

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 September 8, 2022.

CURRENT BUSINESS

2. Customer Service Update
3. Clean-up of library trust categories
4. Strategic Plan Goals Section 2: Embrace Emerging Services

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	November 10, 2022	2:00 p.m.	City Council Chambers
Thursday	December 8, 2022	2:00 p.m.	City Council Chambers
Thursday	January 12, 2023	2:00 p.m.	City Council Chambers

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/>



SEPTEMBER 8, 2022 MEETING MINUTES

CALL TO ORDER: 2:00 p.m.

Trustees Present: President Carolyn Clemens, Trustee Mirek Gorny, Trustee John Schwab, Secretary Virginia Bunnell

Trustees Absent: Trustee Ron Giles

LS&S Staff Present: Dara Bradds; Katy Duperry, Assistant Library Director; Nicholas Ivins, Marketing Director, Maureen Hogan, Children's Librarian

City Staff Present: Sarah Jimenez, Deputy City Clerk

ORAL COMMUNICATIONS

None.

APPROVAL OF MINUTES

1. Approval of Minutes from the Library Board of Trustees Meeting on August 11, 2022

Motion: Schwab

Second: Bunnell

Approved: 4-0 (Guiles – Absent)

CURRENT BUSINESS

2. Youth Services/Literacy Update

Maureen Hogan, Children's Librarian, presented an overview on new programs and upcoming events such as "Around the World in Many Ways."

3. Clean up of library trust categories

This item will be postponed for next meeting.

4. Review of table measuring Strategic Plan Goals

Dara Bradds, Library Director presented a Strategic Plan Review and timeline.

5. Mayor and City Council request a report brief presentation

Motion to select the November 16, 2022 Council Meeting, where Library will be presenting: Clemens

Second: Gorny

Approved: 4-0 (Guiles – Absent)



Escondido Public Library

MEETING AGENDA
Library Board of Trustees
Thursday, October 13, 2022
*****Special Meeting*****
1:00 p.m.
City Council Chambers

OTHER REPORTS

Statistics Report

Library Director's Report

Trustee Library Use Report

The

ADJOURNMENT

President Clemens adjourned the meeting at 2:47 p.m.

PRESIDENT

CITY CLERK

Agenda Item No.2

Date: October 13, 2022

TO: Library Board of Trustees
FROM: Aspen Hill
SUBJECT: Customer Service Update

Recommendation:

Receive information.

Background:

Library Operations Manager, Aspen Hill, will give an overview of the library's customer service department, events, and planning.

Agenda Item No. 3

Date: October 13, 2022

TO: Library Board of Trustees
FROM: John Schwab, Trustee
SUBJECT: Clean-up of library trust categories

Recommendation:

Receive information

Background:

After the review of line-item restrictions in the August meeting, trustees asked that we combine line items after seeking approval from the Friends of the Library.

City of Escondido					
Library Trust					
Fund 004					
FY 2021-22 through June 30, 2022					
Account #	Account Description		Amount		Description of Activity
General Library Trust					
3050	Beginning Fund Balance, 07/01/2021		\$ 419,511.44		<i>*Closed out designated funds for Literacy and Pioneer Room to F</i>
	Revenues, 07/01/2021 - 06/30/2022				
4601	Library Trust Dividends		2,865.99		Signal Hill Petroleum & JP Oil Dividends
4609	Investment Earnings		954.41		City Investment Pool allocated based on the cash balance in the Library Trust Fund.
4621	Library Sales		122.00		Sale of Headphones, Library Tote Bag, and USB Flash Drive
4990	Other Revenue		18,515.84		Reimbursements from CENIC grant
	Total Revenues		\$ 22,458.24		
	FY 2021/22 Budgeted Expenditures	Beginning Budget	Actual Expenditures	Remaining Budget	
400501	Neihoff Donation	36,493.00	-	36,493.00	
400509	Library Trust Special Projects	7,197.67	-	7,197.67	
400819	Library Technology	38,788.64	7,020.24	31,768.40	
400839	Literacy Projects	11,644.27	-	11,644.27	
408201	Pioneer Room	30,975.00	-	30,975.00	
409201	Youth Services-Library	25,000.00	-	25,000.00	
409501	Library Books-Supplemental	15,525.69	-	15,525.69	
	Total Expenditures	\$ 165,624.27	\$ 7,020.24	\$ 158,604.03	<i>*This is the remaining balance of budgeted projects.</i>
	Ending Fund Balance, 06/30/2022		434,949.44		This balance includes actual expenditures.
	Remaining Project Budgets*		(158,604.03)		
	Available Fund Balance for Future Projects, 06/30/2022		\$ 276,345.41		This balance includes budgeted expenditures.

Agenda Item No.4

Date: October 13, 2022

TO: Library Board of Trustees
FROM: Dara Bradds, Library Director
SUBJECT: Strategic Plan Goals Section 2: Embrace Emerging Services

Recommendation:

Provide direction

Background:

Update the Library Board of Trustees on the status of emerging services outlined by the Strategic Plan.

2) EMBRACE EMERGING SERVICES

Goal Statement: EPL provides experiences that reveal the Library is more than a place for books and is the center for lifelong learning in Escondido.

Strategy	Objective	Timeline	Status
Educate residents about modern library services.	Create understanding among residents that libraries are places to connect with the community, access exciting new technology, have fun, and enrich lives by leveraging social media and newsletter once a month.	FY 2023–2027	Each month we send our two eNewsletters and post programs, services, and events on our Social Media.
	Reach out to new community members by sending welcome newsletter. Gather email addresses during participation at four community events per year.	FY 2023–2027	
Raise awareness of EPL services.	Leverage analytical data and strategic marketing channels to best reach users and nonusers with information about services. Identify three patron segmentation groups and launch a communication campaign.	FY 2024–2027	LS&S Marketing Committee is reviewing demographic user groups to how to better target them for sharing information.
Encourage reading.	Adjust collection budget to meet specific community needs (bestsellers, eBooks) and shorten wait times by leveraging LibraryIQ analytics data.	FY 2023–2027	Ongoing as part of our collection development
	Celebrate reading throughout the year by offering one reading challenge in addition to Summer Reading.	FY 2023–2027	This was just completed in August. Planning will start gain in late winter for SRC 2023.
	Provide personalized service by creating reading suggestion lists (available by request on website).	FY 2024–2027	Adult Services is working on this and will webpage by winter.
	Improve offerings to Spanish speakers by reviewing Spanish language physical collection performance and making adjustments quarterly.	FY 2023–2027	Ongoing as part of our collection development
Support early literacy and education.	Support parents as child’s first teachers by offering three parent education programs.	FY 2024–2027	Part of Family Literacy’s ongoing mission is to educate parents on what is included as part of literacy learning for children, so it can be practiced at home.

	Help prepare children for kindergarten by leveraging the 1000 Books Before Kindergarten program. Increase participation each year of plan.	FY 2025–2027	1000 Books before Kindergarten currently has 699 registered participants.
Introduce innovative	Increase availability of technology to boost digital literacy and bridge the digital divide. Identify and supply four technology/communication platforms.	FY 2025–2027	
	Support adults and teens by providing four life skills programs (financial literacy, sewing and mending, etc.), affordable living classes (coupons, etc) annually.	FY 2025–2027	
Provide access to new and existing technology	Support tech adoption by providing one-on-one tech instruction two days each month, including help on how to download and stream content to personal devices.	FY 2026–2027	
	Support equity by providing laptops and Wi-Fi hotspots for circulation beyond Library buildings. Plan for some loss in annual budget, as would happen for print collection.	FY 2026–2027	
Offer services beyond Library walls.	Increase impact by taking reading programs out into the community. Partner with one educational institution per year in order to promote reading in a meaningful and measurable way.	FY 2024–2027	
	Leverage efficiency by partnering with City Parks and Recreation to participate in four events.	FY 2023–2027	Partnering with the Recreation Department for marketing at Grand Ave. Festival.
	Provide pickup of materials throughout the community to reduce travel distance for patrons. Pickup lockers can be located at parks and recreation sites, fire stations, etc. (Pending funding availability.)	FY 2024–2027	



Monthly Library Board of Trustees Statistics		July 2022	June 2022	May 2022
CIRCULATION:	Physical Materials (Books, media, museum passes, laptops)	43,138	39,979	35,476
	eMaterial (includes eBooks and eAudiobooks- OverDrive, CloudLibrary, Biblioboard, eMagazines (Flipster), and Hoopla digital media.	6,923	6,976	6,971
	Total Circulation	50,061	46,955	42,447
	Holds Satisfied	2,383	2,529	2,163
INTER-LIBRARY LOANS:	ILLs Checked Out	1	1	19
POPULATION & BORROWERS:	Total Registered Borrowers	77,100	76,532	75,900
REFERENCE QUESTIONS:	Total Reference Transactions	6,032	8,055	6,393
LIBRARY SERVICES:	Public Service Hours	249	262	251
	Library Visits	19,336	22,136	17,603
ELECTRONIC SERVICES:	Users of Public Internet Computers	2,025	2,180	1,930
	Wireless Sessions	25,659	26,719	26,089
	Number of Website Visits (website+catalog)	19,492	19,590	16,381
VOLUNTEERS:	Total Volunteers	152	146	125
	Total Volunteer Hours	1,767	1,708	1,473
PROGRAMS:	# of live, in-person programs	42	36	41
	Live, in-person attendance	1876	1510	1554
	# of live, virtual programs	7	0	0
	Live, virtual program attendance	27	0	0
	# of pre-recorded programs	7	0	0
	# of views of recorded program content	15	0	0
	# of live, off site programs (outreach)	1	1	1
	Live, off site program (outreach) attendance	44	38	52
	# of take home kits given out	184	144	80

Director's Report

In July the Adult Services Department hosted 12 programs with a total of 249 participants. The Succulent Swap brought 96 people in and the 2nd Saturday Concert had 61 people in attendance. We had 56 teens participate in seven teen programs that included: Gameology, Anime Your Way, Miyazaki Marathon (3 Part Series), Sanrio Pompoms, Teen Book Swap, and Summer Camp Out. Our Youth Services hosted 15 library programs with a total of 587 in attendance. They also did outreach at an event with 44 people. The program highlights in July for Children's programming included Traveling Tidepools (210), Dry Clay Craft (106), Upcycling Craft (66), Wild Wonders (157), and Marc Griffith (92).

In August Youth Services took a little rest by not hosting special programs after a very busy Summer Reading Challenge. We did maintain our regular storytimes, and have been busy visiting schools to remind students about library services as they get ready to take on homework, reports, and special projects.