Escondido Public Library Board of Trustees

AGENDA

Library Board of Trustees Meeting

Thursday, August 14, 2014

2:00 p.m.

Library Board Room

1. **CALL TO ORDER**

2. **ORAL COMMUNICATIONS:** In addition to speaking during particular agenda items, the public may address the Library Board of Trustees on any item which is not on the agenda provided the item is within the subject matter jurisdiction of the Library Board of Trustees. State law prohibits the Library Board from discussing or taking action on such items, but the matter may be referred to the Director of Library and Community Services/staff or scheduled on a subsequent agenda. (Please refer to the back page of the agenda for instructions.) Speakers are limited to only one opportunity to address the Board under Oral Communications.

3. **APPROVAL OF MINUTES:** July 10, 2014 Library Board of Trustees Meeting.

4. **BOARD ADMINISTRATIVE ANNOUNCEMENTS/NEWS**: Board members to discuss Library Board of Trustees regular meeting date and time, and consider possible change to better accommodate member schedules.

5. **PROJECT UPDATES**

6. **REPORTS FROM AUXILIARY SUPPORT GROUPS:**
   As planned, the Friends of the Library, Friends of the Pioneer Room, and Friends of Literacy Services did not meet in July. They typically take the month off to accommodate summer vacations. The Escondido Library Foundation held its regular meeting and discussed the development of promotional materials related to the Library expansion project that will be useful when meeting with potential donors.

   The Friends of the Library will hold their annual Business Meeting on September 10, 2014.

   The Friends of Literacy Services program subcommittee met to discuss plans for *"An Evening with Author Victor Villaseñor."* The program features the renowned local author's speaking engagement, followed by a book signing. This special event celebrates the California State Library's Literacy Services 30th Anniversary and will be held after-hours on Thursday, September 11, 2014 from 6:00 to 8:30 PM in the Turrentine Room. The program is sponsored by the Friends of Literacy Services and Mission Federal Credit Union.

7. **SIGNIFICANT UPCOMING EVENTS**

Date & Time	Location	Event
September 1 - 30	All Library Facilities	*National Library Card Sign-Up Month Promotional Campaign*
September 1 All Day	All Library Facilities	*Closed - Labor Day Holiday*
September 10 4:30 PM	City Council Chambers	*City Proclamation Honoring the California State Library Literacy Services' 30 Year Anniversary & Adult Literacy Awareness*
September 11 6:00 PM – 8:30 PM	Library – Turrentine Room	*An Evening with Author Victor Villaseñor*

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Date & Time	Location	Event
September 21- 27	Library – All Locations	*Banned Books Week*

8. CURRENT BUSINESS

a. Library Foundation Update on Library Expansion Project

b. Library Support Group Workshop Summary

c. Library Statistics

9. CITY STAFF COMMUNICATIONS

a. Director of Library & Community Services

a. Deputy City Librarian

10. CUSTOMER SERVICE COMMENTS: To be distributed at the meeting.

11. ADJOURN UNTIL September 11, 2014

12. UPCOMING MEETING SCHEDULE. The Library Board of Trustees Meetings are scheduled the second Thursday of the month at 2:00 PM in the Library Board Room.

Day	*Date*	*Time*	*Location*
Thursday	September 11, 2014	2:00 p.m.	Library Board Room
Thursday	October 9, 2014	2:00 p.m.	Library Board Room
Thursday	November 13, 2014	2:00 p.m.	Library Board Room

TO ADDRESS THE BOARD: The public may address the Library Board of Trustees on any agenda item. Please complete a Speaker's form and give it to the Library Division Coordinator. Submission of Speaker forms prior to the discussion of an item is highly encouraged. Comments are generally limited to 3 minutes.

If you wish to speak concerning an item not on the agenda, you may do so under "Oral Communications." Please complete a Speaker's form as noted above. Note: Depending on the number of requests, comments may be reduced to less than 3 minutes per speaker and limited to a total of 15 minutes. Any remaining speakers will be heard during Oral Communications at the end of the meeting.

Handouts for the Library Board of Trustees should be given to the Library Division Coordinator.

To address the Board, please STATE YOUR NAME FOR THE RECORD.

Escondido Public Library Board of Trustees

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AGENDA, STAFF REPORTS, AND BACK-UP MATERIALS ARE AVAILABLE:

- Online at https://www.escondido.org/LBT-agendas.aspx
- Additional online posting at library.escondido.org/library-board-of-trustees.aspx
- In the City Clerk's Office at City Hall.
- In Escondido Public Library (239 South Kalmia Street) during regular business hours.
- At the Library Board of Trustees Meeting. (Please see the Library Division Coordinator.)

AVAILABILITY OF SUPPLEMENTAL MATERIALS AFTER AGENDA POSTING: Any supplemental writings or documents provided to the Library Board of Trustees regarding any item on this agenda will be made available for public inspection in the City Clerk's Office located at 201 North Broadway during normal business hours, or in the Library Board Room while the meeting is in session.

ESCONDIDO PUBLIC LIBRARY HOURS:

Monday & Tuesday	10:00 AM – 8:00 PM
Wednesday, Thursday & Friday	10:00 AM – 6:00 PM
Saturday	10:00 AM – 5:00 PM

<u>Please Turn Off All Cell Phones While The Meeting Is In Session.</u>

Escondido Public Library Board of Trustees
BOARD MEETING MINUTES
Thursday, July 10, 2014, 2:00 p.m.
Library Board Room

CALL TO ORDER:	Trustee Knight called the meeting to order at 2:04 pm.
Members Present:	Gary Knight, Mirek Gorny, Virginia Loh-Hagan
Members Absent:	Elmer Cameron, James Lund
Staff Present:	Loretta McKinney, Director of Library & Community Services, Joanna Axelrod and Viktor Sjoberg, Technical Services, Janet Rulien, Board Secretary

WRITTEN/ORAL COMMUNICATIONS: None.

APPROVAL OF MINUTES FROM SPECIAL MEETINGS JUNE 12, 2014 MEETING: MSC Lund/Gorny to accept both sets of minutes as written, 3/0.

BOARD ADMINISTRATIVE BUSINESS/NEWS: The Board briefly discussed changing the Board meeting days and times. Loh-Hagan said that she would be absent on a regular basis because her working schedule takes her around the United States. McKinney stated that the Council is concerned that all Board and Commission members be available to attend all of the meetings. The question was raised about allowing Trustees to teleconference in to the Meetings. McKinney indicated that this may not be permitted within the City's policy and she would research and provide the correct answer at the next Board meeting. This issue will be brought up in the August 14, 2014 Library Board of Trustees Meeting.

REPORTS FROM AUXILIARY GROUPS: McKinney spoke of the Learner Recognition Reception for literacy learners and said it was a wonderful event.

SIGNIFICANT UPCOMING EVENTS: The Board reviewed upcoming events.

CURRENT BUSINESS:

<u>Integrated Library System (ILS) Software Integration</u>: McKinney introduced Joanna Axelrod, Senior Librarian for Technology and Support Services, and Viktor Sjoberg, Digital Services Librarian. Axelrod described the ILS Project Management Team (PMT) and the Team's responsibilities related to the database installation. Now that the catalog system has been implemented, the PMT is working on resolving residual issues that are common with large software migration projects of this size. Axelrod described some of the new features including the simplicity of the interface and the power of the new search engine which uses "fuzzy logic". Additional enhanced features include the ability for patrons to opt in and save their reading history and a less cumbersome method of putting volume holds on for series items such as a DVD television series. Sjoberg noted that staff can conduct large batch updates and delved into details on the search features of the patron side of the catalog using *Encore*. Discussion ensued about how the transition is progressing with both the staff and the public. Loh-Hagan and Mues made some suggestions, such as putting a FAQ on the new system on the Library's website. Loh-Hagan also suggested a workshop for the public on how to work with the new system.

Library Capital Budget: McKinney reported that all of the Library's Capital Improvement Program Budget (CIP) requests were approved by the City Council. Items approved include funding for circulating materials, funding the Trust Fund budgets, and adding funds to the existing/remaining Conceptual Design budget to begin the design development process for the library's expansion project. Council addressed the matter of not proceeding too fast with the design development process lest the improvements become obsolete with time. McKinney confirmed that it is important for the Library to proceed with the project in order to be prepared for potential State bond grants and acknowledged Council's perspective that the project cannot get too far along before total funding is identified. With regard to future capital funding requests, McKinney noted that the Library is presently completing the ILS system upgrade, which was funded with CIP monies and the goal is to request a new Radio Frequency Identification (RFID) system with an Automated Materials Handling (AMH) system from the City's CIP budget in the next fiscal year.

CITY STAFF COMMUNICATIONS:

Director of Library & Community Services: The Escondido Library Foundation is preparing to meet with potential donors and there will be a report on the progress of the Foundation presentation at the next meeting.

The Library Support Group workshops summary will also be available at the next Board meeting.

Josephine Jones submitted her resignation and as of this date is no longer representing the Library as Literacy Services Coordinator. Natalie Mason, who was the Department Specialist in Literacy Services also resigned within the last two weeks. A meeting has been scheduled with the State Library to determine the existing literacy program parameters and requirements before a decision is made on how the two positions will be filled. Literacy is a core service provided by the Library and the goal will be to increase the number of adult learners served by the program.

In addition to the ILS migration, Library staff members have been busy providing Summer Reading Club programs for the community.

Respectfully submitted:

Virginia Loh-Hagan, Secretary

/jr

LIBRARY BOARD OF TRUSTEES MEETING **Agenda Item No. 8a**

Library Expansion Project Update

Recommendation:

Trustee Cameron will provide an oral update on Foundation activities and next steps.

Background:

The Escondido Library Foundation is actively working on supporting the Library Expansion Project on several levels. Members have been working with staff on developing a promotional brochure that will be useful to introduce the project when meeting with stakeholders and potential donors. The Foundation Board has also played a key role in contributing to the support group unification process.

As design development begins this fiscal year, the Foundation president will continue to offer guidance on the project team. Next steps to begin studies related to the design development process will be discussed.

LIBRARY BOARD OF TRUSTEES MEETING **Agenda Item No. 8b**

Library Support Group Workshop Summary

Recommendation:

Review and discuss the Library Support Group Workshop held June 12, 2014.

Background:

The second of two Library Support Group Workshops was held on Thursday, June 12, 2014 as a special meeting of the Library Board of Trustees. Members from the Library Board of Trustees, Escondido Library Foundation, Friends of the Library, Friends of Literacy Services and Friends of the Pioneer Room developed a set of goals that will help the groups work together to sustain current Library services and advance the Library Expansion Project. Five goals were identified:

1. Develop a Steering Committee that will oversee all groups.
2. Communicate between groups.
3. Secure Library materials.
4. Maintain a safe environment.
5. Library Expansion.

The workshop outcome suggested they organize with a Support Group Steering Committee at the helm and the following subcommittees: Sustaining Services Committee, Expansion Committee, and Communications Committee.

On one level, the workshops were very successful in bringing groups together and identifying common interests to sustain and advance the Library. On another level, because of time constraints and the newness of a group in the formative process, the workshop could not fully accomplish the goal of action planning and identifying and clarifying interested member assignments. The identification of the need for a Steering Committee is a key breakthrough and momentum gained can be maintained if the Steering Committee meets soon to take hold of the process and enlist the subcommittees. Elmer Cameron has volunteered to serve on the Steering Committee representing the Friends of the Library. A member from the Board of Trustees should be identified as the next step in getting organized. Other steering members can then be identified and brought on board.

Once the committee is formed, preliminary work done at the workshop can be revisited and interested members enlisted into committees to take responsibility for action items and advocacy.

A summary of SMART goals and group priorities from the June 12, 2014 workshop follows.

SMART GOAL WORKSHEET

General Goal: **Develop a Steering Committee** that will oversee other groups

Specific: Identify one member from each of the Library Support groups to serve on the committee.
Reach out to various community interests to engage them as part of the Committee:

- Education – School Districts/Palomar College
- John Paul the Great
- Service Clubs – Rotary/Kiwanis/Toastmaster
- Public Safety – Police and Fire
- Board of Realtors
- Church Groups
- Cultural Ethnic Group
- San Diego Foundation/Escondido Charitable Foundation
- Chamber of Commerce/DBA
- Banking Institutes
- Escondido Community Child Development/Preschool Organization

Measurable: How will you know you have achieved this goal? When we have 15 – 20 members

Actionable:

Specific tasks and action items necessary to complete the goal	Responsible Party	Date Completed
1. Get member from each support group 2. Reach out to community interests to get more members 3. Develop action plan	Elmer Cameron	

Realistic: Prepare to meet potential obstacles

1.

Time-bound:

Today's Date: 6/12/14 Target Completion Date: __________ Date Achieved: _________

SMART GOAL WORKSHEET

General Goal: **Communicating between groups**

Specific: Establish a system for having a rep from each group to meet/communicate with others.

Measurable: How will you know you have achieved this goal? Keep track of and document the reps attending and sharing and see after one year if contact has been consistent.

Actionable:

Specific tasks and action items necessary to complete the goal	Responsible Party	Date Completed
1. Enlist staff to coordinate schedule	Cindy Smith	
2. Ask each group to choose a rep		
3. Share email between groups so we will know about meetings and events		
4. User friendly website with a menu on Home Page for each group	Webmaster	
5. Representatives will report on their group and take back information on their visit.		
6. Group meetings should be listed on master calendar.		

Realistic: Prepare to meet potential obstacles

1.

Time-bound:

Today's Date: 6/12/14 Target Completion Date: __________ Date Achieved: __________

SMART GOAL WORKSHEET

General Goal: **Sustaining – Secure library materials**

Specific: Implement RFID technology

Measurable: How will you know you have achieved this goal? When RFID installed

Actionable:

Specific tasks and action items necessary to complete the goal	Responsible Party	Date Completed
1. Funding	Director	Next Fiscal Year

Realistic: Prepare to meet potential obstacles

Time-bound:

Today's Date: 6/12/14 Target Completion Date: __________ Date Achieved: _________

SMART GOAL WORKSHEET

General Goal: **Sustaining – Maintain a safe environment**

Specific: Expand hours of security personnel to cover all open hours of operation.

Measurable: How will you know you have achieved this goal? Document hours per week security personnel patrol the library facility.

Actionable:

Specific tasks and action items necessary to complete the goal	Responsible Party	Date Completed
1. Funding 2. Maintain safe, clean environment 3. Expand hours of security personnel to cover all hours of operation 4. Install security camera in high risk locations 5. Staff teen area all hours of operation 6. Staff walk through	Director	Next Fiscal Year

Realistic: Prepare to meet potential obstacles

1. City Council/budget constraints

Time-bound:

Today's Date: 6/12/14 Target Completion Date: __________ Date Achieved: _________

SMART GOAL WORKSHEET

General Goal: **Expansion**

Specific: Get a “Bond” passed to fund the expansion/building a new library.

Measurable: How will you know you have achieved this goal? When you successfully get the Bond on the ballot (election) and it passes!

Actionable:

Specific tasks and action items necessary to complete the goal	**Responsible Party**	**Date Completed**
7. Gather the facts about the library – why?	Steering Committee	ASAP
8. Create a variety of information to public – media, speaker’s bureau, etc.	Communication Committee	ASAP (Ongoing)
9. Create the design, plan for the new library	Visual Architect	ASAP
10. Build the momentum with the public – sell the need	Everyone	Ongoing
11. Support of City Council members	Steering Committee	Ongoing

Realistic: Prepare to meet potential obstacles

2. Funding
3. Apathy
4. Lack of “city” support
5. Lack of community understanding of the need for a new library
6. Keep momentum building

Time-bound:

Today’s Date: 6/12/14 Target Completion Date: __________ Date Achieved: _________

Library Support Group Input

Support groups met separately and created a list of their top ten priorities. Volunteers participating at the group goal setting session on June 12, 2014 categorized the combined lists of priorities under the group that they see as the area to address, prioritize, and create follow-up plans with SMART goals.

The Library as a Community Resource:

One Word...L.I.F.E. – "The Library Invigorating the Future of Escondido"

Steering Committee

1. Steering Committee/Committees of people not on Library Boards as well as from Library Support Groups. Key person to coordinate efforts of other action groups
2. Create a leadership group/steering committee
3. Create a committee that includes community leaders and influential citizens that are not part of a Library support group
4. Create an action plan
5. Conduct a public opinion survey
6. Representatives of groups meet regularly in a 'Forum' setting to share ideas/goals/successes
7. Trustees are key link to City Council to ensure Library issues are expressed to City Council; keep Council engaged along with the community
8. Engage community stakeholders (schools/business groups/other community groups) to enable their understanding and sharing of the Library vision/goals/needs/successes

Sustaining Services Committee

1. Library Action/Strategic Plan – Vision - Missions, Visions, Values
2. Upgrade maintain safe and clean environment
3. Image Enhance/Environment
4. Use technology to demonstrate value

Expansion Committee

1. Work with consultant on bond measure
2. Board to Board interaction of fundraising
3. Document cost analysis
4. Continue refining our current 'Excellent Plan' through the Design Development Process

Communications Committee

1. Upgrade maintain safe and clean environment
2. Community Engagement
3. Advocacy/education
4. Partner with schools and other organizations
5. Engaging diverse population
6. Committee – coordinate with schools
7. Engaging with community enables awareness/sensitivity to community needs relating to Library services
8. Create a written document to inform the public about the Library
9. Publicity via newspaper and media
10. Engage Latino community
11. Educate and engage schools re need for Library services and expansion
12. Create a speakers' bureau to reach out to the public and civic organizations
13. Enable each group to maintain and grow its purpose/focus/goals
14. Communication among groups; membership/goal progress/innovation
15. Strengthen unified efforts to engage the community (create community stakeholders), communicating a unified message on Library goals and needs; including periodic surveys and information-gathering with community stakeholders
16. Assign each organization/support group a Council member to inform them consistently of Library information
17. Coordinating advocacy efforts among community groups
18. Communicating often with the community and stakeholder groups with a unified, consistent message

Library Board of Trustees
Meeting Agenda
August 14, 2014

LIBRARY BOARD OF TRUSTEES MEETING **Agenda Item No. 8c**

Library Statistics

Recommendation:

Receive the Monthly 2014 Library Statistics Report.

Background:

The monthly and cumulative statistical information for key Library areas, services and functions in 2014 will be made available at the Board meeting for receipt.