



City of Watsonville

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

Meeting Agenda

Board of Library Trustees

Thursday, September 17, 2020

6:00 PM

REMOTE MEETING

**JOIN THE MEETING VIRTUALLY AT [https://zoom.us/j/96838442562?
NGx4YXB5SW5YekNPQT09](https://zoom.us/j/96838442562?NGx4YXB5SW5YekNPQT09)**

Notice of Remote/Teleconferencing Meeting

This meeting is being held in accordance with the Brown Act as currently in effect under the State Emergency Services Act, the Governor's Emergency Declaration related to COVID-19, the Santa Cruz County Health Officer Extended and Modified Shelter in Place Orders, and the Governor's Executive Orders N-25-20 and N-29-20, that allows attendance by members of the Board of Library Trustees, City staff, and the public to participate and the Board of Library Trustees to conduct the meeting by teleconference, videoconference, or both.

HOW TO VIEW THE MEETING: There is no physical location from which members of the public may observe the meeting. Please view the meeting which is being video streamed.

HOW TO PARTICIPATE BEFORE THE MEETING: Members of the public are encouraged to submit written comments through the Board of Library Trustees portal at <https://watsonville.legistar.com> by clicking e-Comment or by emailing library@cityofwatsonville.org. All comments will be part of the meeting record. Emails received three hours before the meeting will not be uploaded to the Agenda and may not be seen by the Board or staff. They will be added to the agenda the day after the meeting.

*HOW TO PARTICIPATE DURING THE MEETING: Members of the public are encouraged to join the meeting through Zoom from their computer, tablet or smartphone [https://zoom.us/j/96838442562?
pwd=NWUvcVVGvVWJjNGx4YXB5SW5YekNPQT09](https://zoom.us/j/96838442562?pwd=NWUvcVVGvVWJjNGx4YXB5SW5YekNPQT09) Passcode 571059*

The City of Watsonville, in complying with the Americans with Disabilities Act ("ADA"), requests individuals who require special accommodations to access and/or participate in Board of Library Trustees meetings to please contact the City Clerk's Office at (831) 768-3040, at least three (3) business days before the scheduled meeting to ensure that the City can assist you.

1. ROLL CALL

2. APPROVAL OF MINUTES

All items appearing on the Consent Agenda are recommended actions which are considered to be routine and will be acted upon as one consensus motion. Any items removed will be considered immediately after the consensus motion. The Chair will allow public input prior to the approval of the Consent Agenda.

2.1 [LIBRARY BOARD MINUTES AUGUST 20, 2020](#)

Attachments: [LB Minutes -082020](#)

3. ORAL COMMUNICATIONS

(This time is set aside for members of the general public to address the Board on any item not on the Agenda, which is within the subject matter jurisdiction of the Board. No action or discussion shall be taken on any item presented except that any Member may respond to statements made or questions asked, or may ask questions for clarification. All matters of an administrative nature will be referred to staff. All matters relating to Board will be noted in the minutes and may be scheduled for discussion at a future meeting or referred to staff for clarification and report. Any Member may place matters brought up under Oral Communications on a future agenda.

3.1 ORAL COMMUNICATIONS FROM THE PUBLIC AND TRUSTEES

3.2 ORAL COMMUNICATIONS FROM THE LIBRARY DIRECTOR

4. UNFINISHED BUSINESS

4.1 [WPL STRATEGIC PLAN AND IMPLEMENTATION OF STRATEGIC PLAN](#)

Attachments: [WPL Implementation of Strategic Plan FINAL](#)
[WPL Strategic Plan FINAL](#)

4.2 POET LAUREATE

5. NEW BUSINESS

5.1 [LIBRARY BUDGET OVERVIEW](#)

Attachments: [LIBRARY BUDGET](#)

6. REPORTS

6.1 FRIENDS OF THE LIBRARY

6.2 PROGRAMS

7. ADJOURNMENT



City of Watsonville

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

Meeting Minutes

Board of Library Trustees

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

Watsonville Public Library

Implementation of Strategic Plan: 2020 – 2022

1. Improve the lives of Watsonville’s families and children.

The library will continue to provide innovative services that support school success, a lifelong love of reading, and the intellectual and social development of our youth, from birth through adolescence. We also support caregivers in their efforts to give children the best possible start in life.

Infants, toddlers and preschoolers: the library will provide storytimes and other opportunities for early childhood learning, and work in partnership with other early childhood providers.

TACTIC	WHO	WHEN	HOW WILL WE MEASURE SUCCESS?
Provide English, bilingual and Spanish storytimes (virtually and in person)	MariaElena Angelica Beth		Testimonials Attendance Simple surveys Gather feedback via QR code?
<ul style="list-style-type: none"> Implement weekly storytimes 		September	
<ul style="list-style-type: none"> Reinstitute in-person storytimes when viable 		TBD	
<ul style="list-style-type: none"> Provide Spanish and bilingual storytimes 	MariaElena Angelica	Ongoing	
Strengthen ongoing partnerships (school district, early childhood providers and stakeholders)			
<ul style="list-style-type: none"> Raising a Reader 	Lilia	TBD	Ongoing partnership in place and providing increased opportunities to reach target audience
<ul style="list-style-type: none"> School librarians and outreach staff 	Beth	Ongoing	Increased opportunities to reach target audience

<ul style="list-style-type: none"> • Childcare providers 			
<ul style="list-style-type: none"> • Migrant Head Start 	Esperanza MariaElena	Ongoing	Increased opportunities to reach target audience
Improve young lives through the Families for Literacy program	Esperanza Toni	Ongoing	Attendance Survey after every event

Elementary school-aged children: the library will create opportunities for grade schoolers to learn and grow, including Summer Reading, afterschool programs and homework help.

TACTIC	WHO	WHEN	HOW WILL WE MEASURE SUCCESS?
Develop a virtual learning hub. (including webpage links, homework help, etc., kits, etc.)	Eva Beth	End of 2020	New website area created Page views and usage
Offer services to group homes and youth in foster care	Hannah Stephanie Alicia	End of 2020	Develop and implement plan
Offer virtual programming and book groups	Beth Hannah MariaElena	2021	Develop and implement plan Participation & Surveys
Collaborate with the school district and nonprofits who work with children		Upcoming school year	
<ul style="list-style-type: none"> • Library Card Signup Campaign 	Beth Alex	September	Number of signups; number of schools with high percentage of signups
<ul style="list-style-type: none"> • Drop into virtual classrooms and promote services 	Beth	2020-21	Number of classrooms visited
<ul style="list-style-type: none"> • Connecting with teachers and library media techs about current needs 	Beth	2020-21	Number of contacts made

Teens: the library will offer events and activities that engage and support adolescents.

TACTIC	WHO	WHEN	HOW WILL WE MEASURE SUCCESS?
Offer a virtual book group	Hannah	End of school year	Book group created Progress made towards building an audience
Offer teen-focused virtual programming	Hannah	End of school year	Develop and implement plan Progress made towards building an audience
Collaborate with the school district, nonprofits and vendors who work with teens	Hannah	Ongoing	Stronger relationships and increased opportunities to reach target audience

2. Facilitate lifelong learning for all residents

The library will continue to provide high quality and relevant resources, materials, programs, events and services to satisfy the information needs of people of all ages.

Vibrant collection: the library will continue to develop a dynamic and diverse offering of both physical and downloadable materials.

TACTIC	WHO	WHEN	HOW WILL WE MEASURE SUCCESS?
Increase awareness and usage of Spanish language collection and improve where possible	MariaElena	Ongoing	Feedback about quality of collection Circulation
Increase e-resources (e-books, downloadable audio and streaming video) and databases	Alicia Toni	Ongoing	Increased size of collection Circulation

Programming: the library will offer a wide range of educational events, classes and activities.

TACTIC	WHO	WHEN	HOW WILL WE MEASURE SUCCESS?
Offer writer's workshops	Toni, Hannah	November Ongoing	Participation Feedback
Offer arts-focused exhibits and programming	Stephanie Watsonka Alicia Jillian	Ongoing	Participation Feedback
Offer adult literacy opportunities	Toni Esperanza Sheila	Ongoing	Participation Feedback Learner assessments
Offer life skills programs (such as financial literacy, retirement planning, information literacy, etc.)	Jillian Eva Watsonka	January – July 2021	Plan developed and implemented Participation
Offer programs for young adults/recent graduates of foster care system	Hannah	End of this year	Plan developed

Outreach: the library will provide library services and materials beyond its two locations.

TACTIC	WHO	WHEN	HOW WILL WE MEASURE SUCCESS?
Utilize the BiblioVan to extend the library's reach into the community <ul style="list-style-type: none"> • Migrant camps • Senior facilities • Collaboration with Santa Cruz Library outreach 	Stephanie	Ongoing	Participation Circulation Surveys Community Feedback Increased opportunities to reach target audiences
Reach out to speakers of Mixteco, Purebcha and Triquik	MariaElena	End of 2021	Develop and implement plan Community feedback

Technology: the library will offer internet and computer access as well as learning opportunities relating to diverse technologies.

TACTIC	WHO	WHEN	HOW WILL WE MEASURE SUCCESS?
Offer technology training and resources to bridge the digital divide			
<ul style="list-style-type: none"> Ongoing training through Literacy Center 	Toni	Ongoing	Participation and usage
<ul style="list-style-type: none"> Restart in-person computer classes (when viable) 	Eva	TBD	Participation (number of participants, hours spent learning)
<ul style="list-style-type: none"> Offer coding classes 	Myra	Ongoing	Participation
<ul style="list-style-type: none"> Offer lending laptops. 	TBD	End of 2021	Apply for and receive grant for funding Laptop usage
Collaborate with nonprofits and other community partners to support successful use of technology <ul style="list-style-type: none"> Digital Nest 	Stephanie	TBD	Increased opportunities to reach target audience

3. Celebrate the unique diversity and heritage of our community.

Home to a community with a rich and diverse cultural, linguistic and ethnic heritage, the library will illuminate this diversity, support cross cultural engagement, and champion equity and inclusion for all.

Diversity, equity and inclusion: through its staffing and services, the library will welcome and support marginalized individuals and communities, including BIPOC (Black, Indigenous and People of Color) as well as sexual and gender minorities.

TACTIC	WHO	WHEN	HOW WILL WE MEASURE SUCCESS?
Facilitate ongoing internal professional learning group to create relevant resources for our community	Hannah Jillian	Ongoing	Increased learning Service gaps identified and addressed.
Create resources area on website focusing on diversity, equity and inclusion	Eva Hannah	End of 2020	New website area created. Page views and usage.
Develop systematic diversity, equity and inclusion plan for the library	Alicia Watonka	End of 2021	Plan developed and priorities identified.
Partner with the Diversity Center to offer expanded services to LGBTQIA+ community members	Hannah	Ongoing	Circulation Participation Increased opportunities to reach target audience

Culture and language: the library will provide regular opportunities for local residents to experience and honor all the cultures and languages that have shaped and continue to shape Watsonville.

TACTIC	WHO	WHEN	HOW WILL WE MEASURE SUCCESS?
Offer diverse celebrations and public events	Stephanie Beth Hannah	Ongoing	Participation Feedback Number of programs offered
Preserve cultural heritage through services, activities and the library collection	Everybody	Ongoing	Participation Circulation Number of programs offered

Local history: the library will provide ongoing educational opportunities through the California Agricultural Workers’ History Center and promote learning about other aspects of local history.

TACTIC	WHO	WHEN	HOW WILL WE MEASURE SUCCESS?
Maximize use of the library’s resources on history, heritage and genealogy	Jillian		
<ul style="list-style-type: none"> Increase the use of genealogy collection and resources 		Ongoing	Increased use of collection Feedback
<ul style="list-style-type: none"> Survey use of CAWHC room users 		End of 2020	Plan developed from survey results.
Build relationships with local history, heritage and genealogy organizations	Jillian	Ongoing	New partnerships developed Increased opportunities to reach target audiences

4. Support local economic development.

The library will play a key role in the city’s effort to strengthen the local economy by providing resources, training and support for small business owners and job seekers.

Community partnerships: the library will maximize its effectiveness in supporting economic development through collaborations with local nonprofits and government entities.

TACTIC	WHO	WHEN	HOW WILL WE MEASURE SUCCESS?
Work with community partners to highlight local opportunities for engagement			
<ul style="list-style-type: none"> Plan and offer a daycare roundup for the benefit of providers and families 	Beth	End of 2021	Event held Participation by vendors and attendees
<ul style="list-style-type: none"> Plan and offer a wellness fair 	Alicia	End of 2021	Event held Participation by vendors and attendees.

<ul style="list-style-type: none"> Plan and offer a nonprofit fair for agencies and potential volunteers 	TBD	TBD	Event held Participation by vendors and participants.
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Small business owners: the library will increase its engagement with the local business community.

TACTIC	WHO	WHEN	HOW WILL WE MEASURE SUCCESS?
Provide resources and support to those starting or maintaining small businesses			
<ul style="list-style-type: none"> Plan and offer a small business fair 	Hannah Toni	TBD	Event held Participation by vendors and participants
Provide resources and support for grant seekers	Watonka	TBD	TBD

Job seekers: the library will provide resources to support jobseekers.

TACTIC	WHO	WHEN	HOW WILL WE MEASURE SUCCESS?
Enhance job seeking resources area on website	Eva Stephanie	TBD	Improved visibility on website Page views and usage.
Provide one on one support for jobseekers (proofreading, resume reading)	Eva Stephanie	TBD	Number of patrons served Feedback
Connect jobseekers to the services of relevant agencies	Jillian Hannah	TBD	Plan developed and implemented
Participate in local job fairs	Alicia	TBD	Number of community contacts

5. Create community connections.

The library will continue to connect local residents with the community and with each other at our Main and Freedom Branch locations, on our website and through our ongoing outreach activities.

Marketing and communications: the library will effectively communicate about its programs and services to maximize community use.

TACTIC	WHO	WHEN	HOW WILL WE MEASURE SUCCESS?
Refresh library website	Eva	Ongoing	Increased use Community feedback
Enhance impact of library e-newsletter	Myra	Ongoing	Subscriptions Audience size (tracking traffic)
Maximize impact of the library's social media channels	Stephanie	Ongoing	Audience size (tracking traffic) Participation
Engage in targeted marketing to specific audiences	Hannah Alicia Beth Watonka Toni	Ongoing	Feedback Increased use of library services.

Support for vulnerable residents: the library will provide resources to community members experiencing homelessness.

TACTIC	WHO	WHEN	HOW WILL WE MEASURE SUCCESS?
Explore partnerships with other service providers	Watonka	Ongoing	Increased opportunities to reach target audience Use of library services

Civic engagement: the library will provide opportunities for community members to discuss issues that matter.

TACTIC	WHO	WHEN	HOW WILL WE MEASURE SUCCESS?
Develop a plan for civic engagement	TBD	TBD	TBD

Partnerships: the library will develop and maintain strong partnerships with local organizations and agencies.

TACTIC	WHO	WHEN	HOW WILL WE MEASURE SUCCESS?
Collaborate with other city departments	Beth Watonka MariaElena Hannah Andrea		
<ul style="list-style-type: none"> Collaborate with Parks and Recreation on youth services (Excel in Place) 		Current – December	Participation Parent and student feedback
<ul style="list-style-type: none"> Explore potential partnerships with Airport, Public Works, Nature Center 		TBD	Participation
Collaborate with the Friends of the Library to increase fundraising capacity	Alicia	Ongoing	Increased funds raised to support the library.
Collaborate with nonprofit organization to maximize impact	All	Ongoing	Increased visibility Increased use of library services

FY 2020-21: July 2020

FY 2021-22: July 2021

WATSONVILLE PUBLIC LIBRARY
Strategic Plan 2020 – 2022

The library's strategic plan is a roadmap for the future that:

- Aligns with the City of Watsonville's strategic plan.
- Articulates the library's priorities and guides policy decisions.
- Enables staff to develop feasible, actionable strategies to address priorities, implement policies and allocate resources effectively.
- Supports reading, curiosity, creativity and community engagement.

1. Improve the lives of Watsonville's children and families.

The library will continue to provide innovative services that support school success, a lifelong love of reading, and the intellectual and social development of our youth, from birth through adolescence. We also support parents and caregivers in their efforts to give children their best possible start in life.

Focus Areas:

- **Infants, toddlers and preschoolers** – the library will provide storytimes and other opportunities for early childhood learning, and work in partnership with other early childhood providers.
 - Provide English, bilingual and Spanish storytimes
 - Strengthen ongoing partnerships (school district, early childhood providers and stakeholders)
 - Improve young lives through the Families for Literacy program.
- **Elementary school-aged children** – the library will create opportunities for grade schoolers to learn and grow, including Summer Reading, afterschool programs and homework help.
 - Develop a virtual learning hub
 - Offer services for group homes and kids in foster care
 - Offer virtual programming and book groups
 - Collaborate with the school district and nonprofits who work with children
- **Teens** - the library will offer events and activities that engage and support adolescents.
 - Offer a virtual book group
 - Offer teen focused virtual programming
 - Collaborate with the school district, nonprofits and vendors who work with teens.

2. Facilitate lifelong learning for all residents.

The library will continue to provide high quality and relevant resources, materials programs, events and services to satisfy the information needs of people of all ages.

Focus Areas:

- **Vibrant Collection** – the library will continue to develop a dynamic and diverse collection of both physical and downloadable materials.
 - Increase awareness and usage of Spanish language collection and improve where possible.
 - Increase e-resources (e-books, downloadable audio and streaming video) and databases.
- **Programming** –the library will offer a wide range of educational events, classes and activities.
 - Offer writer’s workshops
 - Offer arts-focused exhibits and programming
 - Offer adult literacy opportunities
 - Offer life skills programs (such as financial literacy, retirement, etc.)
 - Offer programs for young adults/recent grads of the foster care system
- **Outreach** – the library will provide library services and materials beyond its two locations.
 - Utilize the BiblioVan to extend the library’s reach into the community
 - Reach out to speakers of Mixteco, Purebcha and Triquik
- **Technology** – the library will offer internet and computer access as well as learning opportunities relating to diverse technologies.
 - Offer technology training and resources to bridge the digital divide
 - Collaborate with nonprofits and other community partners to support successful use of technology

3. Celebrate the unique diversity and heritage of our community.

Home to a community with a rich and diverse cultural, linguistic and ethnic heritage, the library will illuminate this diversity, support cross cultural engagement, and champion equity and inclusion for all.

Focus Areas:

- **Diversity, equity and inclusion** – through its staffing and services, the library will welcome and support marginalized individuals and communities, including BIPOC (Black, Indigenous and People of Color) as well as sexual and gender minorities.
 - Facilitate ongoing internal professional learning group to create relevant resources for our community
 - Create resources area on website focusing on diversity, equity and inclusion
 - Develop systematic diversity, equity and inclusion plan for the library
 - Partner with the Diversity Center to offer expanded services to LGBTQIA+ community members
- **Culture and language** – the library will provide regular opportunities for local residents to experience and honor all the cultures and languages that have shaped and continue to shape Watsonville.
 - Offer diverse celebrations and public events
 - Preserve cultural heritage through services, activities and the library collection
- **Local history** – the library will provide ongoing educational opportunities through the California Agricultural Workers’ History Center, and promote learning about other aspects of local history.
 - Maximize use of the library’s history, heritage and genealogy resources
 - Build relationships with local history, heritage and genealogy organizations

4. Support economic development.

The library will play a key role in the city’s effort to strengthen the local economy by providing resources, training and support for small businesses owners and job seekers.

Focus Areas:

- **Community partnerships** – the library will maximize its effectiveness in supporting economic development through collaborations with local nonprofits and government entities.
 - Work with community partners to highlight local opportunities for engagement

- **Small business owners** – the library will increase its engagement with the local business community.
 - Provide resources and support for those starting or maintaining small businesses
 - Provide resources and support for grant seekers
- **Job seekers** - the library will provide resources to support their success.
 - Enhance job seeking resources area on website
 - Provide one on one support for jobseekers
 - Connect jobseekers to the services of relevant local agencies
 - Participate in local job fairs

5. Create community connections.

The library will continue to connect local residents with the community and with each other at our Main and Freedom Branch locations, on our website and through our ongoing outreach activities.

Focus Areas:

- **Marketing and communications** – the library will effectively communicate about its programs and services to maximize use of its resources and services.
 - Refresh library website
 - Enhance impact of library e-newsletter
 - Maximize the impact of the library’s social media presence
 - Engage in targeted marketing to specific audiences
- **Support for vulnerable residents** – the library will provide access to local resources and support for those experiencing homelessness.
 - Explore partnerships with other service providers
- **Civic engagement** – the library will provide opportunities for community members to discuss issues that matter.
- **Partnerships** – the library will develop and maintain strong partnerships with local organizations and agencies:
 - Collaborate with other city departments
 - Collaborate with Friends of the Library to expand fundraising capacity
 - Collaborate with nonprofit organizations to maximize impact.

8/23/20

LIBRARY

The Library Department includes the City of Watsonville Library, Freedom Library and the Literacy Center. The library is also responsible for the Library Special Revenue Fund.

	Revised Budget 2019/20	Previous Budget 2020/21	Proposed Budget 2020/21	Difference
CANNABIS REVENUE - LIBRARY (605)	75,000	27,132	119,000	91,868
LIBRARY - GENERAL FUND (620)	517,047	523,875	501,403	(22,472)
LIBRARY-WATSONVILLE OPERATIONS (621)	3,471,526	3,709,650	3,110,723	(598,927)
LIBRARY-FREEDOM BRANCH(GEN FD) (622)	41,159	40,082	40,081	(1)
LIBRARY - FREEDOM OPERATIONS (623)	195,965	213,834	198,005	(15,829)
LIBRARY - LITERACY (626)	0	(1)	0	1
Total Expenditures	4,300,697	4,514,572	3,969,212	(545,360)