

**Escondido Public Library Board of Trustees
BOARD MEETING MINUTES
Tuesday, June 14, 2016, 2:00 p.m.
Library Board Room**

CALL TO ORDER: President Gorny called the meeting to order at 2:00 p.m.

Members Present: Trustees Mirek Gorny, Mayra Salazar, Elmer Cameron, Ron Guiles

Members Absent: Trustee Gary Knight

Staff Present: Loretta McKinney, Director of Library & Community Services; Cynthia Smith, Assistant Library Director; Joanna Axelrod, Principal Librarian; Misty Breymeyer, Division Coordinator; Kristine Macalalad, Youth Services Librarian.

Written/Oral Communications: None

Agenda Item #1: Approval of minutes: May 10, 2016 meeting.

Motion by Trustee Guiles and second by Trustee Salazar to approve the minutes as written. Motion carried unanimously.

Current business

Item #2: Staff Introduction: Kristine Macalalad, Youth Services Librarian

Assistant Library Director Smith introduced Kristine Macalalad, Youth Services Librarian. Ms. Macalalad joined the Library in October 2015 and specializes in promoting early literacy through collection development and programming for babies, toddlers, and pre-K children. She discussed the importance of providing guided story times to help teach parents to read, talk, and sing to their children, including early literacy programming models and the importance of building a rich reading environment at home, creating a life-long love of reading, and developing positive emotions between parent and child. Ms. Macalalad is also interested in furthering the Library's work with local schools through outreach that promotes the Library's available resources. In addition to programming, Ms. Macalalad is also responsible for Children's Services materials collection and maintenance in several key areas.

Ms. Macalalad earned a Bachelor degree in World Literature from University of California, San Diego (UCSD), and holds a Master's degree in Library and Information Science from San Jose State University. Ms. Macalalad's library career began at the UCSD Geisel Library, and she has also worked at Corona Public Library, the University of California San Francisco Medical Library, and most recently as a Children's Librarian at Chico Public Library.

Trustee Cameron invited Ms. Macalalad to speak at the Friends of the Library meeting in August to recap the Summer Reading Challenge program.

Item #3: Update on Grape Day Park New Library Task Force

Library Director McKinney gave an update on the progress of the New Library Task Force, which has been meeting regularly. The Task Force has been researching best features for a future library, both in recent building projects and through articles. The Task Force has been looking into the feasibility of Escondido Boulevard and Woodward Avenue as a possible location. A Geo-technical boring will be conducted and other environmental considerations, such as zoning and parking, are being considered. The Task Force will consider facility requirements to help determine the scope of the project and general cost considerations.

City Manager Mitchell conducted two focus groups with college students and teens to hear their views of what a library of the future would feature. The Task Force also met with local architect Ken Erickson who was previously on the 2006-2007 Grape Day Park Task Force. Mr. Erikson shared his vision for the Grape Day Park site. The Task Force will meet on June 16, 2016 with the Library's Support Group Steering Committee consisting of the Presidents of the five support groups.

The Task Force plans to report findings regarding the feasibility of the Grape Day Park location to City Council In September, and will seek direction for next steps toward building the library of the future for the community.

Item #4: Library Code of Conduct Policy: Recommended Revisions

The *Library Code of Conduct Policy* is revised from time to time to ensure the document and its rules are up to date, pertinent, and clear. Assistant Library Director Smith provided background on the proposed changes, which streamline and update the Policy. These changes have been reviewed and approved by the City Attorney's Office. The Policy revisions include increasing the number of allowed personal items from one to two to better align with user needs. She also provided further clarification of items lost, subject to theft, and left unattended. Unattended items are now subject to removal and disposal. In addition to these changes, the City Attorney added in the penal code and municipal code sections.

Trustee Cameron suggested a Library representative come speak at the Friends of the Library meeting in reference to the Code of Conduct and what the volunteers' responsibilities might be.

Motion by Trustee Guiles and second by Trustee Salazar to approve the Code of Conduct as written. Motion carried unanimously.

Item #5: Community Services Recreation Guide: Request to Purchase an Additional Page

Assistant Library Director Smith and Principal Librarian Axelrod presented proofs of the suggested advertisements for the upcoming Recreation Guide. Originally, Library staff

asked to move funds from the Trust Fund into budgeted money for such advertising projects. At the time, the Trustees asked to be presented with any proposed advertising to receive the Board's approval. Principal Librarian Axelrod spoke about how in using one page, the Library cannot advertise all the activities that draw people in. It is very text heavy as the Library's contact information must also be visible. By adding another page, households in Escondido are informed about additional programming, which increases visibility. Over 10,000 guides are mailed to households in Escondido, and 100,000 total are printed to allow for delivering to different pick-up locations. This is another way of communicating with the public that the Library has services that they might not otherwise have knowledge of. Having an additional page allows the Library to highlight programming through which the staff are working hard to pull in new library users.

A discussion occurred about ways to possibly track the effectiveness of the advertising, but it is difficult to get an accurate count. That being said, programming decisions are already being made based on data wherever possible. Staff will try to track information through evaluations collected at various programs.

Motion by Trustee Cameron and second by Trustee Guiles to approve using trust fund money to pay for the advertisements. Motion carried unanimously.

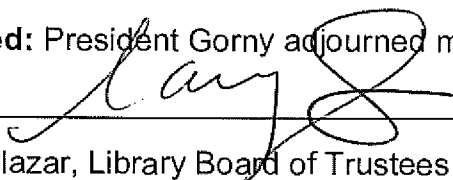
Item #6: Other Reports

Library Director McKinney handed out the final version of the Library's General Fund budget. The budget was approved by the Council on Wednesday, June 8, 2016. The ETC will be closed effective June 30, 2016. Wi-Fi will be installed for people to use with their own devices which is more in line with the needs of the community. In addition, the Library will be losing two Department Specialist positions and three Circulation Assistant positions. Library Administration is currently in the process of working with the staff affected. Some impacts to the Fiscal Year 2016-2017 budget were higher costs in medical, retirement, and Internal Services charges.

Trustee Cameron suggested that the Board be informed about the decisions regarding the budgets prior to the budgets being presented to Council.

The Capital Improvement Projects budget, which includes the money for materials, will go to the Council tomorrow, June 15, 2016 for approval.

Adjourned: President Gorny adjourned meeting at 3:46 p.m.



Mayra Salazar, Library Board of Trustees Secretary/mb