



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

March 13, 2025 at 4:00 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

THURSDAY, MARCH 13, 2025

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.



ROLL CALL

ORAL COMMUNICATIONS

APPROVAL OF MINUTES

- [1.](#) Review and Approve the minutes from the February 13, 2025 meeting

CURRENT BUSINESS

- [2.](#) **Update on the Temporary Relocation of Escondido City Library**

Request the Library Board of Trustees receive and file a presentation updating the Library Board of Trustees on the Temporary Relocation of Escondido City Library

Staff Recommendation: Receive and File (Economic Development: Jennifer Schoeneck, Director of Economic Development)

Presenter: Francisco Vargas, Management Analyst- Real Property

- [3.](#) **Building Forward: Library Infrastructure Grant Project**

Monthly progress update on the \$10 million library infrastructure state-grant project.



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

THURSDAY, MARCH 13, 2025

Presenter(s): Robert Rhoades, Assistant Director of Community Services

4. **Hoopla Digital Service Access: Update and Discussion**

A presentation updating the Library Board of Trustees on the implementation of access limits to the Hoopla digital service to Escondido residents, workers, and students. A discussion by the Board of Trustees on next steps to follow the presentation.

Presenter(s): Rino Landa, Library Director

STATISTICS REPORT

5. Presentation of monthly statistical report and strategic plan updates.

Presenter(s): Rino Landa, Library Director

LIBRARY DIRECTOR'S REPORT

6. Presentation of monthly report and general library updates.

Presenter(s): Rino Landa, Library Director

TRUSTEE LIBRARY USE REPORT

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

ADJOURNMENT

UPCOMING MEETING SCHEDULE

8. Unless otherwise noted, the Library Board of Trustees meets on the second Thursday of each month at 4:00 p.m. in the City Council Chambers.

4/10/2025 at **6:00 p.m.**

5/8/2025 at 4:00 p.m.



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

February 13, 2025 at 4:00 PM

MINUTES

ROLL CALL

PRESENT

President Virginia Bunnell
Secretary Francis X. Bova III - Arrived 4:01 p.m.
Trustee Carolyn Clemens
Trustee John Schwab
Trustee Maribel Reyes

ORAL COMMUNICATIONS

None

APPROVAL OF MINUTES

1. Review and Approve the minutes from the January 9, 2025 meeting

Motion made by Trustee Schwab
Seconded by Trustee Clemens
Approved 4-0

CURRENT BUSINESS

2. Library Relocation Options

Overview and presentation of the library relocation options as necessitated by the Library Infrastructure Grant Project.

Presenter(s): Francisco Vargas, Economic Development

Motion made by Trustee Schwab to approve relocation Option C, the Westfield Mall
Seconded by Trustee Clemens
Approved 5-0

3. Building Forward: Library Infrastructure Grant Project

Monthly progress update on the \$10 million library infrastructure state-grant project.

Presenter(s): Robert Rhoades, Assistant Director of Community Services



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

February 13, 2025 at 4:00 PM

Update provided by Ed Vasquez, Project Manager, Public Works

4. Community Workshop Report

Report on the items discussed during the February 7, 2025 workshop held at the Escondido Public Library regarding the Library Infrastructure Grant Project. Topics discussed included, temporary closure location, project timeline, and impact on the Friends of the Library support groups.

Presenter(s): Library Board of Trustees: Virginia Bunnell, Francis Bova III, John Schwab, Maribel Reyes

Update provided by President Bunnell and Rino Landa, Library Director; requested dates for March Workshop

STATISTICS REPORT

5. Presentation of monthly statistical report and strategic plan updates

Presenter(s): Rino Landa, Library Director

LIBRARY DIRECTOR'S REPORT

6. Presentation of monthly report and general library updates.

Presenter(s): Rino Landa, Library Director

TRUSTEE LIBRARY USE REPORT

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

Trustee Reyes - Continued to trace family genealogy

Trustee Schwab - Reading the weekly Barons financial periodical for free from the Library

Secretary Bova - Thanked library staff for their service; Attended the Love Esco Day, attended Workshop and went to Tae Kwon Do at the Mathis Center

President Bunnell - Commended staff on visibility of Black History Month and attended the Jane Perry Ensemble

Trustee Clemens - Attended the Succulent Swap and her husband visited the library and shared the cost savings stated on the check out receipt



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

February 13, 2025 at 4:00 PM

ADJOURNMENT

Meeting Adjourned at 5:14 p.m.

UPCOMING MEETING SCHEDULE

- 8. **Unless otherwise noted, the Library Board of Trustees meets on the second Thursday of each month at 4:00 p.m. in the City Council Chambers.**
 - 3/13/2025 at 4:00 p.m.
 - 4/10/2025 at 6:00 p.m.
 - 5/8/2025 at 4:00 p.m.

PRESIDENT

ASSISTANT CITY CLERK



STAFF REPORT

March 13, 2025
File Number XXXX-XX

SUBJECT

Update on the Temporary Relocation of Escondido City Library

DEPARTMENT

Community Services and Economic Development

RECOMMENDATION

Request the Library Board of Trustees receive and file a presentation updating the Library Board of Trustees on the Temporary Relocation of Escondido City Library

Staff Recommendation: Receive and File (Economic Development: Jennifer Schoeneck, Director of Economic Development)

Presenter: Francisco Vargas, Management Analyst- Real Property

FISCAL ANALYSIS

Costs for the temporary relocation of Library services is still being calculated. At a later time, City Staff will return to City Council for Budget Adjustment.

PREVIOUS ACTION

On February 13, the Library Board of Trustees voted (5-0) to approve the staff's recommendation to temporarily relocate the Escondido City Library to the North County Mall.

BACKGROUND

On February 13, staff presented a recommendation to the Library Board of Trustees to temporarily relocate Library services to the North County Mall while the Library building undergoes renovations. However, the following day, February 14, staff learned that there had been a miscommunication regarding the status of the current tenant lease. Instead of the space being available as needed by the City in late April, mall management would need to terminate the lease of the existing tenant, Cultured Vibe Expo, a collective of 74 registered small businesses. Cultured Vibe Expo has been operating its original location at the Carlsbad mall for over two years, and the North County Mall in Escondido is its second location.

On February 18, City staff met with mall management and the current tenant, Cultured Vibe Expo. During the meeting, City staff emphasized the City's commitment to preserving and supporting businesses throughout the community. Thus, the City worked with mall management to identify a new location for



CITY *of* ESCONDIDO

STAFF REPORT

our temporary library. An available space was subsequently identified the first floor near the Target entrance.

The new location at the mall, near Target, includes several storefronts, one of which will house the Friends of the Library retail location. This space is not only more affordable but also remains the largest option of the three initially presented to the board. Additionally, there is ample storage available at the mall for any collections that need to be stored. The City is currently working with the Library Director, Rino, and mall management to finalize the layout for operations. As the proposed spaces are vacant, there will be no disruption to any existing businesses.

City staff are now in negotiations with mall management to finalize the rental agreement for the required space. Once complete, the agreement will be presented to the City Council for approval.

ATTACHMENTS

- a. Update on the Temporary Relocation of Escondido City Library

March 13, 2025

City staff has identified a new space at the North County Mall to temporarily house the Escondido City Library during its renovation. The designated areas, located on the first floor near Target, include several vacant storefronts. One will house the Friends of the Library retail location, another will house the Children's Collection, and a third will house the General Collection. Additionally, ample storage space is available at the mall for any collections that need to be stored. Since the proposed spaces are vacant, there will be no disruption to existing businesses.

City staff is currently working on finalizing the details of several key components for the library's temporary relocation. These include the communications and marketing plan, the moving of the library (with an RFP opening soon), procuring the IS costs, and finalizing the lease agreement. These items are expected to be presented to the City Council for approval and the necessary budget adjustment, which is anticipated to take place on April 9th.

Locations:

- Space 163: Friends of the Library
 - 781 sqft
- Space 169: Children's Collections
 - 5,086 sqft
- Space 171: General Collections
 - 6,135 sqft
- Space 133: Storage Space & Circulation
 - 1,499 sqft
- Space 115: Computer Lab
 - 1,113 sqft

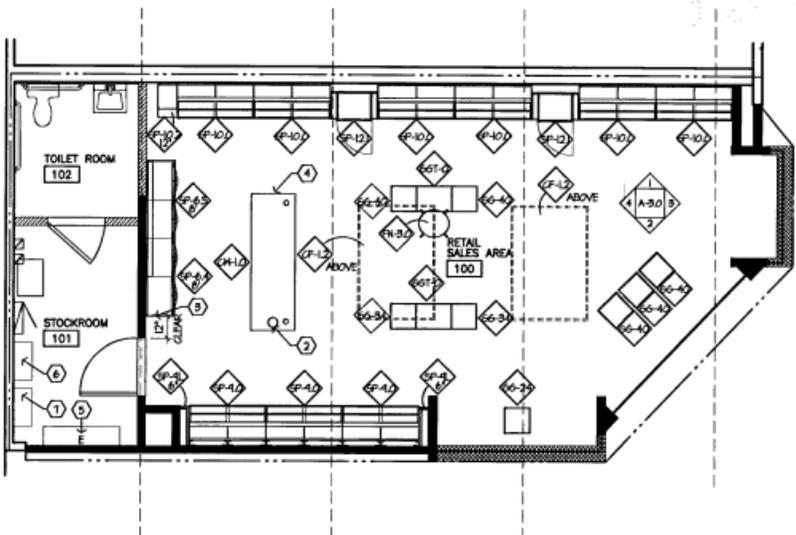
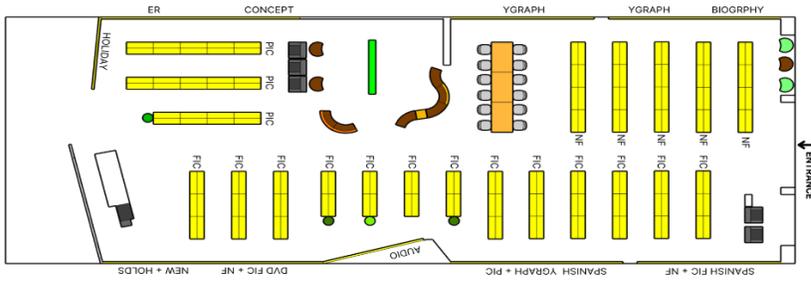
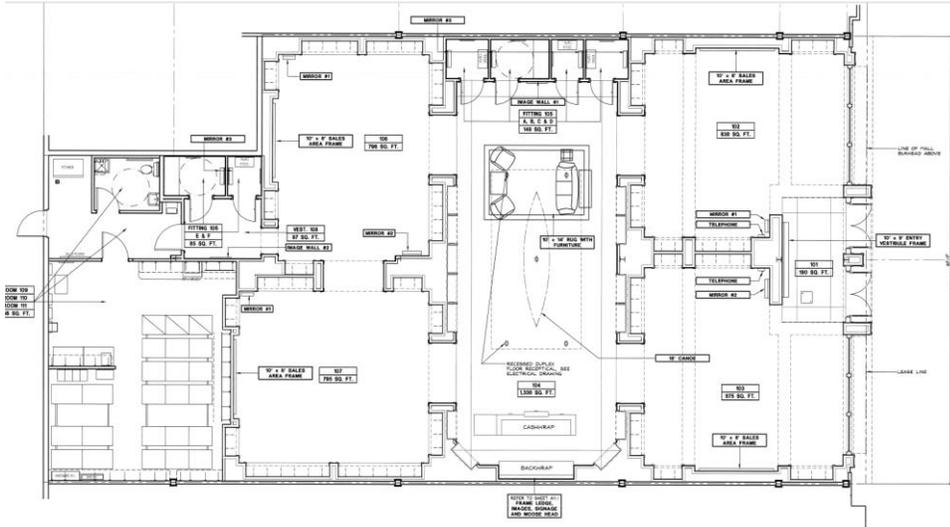
Technology Needs:

- **Computer Lab** (space 115)
 - 10 public computers
 - 1 printer and print station computer
 - 2 staff computers
- **General Collections** (space 171)
 - 2 staff computers @ service desk
 - 1 self-check kiosk
 - 8 staff computers
- **Children's Collections** (space 169)
 - 2 staff computers @ service desk
 - 1 self-check kiosk
 - 4 staff computers / laptops + power bank
- **Storage Space & Circulation** (space 133)
 - Needed to accommodate the rest of the General and Teen collections that won't fit in the Furniture/Abercrombie store.
 - Accommodate staff and workroom needs.
 - 10 staff computers / laptops
 - printers

Update Temporary Relocation of Escondido City Library

March 13, 2025

Floor Plans:





STATISTICS REPORT

Monthly Library Board of Trustees Statistics 2024-2025		November	December	January
CIRCULATION:	Physical Materials (Books, media, museum passes, laptops)	39,463	36,876	38,280
	eMaterial (includes eBooks and eAudiobooks-OverDrive, CloudLibrary, Biblioboard, eMagazines (Flipster), and Hoopla digital media.	6,789	6,688	7,549
	Total Circulation	46,252	43,564	45,829
	Holds Satisfied	2,097	1,984	2,392
INTER-LIBRARY LOANS:	ILLs Checked Out	3	2	1
	Link+ Items Borrowed (EPL patrons)	346	306	398
	Link+ Items Lent (to patrons at other libraries)	319	377	364
POPULATION & BORROWERS:	Total Registered Borrowers	92,367	92,732	93,440
REFERENCE QUESTIONS:	Total Reference Transactions	5,269	5,255	6,125
LIBRARY SERVICES:	Public Service Hours	226	243	251
	Library Visits	23,622	23,450	39,511
ELECTRONIC SERVICES:	Users of Public Internet Computers	1,982	1,874	1,947
	Wireless Sessions	9,695	10,704	19,675
	Number of Website Visits	5,000	5,000	5,000
VOLUNTEERS:	Total Active Volunteers	121	120	119
	Total Volunteer Hours	822	750	942
PROGRAMS:	# of live, in-person programs	100	161	108
	Live, in-person attendance	1637	1556	1247
	# of live, virtual programs	0	5	0
	Live, virtual program attendance	0	133	0
	# of pre-recorded programs	0	0	0
	# of views of recorded program content	0	0	0
	# of live, off site programs (outreach)	2	2	4
	Live, off site program (outreach) attendance	105	48	539
	# of take home kits given out	80	80	80





STRATEGIC PLAN GOALS & OBJECTIVES REPORT

3) Support the Escondido Economy

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

Support employment.	Bring job seekers and employers together by hosting or co-hosting one job fair.	FY 2023–2027	Job fair to be planned for later in 2025, if feasible, given the library’s temporary relocation during construction.
Enhance technology training and access.	Increase patron online safety by offering three social media safety and best practices classes.	FY 2024–2027	No updates. 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 and pods are being proposed as part of the infrastructure project.
	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	No update. Dependent on funding post-infrastructure grant.
	Attract new users by providing space for maker equipment and/or a library of things.	FY 2026–2027	No update. 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.
	Create more welcoming spaces by making one improvement to the facility annually as funding permits.	FY 2024–2027	Staff installed three phone charging kiosks on the 1 st and 2 nd floors.





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	Discussions for pop-up services continue with local providers. Efforts are to be increased during the library’s relocation.
-----------------------------------	---	--------------	---





LIBRARY DIRECTOR'S REPORT

ADULT SERVICES HIGHLIGHTS



The Soul of Black History: An Afro-Latin Musical Tribute *February 1*

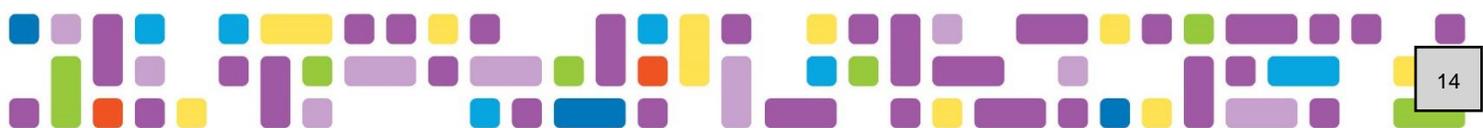
The library transformed into a vibrant dance floor during our Black History Month celebration, thanks to the Gene Perry Ensemble! Their performance was a kaleidoscope of Afro-Latin sounds, blending the soulful melodies of salsa with the infectious rhythms of reggae and samba. The ensemble's deep connection to African musical traditions resonated with our **110 attendees**, creating an atmosphere of pure joy and celebration. The overwhelming enthusiasm for the Gene Perry Ensemble ensures their return to our stage

2nd Saturday Concert: Brooks *February 8*

Our 2nd Saturday Concert series welcomed the captivating Hannah Brooks for her EPL debut, and what a debut it was! This San Diego native delivered an emotionally charged acoustic performance, weaving together heartfelt originals and reimagined covers. Hannah's powerful voice resonated deeply with our audience, forging a genuine connection through raw emotion and undeniable talent. We were delighted to share this intimate experience with **28 attendees in person** and **71 viewers on YouTube**.

Artify Your Life *February 20*

The library had the pleasure of once again partnering with local artist Lisa McCague of *Beautiful Day Calligraphy* to host a fantastic faux calligraphy workshop for our patrons. Lisa is quickly becoming a fan favorite at EPL, with many attendees expressing their admiration and eagerly requesting her return. Her unique ability to connect with participants, coupled with her exceptional artistic talent, makes this program truly special. The beautiful





creations our patrons craft under her guidance are a testament to the success of the workshop. We look forward to welcoming Lisa back in the near future!

Capturing Your Creativity with Haiku Workshop February 27

In honor of Haiku Month, the library was delighted to welcome writing instructor Sarah J. Farese to lead a haiku writing workshop! This session emphasized haiku as a powerful tool for meditation, mindfulness, and relaxation. Nine patrons joined us for the workshop, and the response was overwhelmingly positive. Participants appreciated the opportunity to manage stress while connecting with one another through the art of writing. Many attendees expressed interest in more writing workshops, and we're excited to offer more creative writing programs in the future!

PIONEER ROOM HIGHLIGHTS

In February, the Pioneer Room welcomed **62 researchers**, including four students from Palomar College's Library and Information Technology Program. These students explored our collections, documenting artifacts and primary sources as part of their studies.

We had the pleasure of hosting a **hybrid homeschool family** who used our map collection to trace how Escondido and San Diego County have changed over time, including its recreation, landscape, and natural resources. We even got souvenirs from the occasion!

We also began an exciting new **partnership with the Heller family**, who are working with us to donate materials related to the history of the Homer Heller Ford dealership and their family's philanthropic contributions to Escondido. This collection will help preserve an important chapter of the city's recent past, and we look forward to collaborating with the Heller family to make these materials accessible to the community.



Pictured is a coloring page given to us by a young hybrid homeschooler. The Pioneer Room provides these coloring pages for young researchers and coincides with our current gallery exhibit, *Wild Animal Park: Times-Advocate Photograph Collection*. The coloring pages were downloaded from the [San Diego Zoo Wildlife Explorers website](http://SanDiegoZooWildlifeExplorers.com).





YOUTH SERVICES HIGHLIGHTS



The **2025 Winter Reading Challenge** ran from Monday, January 13 to Sunday, February 9. The challenge asked participants to either read ten books or read for ten hours depending on the age group. Participants could earn reading incentives including free books to build their home libraries and chances to win gift cards. Below are the final participation statistics:

Babies (Birth to 3 years old):

- 39 participated
- 25 completed
- Total of 303 baby books read by all participants

Kids (4 to 8 years old):

- 94 participated
- 61 completed
- Total of 697 kids books read by all participants

Tweens (9 to 12 years old):

- 46 participated
- 30 completed
- Total of 21,997 minutes (366 hours) read by all participants

Teens (13 to 17 years old):

- 14 participated
- 8 completed
- Total of 5,425 minutes (90 hours) read by all participants





Adults (18+):

- 86 participated
- 31 completed
- Total of 29,094 minutes (485 hours) read by all participants

African Drum and Dance

The African Drum and Dance event with Chazz and Queen T captivated **55** attendees of all ages, immersing them in the rich traditions of African drumming and dancing. Over the course of an hour, participants not only learned the rhythms and movements but also explored the deep history and cultural significance behind each beat and step. This program, held in celebration of Black History Month, offered a lively, hands-on experience that connected people to the heart of African heritage.

