



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

January 09, 2025 at 6:00 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, JANUARY 09, 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 December 12, 2024 meeting

CURRENT BUSINESS

2. **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

3. **Hoopla Status Report & Board Discussion**

Update on Hoopla digital service and staff recommendations for ensuring fair and equitable access. Request for Board direction and vote on digital borrowing policy changes.

Presenter(s): Rino Landa, Library Director



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LIBRARY BOARD OF TRUSTEES

THURSDAY, JANUARY 09, 2025

4. **Collection Budget: Current Status & Proposed Actions**

Review of the library collection budget, including discussion and recommended actions by the Board.

Presenter(s): Rino Landa, Library Director; John Schwab, Trustee

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.

2/6/2025 at 4:00 p.m. in the City Hall Mitchell Room, 201 N. Broadway, Escondido, CA 92025

3/13/2025 at 4:00 p.m.

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

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



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

December 12, 2024 at 4:00 PM

MINUTES

ROLL CALL

PRESENT

President Virginia Bunnell
Trustee John Schwab
Trustee Maribel Reyes
Secretary Francis X. Bova III - arrived at 4:09 p.m.

ABSENT

Trustee Carolyn Clemens

ORAL COMMUNICATIONS

None

APPROVAL OF MINUTES

1. Review and Approve the minutes from the November 14, 2024 meeting

Motion made by Trustee Schwab

Seconded by Trustee Reyes

Approved 3-0

CURRENT BUSINESS

2. Building Forward: Library Infrastructure Grant Project

Monthly progress update on the \$10 million library infrastructure state-grant project. An updated schedule for the project (attached) will be presented for review.

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

3. Policy Review & Update: Collection Development

Review and vote on a state-mandated update to the library's Collection Development Policy to align with the California Freedom to Read Act.

Presenter(s): Rino Landa, Library Director



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

December 12, 2024 at 4:00 PM

Motion made by Trustee Reyes

Seconded by Trustee Schwab

Approved 4-0

STATISTICS REPORT

4. Statistics Report

Presentation of monthly statistical reports and strategic plan updates.

Presenter(s): Rino Landa, Library Director

LIBRARY DIRECTOR'S REPORT

5. Director's Report

Presentation of monthly report and general library updates.

Presenter(s): Rino Landa, Library Director

TRUSTEE LIBRARY USE REPORT

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

Trustee Reyes - shared her experience attending the genealogy workshop in the pioneer room

Trustee Schwab - shared on his regular library check outs

Secretary Bova - thanked the Library Ranger's for their service

Trustee Bunnell - shared about her Hoopla experience during the Director's report

ADJOURNMENT

Meeting Adjourned at 5:12 p.m.



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

December 12, 2024 at 4:00 PM

UPCOMING MEETING SCHEDULE

7. 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.

1/9/2025 at 6:00 p.m.

2/6/2025 AT 4:00 p.m.

3/13/2025 at 4:00 p.m.

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

PRESIDENT

CITY CLERK



STATISTICS REPORT

Monthly Library Board of Trustees Statistics 2024-2025		September	October	November
CIRCULATION:	Physical Materials (Books, media, museum passes, laptops)	40,626	43,237	39,463
	eMaterial (includes eBooks and eAudiobooks-OverDrive, CloudLibrary, Biblioboard, eMagazines (Flipster), and Hoopla digital media.	6,363	6,862	6,789
	Total Circulation	46,989	50,099	46,252
	Holds Satisfied	2,328	2,615	2,097
INTER-LIBRARY LOANS:	ILLs Checked Out	4	2	3
	Link+ Items Borrowed (EPL patrons)	366	355	346
	Link+ Items Lent (to patrons at other libraries)	315	378	319
POPULATION & BORROWERS:	Total Registered Borrowers	91,341	92,037	92,367
REFERENCE QUESTIONS:	Total Reference Transactions	5,907	6,777	5,269
LIBRARY SERVICES:	Public Service Hours	249	273	226
	Library Visits	25,412	26,778	23,622
ELECTRONIC SERVICES:	Users of Public Internet Computers	2,291	2,439	1,982
	Wireless Sessions	11,256	12,402	9,695
	Number of Website Visits	5,400	5,000	5,000
VOLUNTEERS:	Total Active Volunteers	113	119	121
	Total Volunteer Hours	840	905	822
PROGRAMS:	# of live, in-person programs	121	151	98
	Live, in-person attendance	2024	2405	1625
	# 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)	6	4	2
	Live, off site program (outreach) attendance	1145	257	105
	# of take home kits given out	80	80	80





STRATEGIC PLAN GOALS & OBJECTIVES REPORT

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	Marketing of events for the California Center for the Arts – Escondido, the Children’s Museum, and Historical Society.
	Increase EPL visibility by Library staff presenting at community events (city council meetings, local community service organizations, etc.) four times annually.	FY 2023–2027	Ongoing school outreach events, career days, and similar tabling.
	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	Law library partnership continues; table events from San Diego County and local health organizations.
Act as a local information hub	Position Library and website as center for community	FY 2024–2027	Updates to the website: new “Library of Things” page. Addition of “Community Events” section in monthly email newsletters.
Embrace diverse cultures.	Expand multicultural marketing efforts by researching most effective channels for specific communities and execute three campaigns annually.	FY 2023–2027	New Spanish-language marketing is planned for 2025
	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	Annual Community <i>Ofrenda</i> for Day of the Dead (Dia de los Muertos); Native American Dance & Cultural Celebration; Weaving Heritage: Native American Basket Weaving





LIBRARY DIRECTOR’S REPORT

Play for All Grant

The play for all furniture and play lofts were installed at the end of December. New mobile shelving was also installed, with old shelves removed and stored. The first week of January aims to install the remaining wall manipulatives. The Board of Trustees is invited to tour the space.

Library Operational Enhancements

New equipment and software were purchased to better serve Escondido’s residents:

- **Charging Lockers**

Coming this January, visitors will be able to charge and store their phones and small mobile devices in one of three 8-bay self-serve charging lockers. The lockers will allow patrons to safely charge their devices, rather than leaving them unattended around the library. Two lockers will be located on the first floor, while another will be available in the Children’s space on the second floor.

- **Interactive Table**

A touchscreen interactive table was installed in the Children’s space to encourage intergenerational play and provide older children and tweens an option to have fun. The 32” table allows for 1-6 players to enjoy a variety of digital board games and applications.

- **Book Club eBook Tablets**

To better meet the needs of the 2nd Tuesday Book Club, four (4) Kindle Paperwhite tablets were purchased. These tablets will come pre-loaded with the year’s book club titles and be circulated to book club members. The goal of the tablets is to ensure access to the book club titles while reducing the need and cost of purchasing extra physical copies of each book club title.

- **Incident Reporting Software**

To better keep track of day-to-day incidents and easily share reports, a new incident tracking software will be used by the library. The system, called *Incident Tracker*, will allow for better standardization of incident reports and tracking of ongoing issues and repeat offenders. The system will also allow staff and rangers to more accurately track trespass (library ban) start and end dates.





ADULT SERVICES HIGHLIGHTS



December 7th, 2024: A Historic Look of Escondido and Walking Tour

Our December events kicked off with a fascinating journey through local history! Library Associate John Archer curated an engaging presentation and walking tour exploring the homes and businesses along 3rd Avenue. Participants strolled down Kalmia and Maple streets, experiencing firsthand the landmarks discussed in the lecture. This popular program drew 26 attendees, including some familiar faces from past tours. The combination of historical insights and hands-on exploration proved to be a winning formula, leaving attendees eager for more.

December 14th, 2024: 2nd Saturday Concert – Joselyn and Don

This Saturday, we chased away the gray skies with an intimate concert featuring the enchanting duo, Joselyn and Don. Their soulful blend of blues, folk, and jazz filled the library with warmth and energy. These talented musicians captivated the audience with their stunning vocals and lyrics that touched on everything from social issues to personal reflections. With **16 people** enjoying the performance in person and **43 tuning in** via our new YouTube channel, the music reached a wider audience than ever before. Join us for our next concert on January 11th!

December 18th, 2024: Cozy Holiday Craft Night

'Tis the season for crafting! Our holiday craft night provided the perfect opportunity to unwind and embrace the festive spirit. With a trio of easy-to-learn crafts—wooden ornament painting, holiday card making, and penguin rock decorating—there was something for everyone to enjoy. **25 participants** of all ages joined in the merriment, creating unique keepsakes and sharing laughter over delicious snacks. It was a delightful evening of creativity and community.





PIONEER ROOM HIGHLIGHTS

Archivist, Ashley Hays, met with Josh Corns, founder of the "[I Remember Old Escondido](#)" (IROE) Facebook group. For over a decade, IROE has served as the internet’s largest collection of materials celebrating Escondido’s history, with an impressive 17,000 followers. Our collaboration with IROE will help spotlight the Pioneer Room’s resources and services while encouraging community participation in preserving Escondido’s archives.

YOUTH SERVICES HIGHLIGHTS



December was a bustling and vibrant month for the Youth Services Department at the library, filled with festive celebrations, creative story times, and the exciting soft launch of our new family learning initiative. Here's a look back at some of our most memorable moments from the month:

1. Tree Trimming Event: Our annual Tree Trimming Event was a resounding success, with **112 attendees** joining us to kick off the holiday season. Families came together to decorate our library tree, creating a warm and festive atmosphere for all. It was wonderful to see so many happy faces as participants crafted personalized ornaments and added their special touch to the tree. Santa was a special guest who’s smile made the night even merrier! The event helped build a sense of community and holiday cheer that was felt throughout the library.

2.Special Saturday Tree Craft Events: We hosted two Tree Craft Events, where **51 participants** enjoyed hands-on creative fun. Each session allowed attendees to explore their artistic talents and make unique holiday-themed Christmas trees. These events were a hit with families, providing a space for creativity to shine while celebrating the season.

3. Soft Launch of the “Play for All” Family Learning Grant: A major highlight of the month was the soft launch of our “Play for All” Family Learning Grant. This exciting initiative aims to promote early childhood learning through play-based activities that engage both children and parents. We introduced the program to the community and





**Escondido
Public Library**

239 South Kalmia Street,
Escondido, CA 92025
760.839.5440

www.escondidolibrary.org

received enthusiastic feedback from families eager to take part in upcoming offerings. We look forward to fully launching this initiative in the coming months and seeing the positive impact it will have on our community.

Looking Ahead: As we move into the new year, we're excited to continue offering innovative programs that inspire learning, creativity, and community engagement. We wish to thank the generous support of the Friends of the Escondido Public Library as we come to the end of 2024!

