



MEETING AGENDA
Library Board of Trustees
Special Meeting
Thursday, April 25, 2019
2:00 p.m.
City Council Chambers

CALL TO ORDER

Roll Call: President Ron Guiles, Trustee Elmer Cameron, Trustee Mirek Gorny, Trustee Carolyn Clemens, Trustee John Schwab

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 March 14, 2019.

CURRENT BUSINESS

2. Swearing in of newly appointed Trustees
3. Update on Volunteer Community Outreach Liaison
4. Strategic Plan Progress

OTHER REPORTS

Library Director's Report

ADJOURN



MEETING AGENDA
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UPCOMING MEETING SCHEDULE

Library Board of Trustees Meetings are scheduled the second Thursday of the month in the Library Board Room. Meetings begin at 2:00 PM.

<i>Day</i>	<i>Date</i>	<i>Time</i>	<i>Location</i>
Thursday	May 9, 2019	2:00 p.m.	City Council Chambers
Thursday	June 13, 2019	2:00 p.m.	City Council Chambers
Thursday	July 25, 2019	2:00 p.m.	City Council Chambers

ADDRESS THE LIBRARY BOARD OF TRUSTEES

Please complete a *Speaker Form* and hand it to the City Clerk. Submit the *Speaker's Form* prior to Oral Communications or the discussion of an agenda item, including items on the Consent Calendar. Comments are generally limited to 3 minutes. Note: Depending on the number of requests, comments may be reduced to less than 3 minutes per speaker.

Oral Communication: The public may address the Board of Trustees on any item which is not on the agenda during Oral Communications, provided the item is within the subject matter jurisdiction of the Library Board of Trustees. Speakers are limited to only one opportunity to address the Board under Oral Communications. State law prohibits the Library Board from discussing or taking action on such items, but the matter may be referred to the Library Director or scheduled on a subsequent agenda. 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.

Agenda Item: The public may address the Library Board of Trustees on any agenda item, including items on the consent calendar.

Handouts: Handouts for the Library Board of Trustees should be given to the City Clerk.

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



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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.

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 – Friday:	9:30 a.m. – 7:00 p.m.
Saturday:	9:30 a.m. – 6:00 p.m.
Sunday:	1 p.m. – 5 p.m.

**Escondido Public Library
Board of Trustees
Board Meeting Minutes
Thursday, March 14, 2019
2:00 p.m.**

CALL TO ORDER:

Members Present: President Ron Guiles, Trustee Elmer Cameron, Trustee Mirek Gorny, and Trustee Gary Knight

Members Absent: Secretary Mayra Salazar

LS&S Staff Present: Patricia Crosby – Library Director

City Staff Present: Joanna Axelrod – Director of Communications and Community Services, William Wolfe – Deputy City Manager, and Eva Heter – Assistant City Clerk

ORAL COMMUNICATIONS - None

APPROVAL OF MINUTES:

Agenda Item 1. Approval of Minutes from the Library Board of Trustees Meeting on February 14, 2019.

Motion by Trustee Knight, seconded by Trustee Cameron to approve the February 14, 2019, minutes as presented. Motion passed unanimously.

Motion approved: 4-0-1 (Salazar – Absent)

CURRENT BUSINESS:

Agenda Item 2. Update on City's Safety Initiatives

William Wolfe, Deputy City Manager provided an update on the City's efforts around homelessness and library security. Staff recommended that the information be received by the Library Board of Trustees, no motion necessary.

NO ACTION NECESSARY ON THIS ITEM

Agenda Item 3. Request to change April, July and October 2019 meeting dates

Motion by Trustee Gorny, seconded by Trustee Knight to approve changing the meeting dates from April 11 to April 25, July 11 to July 25, and October 10 to October 17, 2019. Motion passed unanimously.

**Escondido Public Library
Board of Trustees
Board Meeting Minutes
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Motion approved: 4-0-1 (Salazar – Absent)

Agenda Item 4. Revise By-Laws to reflect meeting location change

Motion by Trustee Knight, seconded by Trustee Cameron to approve a revision to the Trustees By-Laws to reflect the change of Board meeting location from the Library Board Room to the City Council Chambers located at 201 N. Broadway, Escondido, CA. Motion passed unanimously.

Motion approved: 4-0-1 (Salazar – Absent)

Agenda Item 5. Update on Volunteer Community Outreach Liaison

Trustee Cameron gave an update on the progress that has been made in recruiting a volunteer to fill the role of Community Outreach Liaison.

NO ACTION NECESSARY ON THIS ITEM.

Agenda Item 6. Board's Strategic Plan Priorities

Patricia Crosby, Library Director requested that the Board provide direction, determining the Board's Strategic Plan Priorities on which the Library Director will focus attention.

Patricia Borchmann, Resident thanked the Board for approving the location change, relocating the Board Meetings to City Hall, and thanked Deputy City Manager William Wolfe for his effort to mitigate the security and safety issues at the Library. She requested that the project detail sheet, presented at the February 14, 2019, meeting be revised to reflect a more accurate timeframe and/or completion date.

Motion by Trustee Knight, seconded by Trustee Gorny to approve the Library Director to focus attention on Marketing, Security & Safety, Program Development and Outreach, Literacy, and Hispanic Outreach, and to be revisited in six months for progress review. Motion passed unanimously.

Motion approved: 4-0-1 (Salazar – Absent)

**Escondido Public Library
Board of Trustees
Board Meeting Minutes
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2:00 p.m.**

OTHER REPORTS:

Director's Report:

- Staffing Update: Approximately fifty applications have been received for the LA One – Library Page job advertisement. The posting will close on March 15, 2019, due to the number of applications received.
- Two Open Board Positions: Fourteen applications have been received for the two positions, applicant interviews will be conducted by the Mayor and Councilmembers on March 27, 2019, in the Mitchell Room at a public meeting. Once the Mayor has selected his appointment, he will present his appointment to the City Council for approval on April 10, 2019. Once appointed, the new Board Members will be sworn in at the April 25, 2019, Library Board of Trustees Meeting.
- Integrated Library System (ILS): The ILS Contract is expiring and will be replaced by Polaris, which will provide multiple benefits to staff for tracking patron and materials information, invoices, and ordering. LS&S and Polaris staff will be available to train Library staff on the new system.

Items Which Have Been Requested for Next Month's Agenda - None

Next Meeting: The next meeting is on Thursday, April 25, 2019 at 2:00 p.m.

ADJOURNMENT: Motion by Trustee Gorny, seconded by Trustee Cameron to adjourn the meeting at 3:09 p.m. Motion passed unanimously.

Motion approved: 4/0/1 (Salazar – Absent)

Ron Guiles, President, Library Board of Trustees

Eva Heter, Assistant City Clerk



LIBRARY BOARD OF TRUSTEES

Agenda Item No. 2

Date: April 25, 2019

TO: Library Board of Trustees

FROM: Ron Guiles, President, Library Board of Trustees

SUBJECT: Swearing in of newly Appointed Trustees

Recommendation:

Receive Information

Background:

City Clerk's office will swear in two newly appointed Trustees



LIBRARY BOARD OF TRUSTEES

Agenda Item No. 3

Date: April 25, 2019

TO: Library Board of Trustees
FROM: Elmer Cameron, Trustee
SUBJECT: Update on Volunteer Community Outreach Liaison

Recommendation:

Receive Information

Background:

Trustee Cameron will give an update on the progress that has been made in recruiting a volunteer to fill the role of Community Outreach Liaison.



LIBRARY BOARD OF TRUSTEES

Agenda Item No. 4

Date: April 25, 2019

TO: Library Board of Trustees
FROM: Patricia Crosby, Library Director
SUBJECT: Strategic Plan Update

Recommendation:

Receive Information

Background:

Director Crosby will give an update on the Strategic Plan per the Board's stated priorities.



LIBRARY BOARD OF TRUSTEES

Strategic Plan Update Library Board of Trustees Identified Priorities as of April 2019 Connect, Inspire, Grow

Goal (s): Connect Through Marketing; Connect Through Outreach; Connect Through in-Library Programming

Priority: Marketing

- 2018 Annual Report completed and submitted to City March 2019
- Updating Google, Yelp & Wikipedia information
- Refining revised Marketing plan for projected Autumn 2019 roll-out

Priority: Program Development & Outreach

- Pronunciator database: staff evaluated demand for language learning books, need for new learning system became apparent. Pronunciator is available on the escondidolibrary.org website and simulates an online learning environment. Students' progress is tracked on their profile and classes are tailored to the student's needs. This database is free, with just a library card needed to access it.
- * See Youth Services Programming and Outreach March and April 2019 hand-out

Goal (s): Connect Through Outreach, Grow services to non-users

Priority: Hispanic Outreach

- Rincon Literario bookclub increased to 6 active members/improvement from 0-2 from previous program manager. Increase attributed to new staff coordinator, Christopher Calderon asking members what they wanted in their book club and making immediate changes to fit their needs. For example: member based nomination and voting system that ensures members are reading title that are interesting to them and structured meeting to be more conversational, enabling members to practice their second language whether that be English or Spanish. CROSS-GOAL: Literacy.
- Spanish Graphic Novel Section: new in April: section in Adult Graphic Novels specifically in Spanish; will grow collection as demand dictates
- Redesigned Spanish Section: de-selected outdated materials, adding contemporary titles, "New Spanish" display added and prominently placed; resulted in increased checkouts, adjusting the collection based on input we solicit from community

Goal (s): Support Communication by continuing English language tutoring; Grow services to non-users

Priority: Literacy

March 2019 Literacy Statistics

Learners: 88

Volunteers: 53

Programming: 1, Scrabble-Thon: 75 people, raised almost \$4,000

Tutor/Instructional Hours: 477

Total Volunteer Hours: 711

- Spring 2019 classes winding down; gearing up for Summer 2019 classes and Adult and Family Literacy Summer Reading Challenge
- Learner Recognition Dinner: May 16, 2019 from 6-8 p.m. at the PACC (Park Avenue Community Center). The Honorable Mayor Paul McNamara will be the Key Note Speaker.
- Families for Literacy parents and children will be visiting the San Elijo Lagoon in Bloom on April 28, 2019

Priority: Safety & Security

- City Park Rangers hired as security for Library
- Announced at April 10 City Council Meeting; City is hiring and training
- 2 Rangers, for total of hours 48 hours
- Staff continuing to take CPR/First Aid Training through City of Escondido
- Monthly safety & security webinars sent out as part of on-going training

***Goal (s): Connect Through Marketing; Connect Through Outreach; Connect Through in-Library**

Programming

Priority: Development and Outreach

***Youth Services Programming and Outreach March & April 2019**

Completed and Ongoing programming and Outreach

This is in addition to regularly scheduled programs conducted.

Outreach Events Completed: 11 events and 780 attendances (people encountered to share/promote our library and our services)

March 1 – Conway Elementary Read Across America Family Night- 6-7PM- **80 in Attendance**

March 13- SDCDM STEM Night- 3-5PM- **35 in Attendance**

March 15- 3rd Graders Lunch and Learn -11:30-12:30 PM at Reidy Creek- **75 in Attendance**



LIBRARY BOARD OF TRUSTEES

March 21- COMPOST program with City Staff- 3:30-4:30 PM- **40 in Attendance**

March 22- 3rd Graders Lunch and Learn- 11-12:30 PM- at Glen View Elementary- **60 in Attendance**

March 28- Del Dios Head Start Family Night- 5:30-7:00 PM- **15 in Attendance**

March 29- 3rd Graders Lunch and Learn- 11:30-12:30 PM- **60 in Attendance**

April 3- Family Literacy Night 5:30-7:00 PM- Felicita Elementary School- **60 in Attendance**

April 6- SDCDM Super Why- 10-12 PM- **250 in Attendance**

April 11-Family Literacy Night- 6-7:30 PM Orange Glen Elementary-**60 attendance** (See photo)

April 12- 4th Graders Lunch and Learn 11:20-12:20 PM - Glen View Elementary -**45 in Attendance**

Upcoming Outreach Events:

April 25- Dia de los Niño's- Day of the Children Book Festival- 3:30-4:30 PM

April 26 -4th Graders Lunch and Learn 12-1 PM at Rock Springs Elementary

April 27- YMCA Family Health Fair- ALL DAY

April 28- San Elijo Lagoon in Bloom- Spring Festival for entire county- three local schools have been invited and transportation is made available for them to attend.



In May, we have 14 class tours, 1 parent outreach, 1 Head Start family event, and 1 big library event so far scheduled for our community.

We are also excited to promote our Annual Summer Reading Challenge opportunities for the entire family this coming June!

DIRECTOR'S REPORT

MONTHLY STATISTICAL COMPARISON REPORT 2018-2019

CIRCULATION		March 2019	February 2019	January 2019	March 2018	February 2018	January 2018
By Format:	Print	25,783	23,035	25,483	27,797	22,498	25,560
	Media	8,555	8,175	8,663	9,437	7,472	9,197
	Electronic Devices (Equipment)	245	197	169	113	130	198
	Museum Passes	80	55	98	96	79	75
	eBooks & eAudiobooks	3,339	3,251	3,480	2,281	1,140	2,605
	eMagazines	666	628	670	255	258	304
	Total Circulation	38,668	35,341	38,563	39,979	31,577	37,939
	Holds Filled	2,167	2,122	2,131	2,943	2,414	2,863
SELF CHECKOUT CIRCULATION:	# Patrons Served	3,553	3,217	3,371	1,309	(Self checks gone)	(Self checks gone)
	# Items Circulated	19,037	17,121	18,675	6,557	(Self checks gone)	(Self checks gone)
	Percent of Total Circulation	49.23%	48.45%	48.43%	17.6%	(Self checks gone)	(Self checks gone)
PATRONS:	Total Patrons	67,080	66,406	65,837	62,737	62,985	62,515
	Total Active Patrons	33,520	30,125	26,417	23,236	21,740	22,604
	Percent Active	50.0%	45.4%	40.1%	37.0%	34.5%	36.2%
PC USE:	Chromebook Sessions	245	197	166	113	129	193
	Total PC users (adult, incl. parents)	3,854	3,692	3,964	4,185	3,623	3,883
	Total PC users (teens)	125	176	119	164	150	138
	Total PC users (kids)	407	323	265	610	532	561
	Total Wireless Sessions	14,604	13,205	14,354	12,412	10,049	11,426
PROGRAMS:	Total Programs	50	41	37	35	32	27
	Total Program Attendance	1,592	1,264	1,416	1,074	869	596
	Total Outreach/Tours	11	5	1	4	3	0
	Total Outreach/Tour Attendance	521	180	15	244	143	0
REFERENCE QUESTIONS:		8,922	7,101	7,158	7,586	6,613	7,490
VISITS:	Total Door Count	33,471	30,200	30,800	31,025	27,202	29,383
	Total Door Count: Daily Avg.	1,080	1,119	1,062	1,001	1,183	1,175
VIRTUAL:	Website and Catalog Sessions	26,082	23,847	25,817	25,967	22,972	25,792
VOLUNTEERS:	Total Volunteers	218	221	216	205	202	199
	Total Volunteer Hours	2,849	2,587	2,515	2,511	2,271	2,389