



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

March 12, 2024 at 5:00 PM

Council Chambers: 201 North Broadway, Escondido, CA 92025

WELCOME TO YOUR BOARD MEETING

We welcome your interest and involvement in the legislative process of Escondido. This agenda includes information about topics coming before the board.

PRESIDENT

Virginia Bunnell

SECRETARY

Francis X. Bova III

TRUSTEES

John Schwab

Carolyn Clemens

Maribel Reyes

ASSISTANT CITY CLERK

Sarena Garcia

HOW TO WATCH

The City of Escondido provides one way to watch a board meeting:

In Person



201 N. Broadway, Escondido, CA 92025



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

TUESDAY, MARCH 12, 2024

HOW TO PARTICIPATE

The City of Escondido provides two ways to communicate with the board during a meeting:

In Person



Fill out Speaker Slip and Submit to City Clerk

In Writing



<https://escondido-ca.municodemeetings.com>

ASSISTANCE PROVIDED

If you need special assistance to participate in this meeting, please contact our ADA Coordinator at 760-839-4869. Notification 48 hours prior to the meeting will enable the city to make reasonable arrangements to ensure accessibility. Listening devices are available for the hearing impaired – please see the City Clerk.



AGENDA

ROLL CALL

ORAL COMMUNICATIONS

APPROVAL OF MINUTES

1. Review and approval of minutes from the February 8, 2024 meeting.

CURRENT BUSINESS

- 2. Presentation: City and Library Budget Plans**

Presented by Christina Holmes, Finance Director for the City of Escondido.

This presentation will provide an overview of the city's structural deficit and insight into how the city plans to budget for library operations.

3. Outreach Sub-Committee Report: A report by members of the Board's Outreach Sub-Committee.
4. Annual Officer Election



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

TUESDAY, MARCH 12, 2024

STATISTICS REPORT

- [5.](#) Statistics Report by the Library Director of Library Statistics for January 2024 and the prior two months.
- [6.](#) Strategic Plan Report:
Goal 4 - Support the Escondido Economy

LIBRARY DIRECTOR'S REPORT

- [7.](#) Library Director's Report and updates

TRUSTEE LIBRARY USE REPORT

8. Reports by the Library Board of Trustees of their use of the library and its services.

ADJOURNMENT

UPCOMING MEETING SCHEDULE

9. The Library Board of Trustees meets the second Thursday of each month at 4:00 p.m. unless noted otherwise.

Thursday, April 11, 2024, **6:00 p.m.** City Council Chambers

Thursday, May 9, 2024, 4:00 p.m. City Council Chambers

Thursday, June 13, 2024, 4:00 p.m. City Council Chambers

Thursday, July 11, 2024, **6:00 p.m.** City Council Chambers



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

Item 1.

February 08, 2024 at 4:00 PM

MINUTES

ROLL CALL

PRESENT

President Virginia Bunnell
Secretary Francis X. Bova III
Trustee Carolyn Clemens
Trustee John Schwab
Trustee Maribel Reyes

ORAL COMMUNICATIONS

None

APPROVAL OF MINUTES

1. Review and approve January 11, 2024 meeting minutes

Motion made by Trustee Reyes,

Seconded by President Bunnell.

Approved 5-0

CURRENT BUSINESS

Reschedule March meeting for 3/12/2024 at 5:00 p.m.

STATISTICS REPORT

2. Statistics Report

Rino Landa, Library Director, provided an update

3. Library Trust Fund Report: Quarter 2

Rino Landa, Library Director, provided an update

4. Strategic Plan: Goals and Objectives Report

Rino Landa, Library Director, provided an update



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

THURSDAY, FEBRUARY 08, 2024

LIBRARY DIRECTOR'S REPORT

5. Library Director's Report

TRUSTEE LIBRARY USE REPORT

6. Reports by the Library Board of Trustees of their use of the library and its services.

Trustee Clemens - Shared her experience visiting the Central Library near Petco Park

Secretary Bova - Shared experience with 'Read to a Dragon' program and continuing to promote library through various channels i.e. social media

President Virginia – will be re-applying for trustee position

Trustee Schwab - Shared about meeting w/Rino appreciates the research Rino has been doing in funding and how money is spent

Trustee Reyes - shared experience with the 'book club in a bag' and increasing library awareness and activities with young adults; met w/Rino and discussed social media recommendations

ADJOURNMENT

Meeting adjourned at 5:15 p.m.

UPCOMING MEETING SCHEDULE

7. Library Board of Trustees Meetings are scheduled for the second Thursday of the month in the City Council Chambers, City Hall. Meetings begin at 4:00 PM with some exceptions.

Thursday, March 14, 2024, 4:00 p.m. City Council Chambers

****Rescheduled – March 12, 2024 5:00 p.m.**

Thursday, April 11, 2024, 6:00 p.m. City Council Chambers

Thursday, May 9, 2024, 4:00 p.m. City Council Chambers

PRESIDENT

ASSISTANT CITY CLERK



STATISTICS REPORT

Monthly Library Board of Trustees Statistics 2023-2024		November	December	January
CIRCULATION:	Physical Materials (Books, media, museum passes, laptops)	40,456	34,512	41,705
	eMaterial (includes eBooks and eAudiobooks-OverDrive, CloudLibrary, Biblioboard,	7,881	7,838	8,782
	Total Circulation	48,337	42,350	50,487
	Holds Satisfied	2,094	1,841	2,394
INTER-LIBRARY LOANS:	ILLs Checked Out	0	4	11
	Link+ Items Borrowed (EPL patrons)	321	294	331
	Link+ Items Lent (to patrons at other libraries)	328	272	315
POPULATION & BORROWERS:	Total Registered Borrowers	85,751	86,042	86,632
REFERENCE QUESTIONS:	Total Reference Transactions	4,784	4,920	5,956
LIBRARY SERVICES:	Public Service Hours	230	247	253
	Library Visits	19,882	18,316	21,315
ELECTRONIC SERVICES:	Users of Public Internet Computers	2,059	2,050	2,437
	Wireless Sessions	6,096	12,396	12,142
	Number of Website Visits	7,516	6,672	9,439
VOLUNTEERS:	Total Active Volunteers	116	90	101
	Total Volunteer Hours	1,081	802	1,011
PROGRAMS:	# of live, in-person programs	135	85	65
	Live, in-person attendance	2070	1328	1801
	# of live, virtual programs	0	0	0
	Live, virtual program attendance	0	0	0
	# of pre-recorded programs	0	0	0
	# of views of recorded program content	0	0	0
	# of live, off site programs (outreach)	38	32	28
	Live, off site program (outreach) attendance	136	86	67
	# of take home kits given out	80	80	80





STRATEGIC PLAN GOALS & OBJECTIVES REPORT

4) 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	Annual Job Fair and Resume workshops are being finalized with support from community partners.
Enhance technology training and access.	Increase patron online safety by offering three social media safety and best practices classes.	FY 2024–2027	Youth and Adult Services teams are working to secure community partners for classes. Adult classes will likely be conducted by library staff.
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	Study rooms are still an integral part of the library renovation.
	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	Dependent on funding post-infrastructure grant
	Attract new users by providing space for maker equipment and/or a library of things.	FY 2026–2027	Dependent on funding post-infrastructure grant
	Engage elementary and middle-grade students by offering a STEAM area for coding, robotics, etc.	FY 2026–2027	EPL's Youth Services department continues to work with Dr. Sinem Siyahhan at CSUSM's School of Education to host STEM classes at the Library. 2024 will see the addition of new





Escondido
Public Library

239 South Kalmia Street,
Escondido, CA 92025
760.839.5440
www.escondidolibrary.org

			"Tinkering" programs for youth and creating a Tween space with STEAM elements.
	Create more welcoming spaces by making one improvement to the facility annually as funding permits.	FY 2024–2027	The library has applied for the "Play for All" grant to enhance the Children's preschool area. Further enhancements are dependent on funding post-infrastructure grant.
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	We will begin a discussion in 2024.



LIBRARY DIRECTOR'S REPORT

- **Library Renovation Project:** The project continues in the planning and evaluation stage. IDS is preparing a cost document to assist city and library staff identify ranked budget priorities. Along with the expected HVAC replacements, other significant costs include seismic retrofitting and ADA compliance renovations to the public restrooms and means of travel. All first-floor library stacks (bookshelves) may also need to be replaced – this will depend on whether it is more cost-effective to modify existing stacks or purchase new ones.
- **Grants:** The library applied for the California State Library “Play for All” grant on Wednesday, March 6. The goal of the grant is to ensure children have equitable opportunities to play. The library applied for approximately \$20k in grant funds to revitalize the library's preschool area with new, engaging furniture and play structures, including wall manipulatives and interactive tech, using feedback from partners and parents. This project aims to create a memorable, exciting play space for low-income, minority families and caregivers with children aged 0-6 supported by enhanced play experiences in popular children's storytime programs. Award announcements will be made in May, and if awarded, the project will begin in late June or early July 2024.
- **Library Website:** An updated city and library website is nearing completion for a debut in April 2024. The library site will not differ significantly from its current version, as the new site is based on transferring existing library pages' data. The aim of the new site will be to improve the user experience by removing redundant and old information.
- **Collection Budget Plans:** Initial review and adjustments to the 2024/2025 library collections budgets are underway. Current plans include decreasing funds spent on low-use databases, primarily from Ebsco, to fund print collections and a book lease contract with Baker & Taylor. A substantial investment in adult nonfiction will update and enhance this collection. Other significant budget transfers will benefit Spanish-language collection building across all age groups; Children's budgets will also increase by nearly double this year's expenditures. Possible cuts will impact Hoopla as the cost/per use is steep, and its use has been less than that of the other popular digital platform, Libby by Overdrive.





ADULT SERVICES HIGHLIGHTS



- The **2nd Saturday Concert Series** brightened the early days of February, welcoming the talented Kevin James O'Brien to the stage on the 10th. From 3:00 to 4:30 pm, an enthusiastic crowd of **40 attendees** was serenaded with a rich tapestry of music spanned decades. Kevin, who received his first guitar at the tender age of ten, has been a fixture in the music scene from San Diego to Ventura, performing over 200 gigs yearly. His versatile performances include a wide range of hit songs, from the classic rock anthems of yesteryears to the catchy tunes of contemporary pop, with a sprinkle of country vibes for good measure. This event was not just a concert but a journey through the musical ages, led by a seasoned artist whose passion for music knows no bounds.
- On February 22, from 6:00 to 7:00 pm, the Escondido Public Library hosted a captivating session that offered a glimpse into its storied past and that of its surrounding neighborhood, drawing in **14 attendees**. This enlightening presentation delved into the **library's history** and neighboring structures. Attendees were treated to a collection of historical photographs, including those of the Carnegie Library and various historic homes and buildings in the area. This event was a testament to Escondido's enduring legacy and architectural heritage, engaging community members in a meaningful exploration of their local history.
- Capping off the month, on February 24, the Escondido Public Library led a group of **40 attendees** on a fascinating **walking tour through its historic neighborhood** from 11:00 am to 12:30 pm. This excursion offered a unique opportunity to step back in time and appreciate the historic buildings that define the area's character. The emphasis on architectural heritage and the stories embedded within these structures gave participants a deeper understanding and appreciation for the rich tapestry of history surrounding them. This engaging and informative tour highlighted the beauty and significance of the library's neighborhood and fostered a sense of community and connection among those who participated.





PIONEER ROOM HIGHLIGHTS

- In February, the Pioneer Room served **34 patrons**. On February 22, the Pioneer Room hosted John Archer's presentation on historic Escondido and those who attended the Walking Tour of the Escondido Historic Neighborhood Homes. After the walking tour, Pioneer Room staff provided a tour of the archives to 5 patrons interested in knowing more about the Pioneer Room's archival collections.
- The Pioneer Room also welcomed Skylar to our Pioneer Room Volunteers! Skylar joins Leandra, Leslie, Debbie, Karen, Jennifer, Sarah, and Beth. This amazing group has been hard at work digitizing historic photographs of Escondido from the Times-Advocate photograph collection.

YOUTH SERVICES HIGHLIGHTS



- **Lunar New Year – Year of the Dragon**
The Three Treasures Cultural Arts Society enthralled audiences with a mesmerizing lion dance performance, accompanied by enlightening explanations of the dance's symbolism and a captivating kung fu demonstration. **144 attendees** enjoyed the lion dance performance.
- **African Drum & Dance Ensemble**
In honor of Black History Month, the library hosted an African Drum & Dance Ensemble performance by Chazz and Teresa. Attendees of all ages were invited to participate in an interactive program, immersing themselves in African heritage rhythms, songs, and stories. With **85 enthusiastic participants**, Chazz and Teresa's infectious energy and engaging presentation ensured an unforgettable experience, underscoring the library's commitment to celebrating cultural diversity and fostering community engagement.

