

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 August 11, 2022.

CURRENT BUSINESS

2. Youth Services/Literacy Update
3. Clean up of library trust categories
4. Review of table measuring Strategic Plan Goals
5. Mayor and City Council request a report brief presentation

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	October 13, 2022	1:00 p.m.*	City Council Chambers *Special Meeting*
Thursday	November 10, 2022	2:00 p.m.	City Council Chambers
Thursday	December 8, 2022	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/>

AUGUST 11, 2022 MEETING MINUTES

CALL TO ORDER: 2:00 p.m.

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

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

City Staff Present: Zack Beck, City Clerk; Joanna Axelrod, Deputy City Manager/Director of Community Services and Communications; Michelle Collett, Finance

ORAL COMMUNICATIONS

None.

APPROVAL OF MINUTES

1. Approval of Minutes from the Library Board of Trustees Meeting on July 14, 2022

Motion to approve the July 14, 2022 Minutes with the correction of listing Virginia Bunnell as Secretary instead of John Schwab as Secretary: Guiles

Second: Schwab

Approved: 5-0

CURRENT BUSINESS

2. Library Marketing

Nicholas Ivins presented an overview of marketing at the Library.

3. Library Trust Q4 Update and Timeline for Review

Michelle Collett presented a Q4 Update and Timeline.

4. Strategic Plan Review/Tracking

Dara Bradds presented a Strategic Plan Review.

5. Collection Development Update/Review

Katy Duperry presented an update on the Collection Development Policy.

Motion to adopt the Collection Development Policy: Guiles

Second: Schwab

Approved: 5-0

OTHER REPORTS

Statistics Report

Library Director's Report

Trustee Library Use Report

ADJOURNMENT

President Clemens adjourned the meeting at 3:15 p.m.

PRESIDENT

CITY CLERK

Agenda Item No.2
Date: September 8, 2022

TO: Library Board of Trustees
FROM: Dan Wood
SUBJECT: Youth Services and Literacy Update

Recommendation:

Receive information.

Background:

Principal Librarian, Dan Wood will give an overview of the library's youth services and literacy programs, event, and planning.



Agenda Item No. 3

Date: September 8, 2022

TO: Library Board of Trustees
FROM: Dara Bradds, Library Director
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 itemize a review of categories in the September meeting.

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: September 8, 2022

TO: Library Board of Trustees
FROM: Dara Bradds, Library Director
SUBJECT: Strategic Plan Review/Tracking

Recommendation:

Review Strategic Plan prior to the Board meeting; bring questions and comments ready to discuss.
Make recommendations for measuring goal achievement in monthly Board agenda packets.

Background:

The library completed its five-year strategic plan that the trustees will review and make suggestions for implementing and measuring the completion goals.

1) COMMUNITY HUB/CULTURAL CONNECTOR

Goal Statement: EPL will provide experiences that bring the community together, embrace the diversity of a dynamic and growing community, and be a hub for local information.

Strategy	Objective	Timeline	Status
Leverage partnerships for visibility.	Create mutual value by supporting goals of four partner organizations while marketing EPL on partner websites and social media.	FY 2023–2027	
	Increase EPL visibility by Library staff presenting at community events (city council meetings, local community service organizations, etc.) four times annually.	FY 2023–2027	
	Build new partnerships by reaching out to one new community focused organization quarterly and inviting them to offer programs in the Library	FY 2024–2027	
Act as a local information hub	Position Library and website as center for community	FY 2024–2027	
Embrace diverse cultures.	Expand multicultural marketing efforts by researching most effective channels for specific communities and execute three campaigns annually.	FY 2023–2027	
	Showcase Escondido diversity across age, gender, culture, race, orientation, or ethnicity by offering timely and relevant cultural events, resources and services. Offer one cultural celebration each year.	FY 2023–2027	

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	
	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	
Encourage reading.	Adjust collection budget to meet specific community needs (bestsellers, eBooks) and shorten wait times by leveraging LibraryIQ analytics data.	FY 2023–2027	
	Celebrate reading throughout the year by offering one reading challenge in addition to Summer Reading.	FY 2023–2027	
	Provide personalized service by creating reading suggestion lists (available by request on website).	FY 2024–2027	
	Improve offerings to Spanish speakers by reviewing Spanish language physical collection performance and making adjustments quarterly.	FY 2023–2027	
Support early literacy and education.	Support parents as child’s first teachers by offering three parent education programs.	FY 2024–2027	
	Help prepare children for kindergarten by leveraging the 1000 Books Before Kindergarten program. Increase participation each year of plan.	FY 2025–2027	
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 (couponing, 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	



	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	
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3) SUPPORT ESCONDIDO ECONOMY

Goal Statement: EPL offers materials, technology, programs, and spaces to support local businesses and for residents to learn, connect and have fun.

Strategy	Objective	Timeline	Status
Support employment.	Bring job seekers and employers together by hosting or co-hosting one job fair.	FY 2023–2027	
Enhance technology training and access.	Increase patron online safety by offering three social media safety and best practices classes.	FY 2024–2027	
Modify the current facility. (Objectives in this category depend on infrastructure grant or other capital funding.)	Increase digital equity by offering two quiet, private spaces for technology use or study.	FY 2024–2027	
	Improve amenities by offering a high quality coffee bar with snacks. Release an RFP for private operation with contractual obligations for hours of operation and products.	FY 2025–2027	
	Attract new users by providing space for maker equipment and/or a library of things.	FY 2026–2027	
	Engage elementary and middle grade students by offering a STEAM area for coding, robotics, etc.	FY 2026–2027	
	Create more welcoming spaces by making one improvement to the facility annually as funding permits.	FY 2024–2027	
Provide off site services.	Investigate collaboration with business by considering pop-up services in local retail and government spaces. Identify one space for a pilot project.	FY 2025–2027	

4) RESILIENCE

Goal Statement: EPL will make the best use of resources by operating efficiently and will be a good neighbor and community member.

Strategy	Objective	Timeline	Status
Reduce waste.	Review and suggest best practices by scheduling two meetings per year with the City Recycling Division to review and suggest best practices.	FY 2024–2027	
	Continue to ensure proper disposal by verifying reuse and recycling of materials that have been withdrawn from the collection and technology that has reached end of life.	FY 2024–2027	
	Educate residents about responsible consumption by partnering with the City Recycling Division to offer two Library programs such as composting.	FY 2025–2027	
	Shorten travel distance and reach a larger audience by providing programs in three different spaces throughout the service area.	FY 2025–2027	
Encourage healthy living.	Increase awareness by offering resources for home gardening such as a seed or succulent swap and three programs on organic gardening, etc.	FY 2025–2027	
Encourage wellness.	Provide alternatives to screen time for children and tweens by offering four non-screen focused programs.	FY 2024–2027	
	Support mindfulness by inviting a local yoga studio to offer one series of free classes.	FY 2025–2027	

Agenda Item No. 5

Date: September 8, 2022

TO: Library Board of Trustees
FROM: Dara Bradds, Library Director
SUBJECT: Mayor and City Council request a report brief presentation

Recommendation:

Receive information.

Background:

Mayor and City Council would like to have each City of Escondido Board and Commission provide a report and make a brief presentation to the City Council on an annual basis to share the major issues, challenges and accomplishments of the Board. The report is intended to be simple and not too long and the corresponding Council presentation should be delivered by President Clemens and not be more than 10 minutes. Possibly October 12 or 26, or November 16.



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
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 even 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.

GOALS	OWNER	MILESTONES	August
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	Writers Group
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 also plan to do 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	
Invite business community to provide and attend programs	Katouzian, Wood	In Progress	RLSL 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	We completed initial plans, but are waiting to hear if we will receive any funding from the state through the Infrastructure Grant.
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	Maureen continues to plan events for the Innovation Lab grant. It provides resources and programs to immigrant families
Continue English language tutoring	Wood	In Progress	Assessments for ESL students began in August



Continue to focus on materials in Spanish and other languages	Katouzian	In Progress	
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.