



MEETING AGENDA
Library Board of Trustees
Thursday May 09, 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 April 25, 2019.

CURRENT BUSINESS

2. Elect Board of Trustees Officers
3. Introduction of Library Director Candidate
4. All Staff Day, Friday September 13, 2019
5. Request to change June meeting date to special meeting date
6. Strategic Plan Progress

OTHER REPORTS

Library Director's Report

ADJOURN



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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	June 13, 2019	2:00 p.m.	City Council Chambers
Thursday	July 25, 2019	2:00 p.m.	City Council Chambers
Thursday	August 8, 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, Special Meeting
Thursday, April 25, 2019
2:00 p.m.**

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

SWEARING-IN OF NEW TRUSTEES

Trustee Clemens and Trustee Schwab were sworn-in by City Clerk Zack Beck.

Members Present: President Ron Guiles, Trustee Elmer Cameron, Trustee Mirek Gorny, Trustee Carolyn Clemens, and Trustee John Schwab

LS&S Staff Present: Patricia Crosby, Library Director, Barbara Howison, Regional Director

City Staff Present: Joanna Axelrod, Director of Communications and Community Services; William Wolfe, Deputy City Manager; and Zack Beck, City Clerk

ORAL COMMUNICATIONS

None

APPROVAL OF MINUTES

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

Moved by Trustee Gorny and seconded by Trustee Clemens to approve the March 14, 2019 minutes as presented.

Motion approved 5-0

CURRENT BUSINESS

Agenda Item 2. Swearing-in of New Trustees

Item moved by President Guiles to the beginning of the meeting.

Agenda Item 3. Update on Community Outreach Liaison

Trustee Cameron provided an update regarding the community outreach liaison.

NO ACTION NECESSARY ON THIS ITEM.

**Escondido Public Library
Board of Trustees
Board Meeting Minutes, Special Meeting
Thursday, April 25, 2019
2:00 p.m.**

Agenda Item 4. Strategic Plan Progress

Patricia Crosby, Library Director, delivered an update regarding the Strategic Plan.

NO ACTION NECESSARY ON THIS ITEM.

OTHER REPORTS

Director's Report:

- Library Director informed the Board of Trustees that the Literacy Learner Recognition Dinner will take place on May 16, 2019. The new Library Associate will begin on May 6, 2019 and the Librarian II (Senior Librarian) for Adult Services position is currently open.

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

Next Meeting: The next meeting is on Thursday, May 9, 2019 at 2:00 p.m. in the Escondido City Council Chambers.

ADJOURNMENT: Moved by Trustee Clemens and seconded by Trustee Gorny to adjourn the meeting at 2:49 p.m.

Motion approved 5-0

Ron Guiles, President, Library Board of Trustees

Zack Beck, City Clerk



LIBRARY BOARD OF TRUSTEES

Agenda Item No. 2

Date: May 9, 2019

TO: Library Board of Trustees

FROM: Ron Guiles, President, Library Board of Trustees

SUBJECT: Elect Board of Trustees Officers

Recommendation:

Nominate and vote

Background:

As per the Board of Trustees By-laws, Section 4.5: "The Board shall elect one of its number President and one as Secretary, who shall serve for one year and until their successors are elected. Election of the two officers shall take place at the May meeting." Descriptions of each position are detailed in Section 4.5.1: Duties of the President and Secretary "The President shall preside at meetings and may appoint members to special committees. The Secretary shall certify Board minutes and shall preside at meetings in absence of the President."



LIBRARY BOARD OF TRUSTEES

Agenda Item No. 3

Date: May 9, 2019

TO: Library Board of Trustees

FROM: Patricia Crosby, Library Director

SUBJECT: Introduction of Library Director Candidate

Recommendation:

Receive information

Background:

LS&S Regional Director Barbara Howison will introduce to the Board the candidate for the position of new Library Director.



LIBRARY BOARD OF TRUSTEES

Agenda Item No. 4

Date: May 9, 2019

TO: Library Board of Trustees

FROM: Patricia Crosby, Library Director

SUBJECT: All Staff Day, Friday September 13, 2019

Recommendation:

Receive information and vote

Background:

Friday September 13, 2019 is All Staff Day for Zone 1 (Escondido, Riverside County, Moreno Valley and Upland) LS&S libraries in California. This is an all-day staff training and development opportunity held in Jurupa Valley, California. The Escondido Public Library would need to be closed to the public this day to allow staff to attend this event.



LIBRARY BOARD OF TRUSTEES

Agenda Item No. 5

Date: May 9, 2019

TO: Library Board of Trustees

FROM: Ron Guiles, President, Library Board of Trustees

SUBJECT: Request to change June meeting date to special meeting date

Recommendation:

Review and approve change

Background:

A request was made to change the June 13 meeting to date to June 20.



LIBRARY BOARD OF TRUSTEES

Agenda Item No. 6

Date: May 9, 2019

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

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 May 2019 Connect, Inspire, Grow

Goal (s): CONNECT through Marketing; Connect Through Outreach; CONNECT through in-Library Programming; INSPIRE through support to school communities

Priority: Marketing

- Creating new logo for Read Local, Shop Local
- Summer Reading Challenge: Read, Act, Play June 8-July 27
- Escondido Community Child Development Center- Healthy Family Night: Library card sign up at the event

Priority: Program Development & Outreach

- Host Toastmasters club, Fall/Winter programming: helps people practice speech skill and builds confidence needed to communicate; cross-promotional with Literacy and Hispanic Outreach
- Added new partner to Read Local, Shop Local: Gaming on Grand: 20% off on any one item on your first visit to the store
- Succulent Swap Program, Sun April 28- **68 in attendance**

Youth Services: **9 events with a total of 1,103 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**

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

April 25- Dia de los Niño's- Day of the Children Book Festival- 3:30-4:30 PM- **85 in Attendance**

April 26 -4th Graders Lunch and Learn 12-1 PM at Rock Springs Elementary- **87 in Attendance**

April 27- YMCA Family Health Fair- ALL DAY EVENT – **195 in Attendance**

April 27- California Center of Arts Children's Choral - **96 in Attendance**

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. - **225 in Attendance**

Upcoming Events:

- May 1- Central 2 classes First Graders - 9 AM/ 10:30 AM
- May 2- Juniper -1 class- Second Grade 9 AM
- May 2 - Escondido Community Child Development Center- Healthy Family Night- 5:30-7:00 PM
- May 4- Star Wars and Comic Book day- 1:00-4:00 PM
- May 6- Orange Glen- 2 classes Kindergartners 9AM/ 10 AM
- May 7- Central Parent Tour- 15-20 parents (Bilingual)8:30 AM
- May 8 - Central 2 classes First Graders 9 AM/ 10:30 AM
- May 9- Juniper 2 classes Second Graders 9 AM/ 10 AM
- May 10- Lunch and Learn- Reidy Creek Elementary 2nd graders 11:30-1:00PM
- May 14- Juniper 2 classes- 9 AM/ 10 AM
- May 15- Juniper- 2 classes 9 AM/ 10 AM
- May 16- Juniper 2 classes- 9 AM/ 10 AM
- May 18- Katy /Gabe to Del Lago Academy 8:30-1:30 PM
- May 19- Grand Ave Festival- 8:00-5:00 PM
- May 24- Lunch and Learn at Juniper Elementary 2nd graders 11:30-1:30 PM
- May 31- Lunch and Learn at Rock Springs Elementary 2nd graders 1:15-1:15PM

Goal (s): CONNECT through Outreach, GROW services to non-users

Priority: Hispanic Outreach

- Reach out to Spanish speakers to join the Comic con book club. Staff who attended panels at Wonder Con heard many artist and authors speak about how comics helped them learn English. The platform (comics) lends itself to visual interpretation, aiding the reader to lean meaning they would otherwise be blind to staring just at words. Intersects with Literacy and Adult Services.

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

Priority: Literacy

- Classes: Spring break was the week of April 15- last day of classes, May 9.

- Learner Recognition Dinner: May 16, 2019 Park Avenue Community Center
- Outreach: Lagoon in Bloom, April 28
Gave out over 100 books to the children who attended, mostly from Escondido. Children and their parents from three Escondido Elementary schools were transported by the San Elijo Lagoon Conservancy.
- Planning: Learner Recognition, Summer Classes, Summer Reading Challenge,
- New equipment: 4 new laptops are on the way

Goal (s): GROW – services for patrons of all educational and socioeconomic levels: Address homeless patron concerns to support a comfortable library experience for all.

Priority: Safety & Security

- City Park Rangers hired as security for Library
- Started May 01, 2019
- 2 Rangers, for total of hours 48 hours
- Enforcing bag size and amount limits

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

Library Board of Trustees: As we discussed at the February 14 Board Meeting, new statistical gathering practices were deployed in March to ensure accuracy. This means that moving forward, you will receive the statistics two months behind- so you will get April's statistics in June. The statistics above are the same that were submitted in the April packet.- Katy Duperry 4/30/19.