

The Brown Act provides an opportunity for members of the public to directly address the Library Board of Trustees. If you wish to speak regarding an agenda item on the agenda or an item not on the agenda, please submit a digital request to speak form at the following link: [In Person Public Comment - City of Escondido](#) or fill out a physical request to speak form and provide it to the clerk.

To submit comments in writing, please do so at the following link: <https://www.escondido.org/public-comment-form>. All comments received from the public will be made a part of the record of the meeting.

CALL TO ORDER

Roll Call: President Carolyn Clemens, Secretary Virginia Bunnell, Trustee John Schwab, Trustee Mirek Gorny, Trustee Ron Guiles,

ORAL COMMUNICATIONS

The public may address the Board of Trustees on any item, which is not on the agenda at this time, provided the item is within the subject matter jurisdiction of the Library Board of Trustees.

APPROVAL OF MINUTES

1. Approval of Minutes from the Library Board of Trustees Meeting on June 9, 2022.

CURRENT BUSINESS

2. Library Marketing
3. Merchandise Purchase Request
4. Updated request from Library Trust
5. Economic Development Update

OTHER REPORTS

- Statistics Report
- Library Director's Report
- Trustee Library Use Report

ADJOURN

UPCOMING MEETING SCHEDULE

Library Board of Trustees Meetings are scheduled the second Thursday of the month in the City Council Chambers, City Hall. Meetings begin at 2:00 PM.

<i>Day</i>	<i>Date</i>	<i>Time</i>	<i>Location</i>
Thursday	August 11, 2022	2:00 p.m.	City Council Chambers
Thursday	September 8, 2022	2:00 p.m.	City Council Chambers
Thursday	October 13, 2022	1:00 p.m.*	City Council Chambers *Special Meeting

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

- Online at <https://www.escondido.org/LBT-agendas>
- In the City Clerk's Office at City Hall.

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.

Please Turn Off All Cell Phones While the Meeting Is in Session

ESCONDIDO PUBLIC LIBRARY HOURS

Monday 9:00 a.m. to 6:00 p.m.

Tuesday- Thursday 9:00 a.m. to 8:00 pm

Friday & Saturday 9:00 a.m. to 6:00 p.m.

For information about programs and resources, please visit <https://library.escondido.org/>

JUNE 9, 2022 MEETING MINUTES

CALL TO ORDER: 2:00 p.m.

Trustees Present: President Carolyn Clemens, Trustee Mirek Gorny, Trustee Ron Guiles, Trustee Virginia Bunnell

Trustees Absent: Secretary John Schwab

LS&S Staff Present: Dara Bradds; Katy Duperry, Assistant Library Director

City Staff Present: Zack Beck, City Clerk; Joanna Axelrod, Deputy City Manager/Director of Communications & Community Services

ORAL COMMUNICATIONS

None.

APPROVAL OF MINUTES

1. Approval of Minutes from the Library Board of Trustees Meeting on May 12, 2022

Motion - Gorny

Second: Schwab

Approved: 4-0 (Schwab – Absent)

CURRENT BUSINESS

2. Officer Election

Motion to appoint Carolyn Clemens as President and Virginia Bunnell as Secretary: Guiles

Second: Gorny

Approved: 4-0 (Schwab – Absent)

3. 2021 Annual Report Review

Dara Bradds presented a review of the 2021 Annual Report.

4. Pulitzer Statistics Review

Katy Duperry reviewed the Pulitzer statistics at the Library.

OTHER REPORTS

CITY UPDATE

Joanna Axelrod provided an update regarding the FY22/23 City of Escondido Budget.

Statistics Report

Library Director's Report

Trustee Library Use Report

Bunnell – Visited the Library with her husband.

Clemens – Attended the Boards and Commissions Mixer. Reviewed preliminary draft of the Strategic Plan from LS&S.

ADJOURNMENT

President Clemens adjourned the meeting at 2:38 p.m.

PRESIDENT

CITY CLERK

Agenda Item No.2

Date: July 14, 2022

TO: Library Board of Trustees
FROM: Nicholas Ivins
SUBJECT: Library Marketing

Recommendation:

Receive information.

Background:

Marketing Coordinator Nicholas Ivins will give an overview of the library's marketing and branding initiatives.

Agenda Item No. 3

Date: July 14, 2022

TO: Library Board of Trustees
FROM: Katy Duperry, Assistant Library Director
SUBJECT: Merchandise Purchase Request

Recommendation:

Approve

Background:

Staff request not to exceed \$7,000 to purchase branded polo shirts for staff and branded library merchandise for sale to the public.

Agenda Item No.4

Date: July 14, 2022

TO: Library Board of Trustees
FROM: Dara Bradds, Library Director
SUBJECT: Updated request from Library Trust

Recommendation:

Approve

Background:

We previously requested \$13,000 from the Trust for new staff chairs. We underestimated the total costs and are requesting an additional \$2,406.72 to cover shipping and assembly.

Agenda Item No.5

Date: July 14, 2022

TO: Library Board of Trustees
FROM: Jennifer Schoeneck, Deputy Director of Economic Development
SUBJECT: Economic Development Update

Recommendation:

Receive information.

Background:

Jennifer Schoeneck will present an Economic Development Update of the City of Escondido.



Monthly Library Board of Trustees Statistics		May 2022	April 2022	March 2022
CIRCULATION:				
	Physical Materials (Books, media, museum passes, laptops)	35,476	35,709	36,423
	eMaterial (includes eBooks and eAudiobooks- OverDrive, CloudLibrary, Biblioboard, eMagazines (Flipster), and Hoopla digital media.	6,971	6,179	6,291
	Total Circulation	42,447	41,888	42,714
	Holds Satisfied	2,163	2,300	2,443
	ILLs Checked Out	19	13	11
INTER-LIBRARY LOANS:				
	Total Registered Borrowers	75,900	75,478	75,059
POPULATION & BORROWERS:				
	Total Reference Transactions	6,393	6,576	6,654
REFERENCE QUESTIONS:				
	Public Service Hours	251	258	273
LIBRARY SERVICES:				
	Library Visits	17,603	16,977	18,068
	Users of Public Internet Computers	1,930	1,885	2,018
ELECTRONIC SERVICES:				
	Wireless Sessions	26,089	25,259	28,261
	Number of Website Visits (website+catalog)	16,381	15,884	16,335
VOLUNTEERS:				
	Total Volunteers	125	127	132
	Total Volunteer Hours	1,473	1,515	1,564
PROGRAMS:				
	# of live, in-person programs	41	43	35
	Live, in-person attendance	1554	1304	1175
	# of live, virtual programs	0	2	10
	Live, virtual program attendance	0	8	50
	# of pre-recorded programs	0	2	9
	# of views of recorded program content	0	2	9
	# of live, off site programs (outreach)	1	1	1
	Live, off site program (outreach) attendance	52	49	25
	# of take home kits given out	80	80	80

Director's Report

In June, the library hosted our first Book Fair, "Once Upon a Book Fair" at Grape Day Park with 126 attendees. Our 2nd Saturday Concert Series had 22 people in attendance. Our Gardening Workshop on Vermicomposting had 18 attendees, and our "Your Story, Write Now" writing workshop concluded with a total of 44 enrollees and an average of 15 people at each session.

Additionally, our Summer Reading Challenge kicked off with 115 signing up on day one, and we are currently up to 908 people enrolled! We closed out the month with a successful Traveling Tidepools program with 208 attendees that came to learn about ocean life and touch real sea animals.

John Archer is moving from his part-time position in Customer Services to a Library Assistant 3 position in Adult Services. We are very excited to have John in this new role. We think his knowledge of Escondido History, experience in the Pioneer Room, excellent customer service skills, and positive attitude will enrich the offerings of the Adult Services Department. Also, in Customer Services, we have Ashley Hays moving from her part-time position into a full-time position predominantly in the Pioneer Room. She is working on her MLIS with a specialization in archives.

We are also in the process of hiring two ESL tutors for our ESL program.

GOALS	OWNER	MILESTONES	May
CONNECT- bring people and groups together			
Provide programs for people with shared interests	Katouzian, Wood	In Progress	Escondido Writers Group, Knights Realm Chess Club
Provide programs for people out in the community- not just in the library	Katouzian, Wood	In Progress	Storytime @ SDCCM, Author Chats, Between the Covers Book Club
Provide programs where views and opinions can be shared	Katouzian, Wood	In Progress	Your Story. Write Now workshop ran May -June with 44 participants.
CONNECT- through marketing			
Raise public awareness through enhanced marketing plan	Bradds, Duperry	In Progress	Social Media marketing, planning for coordinated campaigns in fall 2022
CONNECT- through outreach			
Support education through partnership with local schools	Katouzian, Wood	In Progress	We have had two CSUSM professors reach out to verify that we will have Hoopla through the upcoming school year, so they could pick reading materials available to their students for free.
Support the arts through partnership with California Center for the Arts	Katouzian, Wood	In Progress	We are working with MAGEC to share our programs and stream through each other's social media to expand our audiences. We will also be doing this with the Escondido History Center.
Support community events through continued partnership with Escondido Arts and City of Escondido	Katouzian, Wood	In Progress	
CONNECT- through in library programming			
CONNECT- through economic development			
Support enrichment with expanded programs	Katouzian, Wood	In Progress	



Escondido Public Library

MEETING AGENDA
Library Board of Trustees
Thursday, July 14, 2022
*****Special Meeting*****
1:00 p.m.
City Council Chambers

Invite business community to provide and attend programs	Katouzian, Wood	In Progress	RLSL letters received and partners confirmed for 2022; focus groups for business leaders
Offer workforce readiness and development programs	Katouzian, Wood	In Progress	



INSPIRE			
INSPIRE- quiet study through inviting space			
Reconfigure first floor to support quiet tutoring and group and individual study	Bradds	In Progress	Strategic Plan Focus Groups touched on this and will brought the Infrastructure Grant to City Council in March to address some of this
INSPIRE- productivity through efficient space for meetings and business			
Enhance the business center with technology, books and electronic resources.	Katouzian	In Progress	This is part of monthly book ordering considerations
Provide quiet space for remote workers, small business and entrepreneurs	Bradds, Katouzian	In Progress	We are open to full capacity, allowing more people to return to the building for quiet space.
Install additional power outlets	Duperry	Complete	
INSPIRE- through excellent collection			
Increase investment in eBooks and eAudiobooks	Katouzian, Woods	Complete	
Provide career growth materials	Katouzian	In Progress	
Expand virtual library via improved website	Duperry	Complete	
Invite business community to provide and attend programs	Katouzian	In Progress	
Provide accredited online high school diploma program	Bradds, Wood	In Progress	
Analyze collection performance and weed as appropriate	Katouzian, Wood	Complete	Ongoing monthly weed/analysis schedule
INSPIRE- through support to school communities			
Offer programs that provide opportunities for students	Wood	In progress	
Provide books, publications and materials that support home school curricula	Wood	In Progress	
INSPIRE- new skills through basic emerging technology			
Support staff competency through training and tools to better assist patrons	Bradds, Guiles	In Progress	Five staff are working toward their MLIS
Support technology learning by offering open lab time	Duperry, Katouzian	In Progress	
Support access by providing ability to print from mobile devices	Bradds, Duperry	Completed	.
GROW- services for patrons of all educational and socioeconomic levels			
GROW- Services to nonusers			
Continue to provide access to government services	Katouzian, Wood	In Progress	
Provide programs to help immigrants acclimate	Wood	In Progress	Awarded the Innovation Lab grant that provides resources and programs to immigrant families- Maureen in Youth Services February 2022
Continue English language tutoring	Wood	In Progress	Addition of ESL classes to Literacy offerings in 2022



Continue to focus on materials in Spanish and other languages	Katouzian	In Progress	Spanish language collection spotlight in March eNews
GROW- services to low-income patrons			
Remove fees to check out DVDs and books on CD	Guiles, Schwab, Bradds, Duperry	Complete	
Provide early literacy programs at WIC Offices	Wood	On Hold	
GROW- services beyond EPL's neighborhood			
Provide library services outside downtown	Katouzian, Wood	In Progress	
Action Step/ Kaizen Events (Any action whose output is intended to be an improvement to the existing process)			
Provide quality storytimes, training and materials to children, parents and caregivers	Wood	In Progress	
Provide quality literacy and STEAM programs	Wood	In Progress	CSUSM STEM program for tweens
Teach how to find, evaluate and use information	Katouzian, Wood	In Progress	
Provide healthy learning and social opportunities for middle grade students	Wood	In Progress	Two tween book clubs offered (graphic novel and fiction), CSUSM STEM starting in March, TAB, Teentastic FunTime, Animanga, etc.
Provide engaging life skills programs for teens	Wood	In Progress	

Improvement Priority Title: Key Areas of Operational Quality Improvement

Core Objective: Sustain and improve quality library service to patrons through excellent patron service, outreach, collections, programs, marketing, technology and facilities.

Action Step / Kaizen Events (Any action whose output is intended to be an improvement)

Management Owners: Dara Bradds, Katy Duperry, Dan Wood, Azar Katouzian, Ron Guiles, Mirek Gorny, Virginia Bunnell, John Schwab, Carolyn Clemens Trustees

"Complete" = Action Step is Complete

"In Progress" = progress being made toward completion

"On-Target" = Action Step on-target

"Past Due" = Action Step is behind original plan. New date should be in "Planned Dates" field with original planned date reflected in Timeline fields (shading of cells). Provide descriptive remarks if appropriate. Ex. "delayed due to supplier problem", "quality defect causing delays", etc.

Core Objective: Sustain and improve quality library service to patrons through excellent patron service, outreach, collections, programs, marketing, technology and facilities.