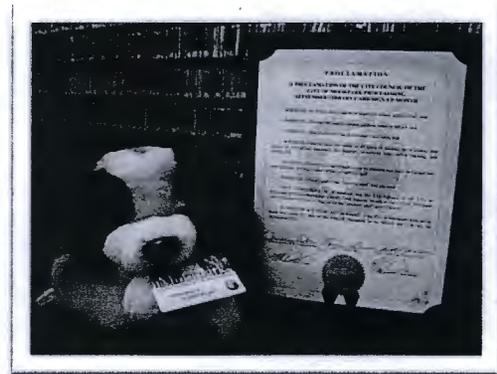
Meg Thackoorie and Circulation Manager, Salvador Villa, attend an open house event for residents at the City's new subsidized apartments on Charles Street. They offer library information and card registration.

Meg Thackoorie performs a storytime for future students at Flory Academy's Kindergarten Roundup and staff attended the annual All-Staff training day with Camarillo Library staff.

### September 2012

Staff met their goal, attending every Back to School Night throughout Moorpark. Staff offered library card registration, information about the library and various promotional items, the City, Youth Services and Teen Librarians promoted the Library to elementary, middle and high school students and their families.

In honor of National Library Card Sign-Up month, the Library hosted magician David Skale and his Super Powerful Ultra Dave (S.P.U.D) show. Using the theme of Super Readers are Superheroes, the Library offered incentives and programs



to encourage new library card registrations. 229 new cards were issued during the month; 10 more than during National Library Card Signup month in 2011.

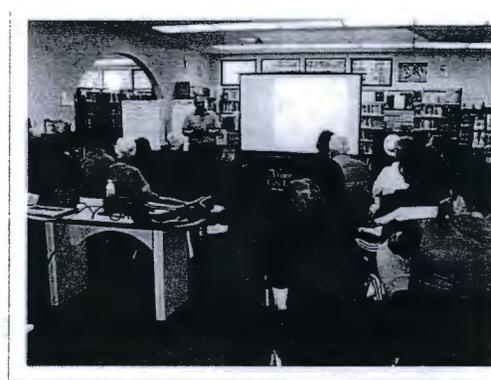
Teen Movie Monday kicked off with a screening of the popular film adaptation of *The Hunger Games*. Movie themed snacks and a discussion about the trilogy book series was enjoyed by all.

Heather Cousin attended the Eureka Leadership Institute in San Jose. The competitive application program recognizes future library leaders. Selection for the program also offers the opportunity to apply for a library project or program grant.

### October 2012

The Library Centennial was the focal point for Moorpark's Country Days event. Hosting a car in the parade featuring local author Sally Carpenter, the event is the culmination of the year-long celebration.

Following the opening of the Ruben Castro Human Services Center, the popular Little Bilingual Readers story time returned. Library staff met with First5 staff and discussed their Reading Buddies program.



Dr. Christopher Phillips opens the Constitution Café in Moorpark.

The Library hosted the culminating activity of the Searching for Democracy program, the Constitution Café. Facilitated by Dr. Christopher Phillips, the event featured an interactive exploration of the United States Constitution.

The Library collaborated with the Area Housing Authority to offer two first time homebuyer seminars. The programs, one offered in Spanish, featured information regarding finance and successful preparation for those interested in homeownership.

### November 2012

The Library featured guest readers, Mayor Janice Parvin, Police Chief Ron Nelson, and Moorpark Firefighters during Family Storytime in recognition of Early Literacy Month.

Award winning authors Alexis O'Neill, Barbara Beitz and Sally Carpenter answered questions from prospective writers at the National Write Your Novel Month event.

Teen Librarian, Gina Hernandez presented a greeting card workshop in support of *For the Troops of Simi Valley*. Over 100 holiday cards were delivered to the organization for distribution to active duty service personnel. Gina also hosted the first Your Library @ AVRC event. Collaborating with Recreation Coordinator, Dylan Gunning, the events are meant to give teens another point of contact with the Library. A monthly schedule is established for future Arroyo Vista Recreation Center library events.

Library staff discontinued the Computer Basics program and replaced it with the on demand, Book a Librarian program. Also, the several months' long reorganization of the adult fiction section was also completed.

### December 2012

Teen Librarian, Gina Hernandez, made a library service presentation at the Parent Teacher Association Administrative meeting.

Teens bring in canned food items to gain entry into the Library's Hansel and Gretel House craft event. Over 30 participate.

Library staff offered several craft and movie programs during winter break including story time featuring local clergy.



Preteen patron, Noor, perfects the roof on her Hansel and Gretel house under the watchful eye of her younger brother.

### January 2013

City Librarian, Heather Cousin was awarded a \$5,000 grant from the California State Library and the Institute of Museum and Library Services to catalog, digitize, and archive the remaining materials from Moorpark Historical Society's collection. The effort, dubbed, "The Phoenix Project: Reclaiming Moorpark History" is named after the Greek mythological figure which rises from ash to reform stronger and more vibrant.

As a result of patron demand, staff partnered with Laubauch Literacy of Ventura County to provide free English language tutoring for speakers of other languages. Library staff hosted an informational session for prospective students. Over 11 attend and are quickly matched with trained Laubauch volunteers.

Staff decided to move the collection to the area formerly occupied by the new book section. The move proves successful with a marked increase in DVD circulation and better material retention.

### February 2013

Heather Cousin received the first set of materials from the Moorpark Historical Society. This portion of the collection consists primarily of undated photos, unbound newspapers and various documents from the Moorpark Chamber of Commerce dating back to the early 1960's.

Many "Valentine" events are held in February for Children, Teens and Family's.

### March 2013

Library and Active Adult Center staff offered two book club programs. The promotion boosts attendance at the Library's monthly book club meetings from an average of 10 to 15 participants.

The City Librarian partnered with Cuesta College's Library Technician program and Moorpark College's History department to begin sorting and organizing the Moorpark Historical Society's collections. She also collaborated with archivist, Evelyn Taylor of California State University's, Robert J. Lagomarsino Archives. Taylor provided guidance in best practices and preservation techniques.

Staff attended several Read Across America celebrations at Moorpark schools. In addition to reading stories, staff issued approximately 15 new cards during the events.

### April 2013

The Library enjoyed a very visible presence at the Moorpark Arts Festival. Featuring local authors Mary Ann Fraser, Tina Nichols Coury, and Joan Bransfield Graham, the booth served as the final stop for Festival passport stamps – an idea proposed by Gina Hernandez to increase foot traffic at all participant's booths.



Audience members enjoy a booksigning and chat with Gary Soto.

With the support of the Moorpark Friends of the Library, staff hosted award winning author, Gary Soto. A huge hit with area teachers and school librarians, staff and the Friends look for ways to make author talks an annual event.

During the prom "prep month", Gina Hernandez partnered with non-profit, *Marissa's Closet* to distribute free prom dresses to area teens. Seven girls received a free dress.

### May 2013

After attending an e-book summit sponsored by the Southern California Library Cooperative (SCLC), Heather Cousin and Gina Hernandez began talks with Barnes and Noble to circulate e-books using their Nook devices.

The Library hosted its second Big Truck/Big Read event featuring oversized vehicles from several City departments and community businesses. Over 150 parents and children met with drivers and sat in dump trucks, trash haulers, tow trucks, a City bus and police vehicles.

The Library received the Books 4U grant. This non-competitive grant, statewide grant program from the California State Library provided an additional \$10,000 to the Moorpark City Library to purchase new print materials across all subject areas. The California State Library partnered with a third party company to manage the grant and handle all the paperwork, invoices, and funds.



Children receive prize bags at the Big Truck, Big Read event.

### June 2013

The Library kicked off its annual Summer Reading Club with a Lego build and design program. Over 170 children build a variety of Lego sculptures during the afternoon program. This event helped to boost registration numbers for the Summer Reading Club to over 200 – exceeding last year's numbers and giving the Library a good start to break the 2012 overall registration record of 700.

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## Customer Service and Volunteerism

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The cornerstone of a library is the service provided to its users. A good library should do more than just house a collection; it should provide patrons with the tools necessary to actively and meaningfully engage with their world. Never has this been more true than in today's web based environment.

With the increasing complexity of information distribution, the nature of library service has changed dramatically. While many patrons enter the library clear in their purpose and sure of what they want, most benefit greatly from the assistance of well trained, informed staff. The wealth of information available online is staggering and constantly changing. In addition to assisting patrons with finding materials in the Library, staff helps guide patrons through the online universe, getting them the information they need in a useful format.

Whether helping out in the Moorpark Friends of the Library Bookstore or reading to rapt audiences at Pajama Storytime, the Library was, once again, extremely fortunate to have the help and support of many tireless volunteers. The strategic and thoughtful use of volunteers enables Library staff to expand its selection of high quality diverse programming and collection options for all ages. Below are just a sample of tasks completed and programs presented by local volunteers in 2012/2013:

- Summer Reading Club's Friday Family Films – supervision and concessions
- Operating the Moorpark Friends of the Library Bookstore – selecting, pricing and shifting stock
- Pajama Storytime – selecting and presenting stories for young children and their families
- Reading Buddies – providing reading support and instruction for elementary aged children who may be struggling to maintain reading skills.
- Programs for Adults – presenting programming for adults such as healthy eating, genealogical searching and the publishing world
- Laubauch Literacy – tutors trained to work with those looking to improve their English reading and writing skills.
- Collection maintenance – shelving board books, magazines and DVDs

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## Service Areas and Collections

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The Library is divided along age based collections and service areas. The adult, teen, and children's collections each offer a multitude of resources including print, electronic, sound, online, and media collections specially chosen to inform, entertain and enlighten.

Additionally, in the areas of children and teen services, attention is given to material selection insuring those items meet the educational requirements of area students.

### Adults

With over 10,000 unique collection items for adults, the Library has something to suit every reading or viewing perspective. During the latter half of 2012, staff refined the fiction collection to better meet patron demands. Following the "weeding project" materials were shifted to create a more intuitive layout. The Library also improved the magazine collection by adding several high demand subject areas such as budget travel and digital photography. These periodicals enable the Library to affordably offer the most current information in a given subject area.

In early 2013, staff turned its attention to the nonfiction collection. This project was of particular importance given the need for current and comprehensive materials covering such topics and financial management and health. Staff was able to remove significant numbers of outdated and underused materials and replaced them with the most current and in demand titles and subjects.

Programming for adults received a big boost in 2012 with the addition of events related to the California Reads Searching for Democracy program. While staff strives to offer a wide range of programming to suit everyone every year, the grant funds made it possible to bring a number of unique world class events to the area. Programs such as the Reagan Library lecture and the Constitution Café went beyond the traditional book club or author visit enabling patrons to enjoy events which speaks to their desire to pursue life-long learning – at value at the core of library service.

### Teens

The teen collection offers both popular fiction and informational materials for ages 13-18. Informational materials are selected to support healthy growth, creative exploration, and assist with school assignments. The Library provides multiple copies of those materials required for summer reading and assignments throughout the year. Recognizing the community's need for a teen collection of varying difficulty, the collection was expanded in 2012 to include thirty new titles designed especially for teens with low reading levels. These

materials encourage low level readers to enjoy books dealing with teen issues and interests and are favorites of local homeschoolers and tutors. The low level reading titles also help struggling readers to meet the reading requirements of both middle and high school.

The Teen Librarian also increased efforts to collaborate with other community groups and services in 2012/2013. Partnering with the Parks and Recreation department, she helped to provide a “pop up” library service, Your Library @ AVRC. Once a month, library staff visited Arroyo Vista Recreation Center offering library cards, checking out library materials and discussing upcoming Library programs at the Arroyo Vista Recreation Center. This approach targeted high school students and those teens who may not visit the library’s physical location. The Teen Librarian was also onsite at middle school and high school Back to School nights promoting electronic reference, homework resources, and recruiting teen volunteers. She also made a presentation to the PTA Board regarding the Library’s programs including online homework assistance.



Teen Librarian, Gina Hernandez, announces the book cover contest winners.

### Children

The area with the broadest range of users, Children’s Services, works with children and their families from birth through elementary school. The collection contains everything from the virtually indestructible board book, used to introduce infants and toddlers to the world of reading, to complicated elementary science texts for those looking for curriculum support materials. Each month the collection grew in both breadth and depth with the addition of gently used donations and new material purchases. Scanning a multitude of trade and industry publications, Children’s staff sought to bring increasing diversity and complexity to the collection with the selection of items designed to appeal to a wide range of readers and viewers. In particular, with the removal of many damaged and low circulating fiction items, staff was able to add a large number of new titles to the already packed shelves.



Moorpark firefighters share a story with children during Early Literacy Month.

With the announcement of new Common Core standards, staff quickly sought to align portions of the collection to satisfy the new requirements. Using the advice of Moorpark teachers and school librarians, Children’s services staff added many new titles to enhance the already robust collection.

Throughout the year, Children's services continued to provide many opportunities for children to practice and improve their reading skills as well as socialize with others. During 2012, Children's staff added several new programs including Pajama Storytime and Reading Buddies. Each was successful at helping to build a community of enthusiastic library users as was evident in the huge spike in participation in this year's Summer Reading Club.

### **Collections Outside the Library Walls**

Building a library without walls is an ongoing task for library staff. Providing computer users a free, available space in which they can use their own or library equipment to access the internet and productivity software remains an important goal. Staff continued to see a growth in computer and technology use both at the library and from outside its walls. The library continued to offer programs and services like Brainfuse online homework help, access to digital newspaper and magazine articles, and provided newer, faster desktops with which to access the internet in 2012-13.

In addition to offering access to a wide array of digital material, library users enjoy access to the collections throughout the United States and Canada through the use of reciprocal borrowing known as interlibrary loans. Library to library lending enables staff to provide special, unique items which otherwise would not be available to purchase and add to the collection. In 2012, the Library requested over 130 interlibrary loans.

Digital and digitizing collections continue to be a hot topic for Moorpark. With the addition of materials from the Moorpark Historical Society and building an eBook collection with Overdrive, staff shares the community's ongoing desire for expanding opportunities to access a wider variety of materials.

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## **Governing Bodies and Support Organizations**

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### **The Library Board of Trustees (Board)**

The Library continues to enjoy the strong support and leadership of the City's Library Board. Board members in Fiscal Year 2012 were as follows: Michael Fenerin, President; Abigail Sichmeller, President Pro Tem; Cindy Housel, Boardmember; Robert Perez, Boardmember; Steven Wolfson, Boardmember.

At the Library Board meeting on August 14, 2012, the Board heard a Library 100<sup>th</sup> Anniversary Update and the Friends of the Library Update. At the August meeting, the Board also determined their regular monthly meeting schedule determining that meetings would be held the second Tuesday of each month at 6:00 p.m.

At the meeting of November 13, 2012, the Board heard a presentation about the Summer Reading Club; approved staff changes to the circulation policy; considered the Eureka Leadership Institute Fellowship Grant; and, heard the Friends of the Library update.

On April 9, 2013, the Board met and approved staff changes to Library Card Applications; considered the joint meeting with the City Council; approved the 2012 Moorpark City Library Annual Report; received and filed a report regarding "The Emerging Story of California Public Libraries" story map.

On April 24, 2013, Board members had their second joint meeting with the Moorpark City Council and outlined their priorities for the next year. Along with the Board and City Council, the following staff was present at the meeting: Steven Kueny, City Manager; Deborah Traffenstedt, Deputy City Manager; John Brand, Senior Management Analyst; Heather Cousin, City Librarian; and Gena Hernandez, Teen Librarian. The discussion focused on eight topics:

1. Update on the status of keeping the current library building and complications surrounding ownership of the land for the site of the new library building due to the dissolution of the Redevelopment Agency;
2. Rehabilitation funding to be included in the draft 2013/14 Budget for repairs to the library restrooms;
3. Modification to Objective No. 36 regarding evaluation of merging the Library's Teen Council with the City Council's Teen Council due to reduced membership in the Library's Teen Council;
4. Teen Librarian interaction with Recreation Coordinator overseeing the City Council's Teen Council to discuss teen events;
5. Moorpark City Librarian digitizing historical documents from Moorpark Residents with grant funding;

6. Impacts of reduced number of regular Library Board meetings over the past year and membership turnover;
7. Possibility of incorporating the Moorpark Historical Society into either the existing library as it evolves, and for the new library, and;
8. Library Board goal to focus on funding for the new library to combine public/private participation.

### Moorpark Friends of the Library



In 2012, the Moorpark Friends of the Library were proud to sponsor the Library's centennial celebrations. Friends provided incentive prizes for various events; assisting with the planning, logistics, marketing and outreach support for staff eager to make connections within the schools.

The Friends also celebrated great milestones during the year. Membership increased more than 40%, with significant growth in the Patron level. 2012 was the first year the organization offered a Premier membership level which, in addition to providing all the benefits enjoyed by Patron level supporters, gave each new Premier member a centennial mug.

In November 2012, the Friends sponsored a "Like Us On Facebook" contest and received 12 new likes.

Moorpark Friends of the Library Membership Chairperson, Francine Dudenhoffer, began offering a book club for adults at the Emeritus Senior Living Center in Camarillo. Emeritus sponsors the purchase of additional large print copies of book club selections and gives a \$50 monthly donation to the Friends.



Moorpark Friends of the Library and volunteers take a break during the July Parking Lot Sale.

The Friends continued operating Moorpark's only bookstore with generous help from their volunteer corps. In July 2012, the Friends earned a record \$600 during their Porch Sale. In December 2012, with a backlog of gently used fiction, the Friends held their first \$1 bag fiction sale earning an additional \$171 for the Library. Revenue from book sales, both in the store and at special sales throughout the year, increased dramatically. Total sales were up over 60% from the previous year. Run entirely on donations of time and materials, proceeds from the bookstore as well as all other Friends income is dedicated to providing high quality programs and materials for the Library and its patrons.

The Comedy at the Grinder event held February 17, 2013, also provided a unique and fun way to support the work of the Friends. "Comedy at the Grinder", a night of live standup comedy featuring local comedians, Jason Love and Don Friesen was a near sellout and the Friends look forward to planning similar events in the future. As a result of strategic partnerships with the Moorpark Women's Fortnightly, Rotary, Kiwanis and others, this high profile event brought the Friends mission to a completely new audience and gained increased support.

## Contact Information

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