



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 July 25, 2019.

CURRENT BUSINESS

2. Identify new Strategic Plan Priorities to focus on for September, October, and November.

OTHER REPORTS

Library Director's 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	September 12, 2019	2:00 p.m.	City Council Chambers
Thursday	October 10, 2019	2:00 p.m.	City Council Chambers
Thursday	November 14, 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.



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.



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

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

LS&S Staff Present: Dara Bradds, Library Director; Katy Duperry, Senior Librarian of Technology and Support Services; Azar Katouzian, Head of Adult Services; Gabriel Diaz, Digital Services Director

City Staff Present: Zack Beck, City Clerk

ORAL COMMUNICATIONS

None

APPROVAL OF MINUTES

Agenda Item #1. Approval of Minutes from the Library Board of Trustees Meeting on June 20, 2019.

Moved by Trustee Schwabb and seconded by Trustee Clemens to approve the June 20, 2019 minutes as written.

Approved: 5-0

CURRENT BUSINESS

Agenda Item #2. Trustee Clemens library visit recap

Trustee Clemens shared insight from her experience touring the Escondido Public Library. Trustee Clemens commended the park rangers for providing security assistance at the library.

Agenda Item #3. Motion to move the August 8, 2019 meeting to August 15, 2019.

Motion by Trustee Clemens and seconded by Trustee Schwabb to move the August 8, 2019 meeting to August 15, 2019.

Approved 5-0

Agenda Item #4. DVD rental costs - is further research needed?

Dara Bradds will meet with the City Manager and discuss the possibility of addressing DVD fees. This item will return on a future agenda.



Agenda Item #5. Does the Board want fines and fees statistics included in the monthly report?

Motion by Trustee Clemens and seconded by Trustee Gorny to have fines and fees included in the monthly statistics report.

Approved 5-0

Agenda Item #6. Understanding 80/20 ordering

Katy Duperry, Senior Librarian of Technology and Support Services, shared that 80/20 ordering is the collection management process for LS&S.

OTHER REPORTS

Library Director's Report:

Azar Katouzian, Head of Adult Services, discussed the various programs that the library offers. Gabriel Diaz, Digital Services Director, shared that the library provides STEM/STEAM programs, as well as VR programs. Katy Duperry, Senior Librarian of Technology and Support Services, discussed the implementation process of the new Polaris technology system. Dara Bradds, Library Director, shared that she will be revisiting the library's logo design. Ms. Bradds discussed security upgrades that have taken place at the library, including a new security camera.

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

Next Meeting: The next meeting is on Thursday, August 15, 2019 at 2:00 p.m. in the Escondido City Council Chambers.

ADJOURNMENT: Moved by Trustee Schwabb and seconded by Trustee Clemens to adjourn the meeting at 3:13 p.m.

Approved 5-0

John Schwabb, Secretary

Zack Beck, City Clerk



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

Priority: Marketing

We have launched our new logo. We were sitting on it for a while and had begun work with our LS&S design team to bounce new ideas around, and kept coming back to the one our graphic designer, Nick Ivins created back in 2017. Then, a call from Headquarters asking what they should use for our logo in some new marketing pieces prompted us to finally commit to that one that was created and approved, but lost in the changeover.

Nick is here today to give you an overview of the concept behind, and creation of the new logo.

Priority: Program Development & Outreach

Literacy & Youth Services Staff will present on programs and outreach for their departments.

Priority: Hispanic Outreach

Youth Services provides programs like Toddler Tales Storytime with interactive bilingual stories and action songs.

Literacy Services are available to anyone that wants to improve their literacy skills in the Escondido Community, including Hispanic populations.

Priority: Literacy

Myrna Montano will present on some of the initiatives in Literacy Services.

Priority: Safety & Security

We had a meeting with the Rangers so that we could learn more about their training to better understand what their expectations are for staff in the building.

DIRECTOR'S REPORT

MONTHLY STATISTICAL COMPARISON REPORT 2018-2019

CIRCULATION		May 2019	April 2019	March 2019	May 2018	April 2018	March 2018
By Format:	Print	23,827	25,130	25,783	24,994	25,601	27,797
	Media	8,248	8,382	8,555	8,340	8,469	9,437
	Electronic Devices (Equipment)	173	207	245	114	145	113
	Museum Passes	8	67	80	93	105	96
	eBooks & eAudiobooks	3,486	3,328	3,339	2,163	2,053	2,281
	eMagazines	690	650	666	241	249	255
	Total Circulation	36,432	37,764	38,668	35,945	36,622	39,979
	Holds Filled	1,907	2,284	2,167	2,838	2,861	2,943
SELF CHECKOUT CIRCULATION:							
	# Patrons Served	3,197	3,406	3,553	3,213	3,047	1,309
	# Items Circulated	17,668	18,580	19,037	17,031	16,063	6,557
	Percent of Total Circulation	48.50%	49.20%	49.23%	51.1%	47.1%	17.6%
PATRONS:							
	Total Patrons	68,214	67,614	67,080	62,675	62,127	62,737
	Total Active Patrons	33,241	33,377	33,520	22,526	22,464	23,236
	Percent Active	48.7%	49.4%	50.0%	35.9%	36.2%	37.0%
PC USE:							
	Chromebook Sessions	171	205	245	111	142	113
	Total PC users (adult, incl. parents)	3,627	3,610	3,854	4,425	4,238	4,185
	Total PC users (teens)	164	155	125	127	156	164
	Total PC users (kids)	339	338	407	534	445	610
	Total Wireless Sessions	7,969	13,597	14,604	12,424	11,556	12,412
PROGRAMS:							
	Total Programs	39	55	50	26	32	35
	Total Program Attendance	1,301	1,809	1,592	835	1,235	1,074
	Total Outreach/Tours	25	7	11	23	3	4
	Total Outreach/Tour Attendance	1,069	849	521	1,237	315	244
REFERENCE QUESTIONS:		8,535	8,157	8,922	6,871	7,227	7,586
VISITS:							
	Total Door Count	30,111	32,026	33,471	32,060	31,100	31,025
	Total Door Count: Daily Avg.	1,004	1,104	1,080	1,069	1,037	1,001
VIRTUAL:							
	Website and Catalog Sessions	25,287	25,495	26,082	26,126	25,866	25,967
VOLUNTEERS:							
	Total Volunteers	218	216	218	205	207	205
	Total Volunteer Hours	2,653	2,556	2,849	2,310	2,323	2,511