



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

August 08, 2024 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, AUGUST 08, 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.



ROLL CALL

ORAL COMMUNICATIONS

APPROVAL OF MINUTES

- [1.](#) Review and approval of minutes from the July 11, 2024 meeting.

CURRENT BUSINESS

- [2.](#) A presentation on research on the selection and criteria for building branch libraries.

Presenter: John Schwab, Library Board of Trustees Member

- [3.](#) Request for approval to reduce the current maximum number of checkouts (downloads) for the Hoopla digital resource from five (5) per month to three (3) and implement a monthly budget cap.

Presenter: Rino Landa, Library Director

Staff Recommendation: Approval (Library: Rino Landa, Library Director)

- [4.](#) Request approval for two exterior mural designs. The Escondido Community Foundation (grantor) will select the final design, which local artist Tim Topalov will paint.



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

THURSDAY, AUGUST 08, 2024

Presenter: Rino Landa, Library Director

Staff Recommendation: Approval (Library: Rino Landa, Library Director).

STATISTICS REPORT

- [5.](#) Presentation of monthly statistical reports and strategic plan updates.

LIBRARY DIRECTOR'S REPORT

- [6.](#) Monthly report by the 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. Library Board of Trustees Meetings are scheduled for the second Thursday of each month in the City Council Chambers at City Hall. Unless noted otherwise, meetings are at 4:00 p.m.

Thursday, September 12 at 4:00 p.m.

Thursday, October 10 at 6:00 p.m.

Thursday, November 14 at 4:00 p.m.



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

Minutes 6:00 PM Special Meeting

ROLL CALL

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

ORAL COMMUNICATIONS

None

APPROVAL OF MINUTES

1. **Review and approval of minutes from the June 13, 2024 meeting**

Motion: Clemens; Second: Schwab; Approved 5-0

CURRENT BUSINESS

2. **Library Trust Fund – Quarterly Report**
3. **Patricia D. Seelig Separate Property Trust Donation**

Motion to create a line item titled: “Seelig Donation” in the Trust Fund Account: Clemens; Second: Schwab; Approved: 5-0

4. **President Bunnell: Review of Escondido Friends of the Library**
5. **Statistics Report**
6. **Update of Library Strategic Plan Goals and Objectives**

LIBRARY DIRECTOR'S REPORT

7. **Library Director's Report and library updates.**

TRUSTEE LIBRARY USE REPORT

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

Trustee Clemens – Visited the library recently and checked out six books.

Trustee Bova – Children love attending the Library.



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

Trustee Schwab – Hosted a committee meeting at the Turentine Room.

Trustee Bunnell – Attended a succulent swap hosted by the Friends of the Escondido Library.

Trustee Reyes – Attended a tour of the Escondido Historic District.

ADJOURNMENT

Meeting Adjourned at 7:09 p.m.

PRESIDENT

CITY CLERK

Overview of Branch Libraries

Presented to the Escondido Library
Board of Trustees
October 10, 2019

Agenda

- Review of available literature
- Brief analysis of local libraries with and without branches
- Questions arising from findings
- What should a branch library offer?
- Summary

Review of Available Literature

- To date, I have not found any relevant studies or articles covering criteria used to determine location, size and offerings for branch libraries
 - The population density and overall community size are factors
 - Local community/neighborhood input can result in political decisions – regardless of the facts
 - Branch libraries never have the resources available at the main location

Review of Available Literature (con't)

- Discovered a study claiming many misconceptions are commonly used to determine primary library locations.
 - Civic centers and parks are usually sub-optimal locations with inconvenient pedestrian and vehicle access
 - Libraries located in shopping and restaurant areas result in higher library patronage.

Brief Analysis of Local Libraries with and without Branches

- Oceanside: Main branch in old downtown, one single branch and a reading room.
- Population – 176,000
42 sq. miles, approx 4 miles N-S by 8 miles E-W
- Branch is approx. 4.5 miles east from the main library, in a shopping center on Mission Ave.

Brief Analysis of Local Libraries with Item 2. and without Branches(con't)

- Carlsbad: Main library east of downtown plus two branches
 - Population 115,000
 - 39 sq. miles, approx. 8 miles N- S by 4 miles E-W
 - Branches are approx. 7.8 miles and 7.5 miles from the main library

Brief Analysis of Local Libraries with Item 2. and without Branches(con't)

- National City : Main library only
 - Population 61,000
 - 9.1 sq. miles – approx 3 by 3 miles
 - A SD County library branch 'Lincoln Acres' is located just east of the city

Brief Analysis of Local Libraries with and without Branches (con't)

Item 2.

- Escondido: Main library near downtown center – branch closed approx. 8-9 years ago
 - Population 152,000
 - 37 sq miles - overall shape defies description
 - Closed branch was 2.6 miles from main library
 - Majority of population within 3 – 3.5 miles of main library

Questions Arising from Findings

Item 2.

- What distance from the main library should trigger evaluation of a branch?
- What services should a branch offer?
- Does a shared co-location on a school campus or other location make sense?
- What else?

What should a branch library offer?

- Should we look at ‘stocking’ a branch with broadband wifi, video conferencing access to library staff and next day delivery of inventory?
- What other processes or mechanisms should be considered to maximize a branch library’s offerings?

Summary

- The search continues for some literature defining how to evaluate when/where branch libraries are needed
- Branch libraries in general, appear to be several (4+) miles from the main library or each other in SD county. Most are relatively small.
- Current technology could significantly increase the services offered to patrons at branch libraries as well as offering enhanced remote access to a main library



August 5, 2024

STAFF REPORT: HOOPLA BORROW REDUCTION

RECOMMENDATION

The Library Board of Trustees is requested to approve reducing the downloads allowed for the Hoopla digital service from five (5) to three (3) per month per library card. Additionally, approval is requested to institute a monthly budget cap within Hoopla.

FISCAL ANALYSIS

This change will not impact the library’s collections budget. Hoopla is budgeted for \$15,000 annually (\$1,250 monthly). The budget cap ensures downloads/demand does not outpace the budget.

BACKGROUND

As part of our ongoing efforts to manage the Escondido Public Library's budget effectively while maintaining the quality of services provided, we recommend instituting new limits on the Hoopla service. This report outlines these measures' changes, rationale, and projected impact.

Changes to Hoopla Service

Starting in September 2024, the library recommends implementing the following changes to the Hoopla service:

1. **Reduction in Monthly Checkouts:** The monthly checkouts per patron will be reduced from five to three.
2. **Budget Cap:** A daily budget cap will be enforced based on the monthly budget of \$1,250. This results in a daily cap of approximately \$41.00, or 10-20 downloads daily. Once the library's daily budget for Hoopla is reached, no further checkouts will be allowed until the next day. Unused funds roll-over to the next day.

Rationale for Changes

Hoopla is a popular service among our patrons, offering a wide range of digital content, including eBooks, eAudiobooks, eComics, videos, and music albums. However, the cost structure of Hoopla necessitates careful budget management. The library pays a fee for each item checked out, with costs varying by item type. For example, eBooks typically cost around \$3 per checkout, movies and music about \$1.50, and eAudiobooks can be as high as \$3.99 per checkout.





The increasing popularity of Hoopla has significantly impacted our budget. Over the past year, the number of Hoopla users has nearly doubled, from 450 to just under 900. This increase in usage, coupled with the rising costs per checkout, has led to a substantial financial burden. In the 2023-2024 fiscal year, Hoopla accounted for only 3% of total checkouts but consumed over 10% of the library's entire budget for collections. For the current fiscal year, Hoopla is budgeted for 6.3% of the overall budget.

Cost Control Measures

We are implementing these new limits to ensure the sustainability of Hoopla within the library's budget. The daily budget cap is a critical component, preventing excessive spending on any given day. Additionally, reducing the number of monthly checkouts per patron ensures broader access to the service while keeping costs manageable. It's worth noting that many patrons do not reach the previous limit of five checkouts, making the new limit of three reasonable and less burdensome.

Impact on Other Services

The changes outlined in this report apply exclusively to Hoopla and will not affect other digital services provided by the library, such as Libby/OverDrive. The policies and rules for these services remain unchanged.

Conclusion

Implementing these new limits on Hoopla is necessary to align the service with the library's budgetary constraints while continuing to offer diverse digital content to our patrons.





August 5, 2024

STAFF REPORT: MURAL DESIGNS

RECOMMENDATION

The Library Board of Trustees is requested to approve the two design options presented on behalf of the Escondido Community Foundation (grantor), pending a final design.

FISCAL ANALYSIS

The Escondido Community Foundation funds this project. Limited staff and LS&S contracted staff time may be required.

BACKGROUND

Project Overview

The Escondido Public Library is pleased to announce an upcoming mural project generously funded by the Escondido Community Foundation. The mural will be a vibrant addition to the library's exterior, enhancing the community's cultural and artistic landscape.

Location and Artist

The mural will be painted on the northeast corner of the library's exterior, specifically at the corner of S Kalmia Street and E 2nd Avenue. The project has received approval from the City Public Art Commission, ensuring compliance with city regulations and standards. Local artist Tim Topalov, known for his distinctive and engaging style, will create the mural.

Community Engagement

To ensure the mural resonates with the community, a survey was launched on Monday, August 5, asking for community input through a voting process. The survey aims to gather feedback on the mural's design and themes. A minimum of one week is recommended for the survey to be active, allowing ample time for community members to participate and share their preferences.





Next Steps

- **Survey Collection:** The survey will remain open for at least one week to collect community input.
- **Design Finalization:** Based on the survey results, Tim Topalov will finalize the mural design, incorporating community preferences and feedback.
- **Project Timeline:** Once the design is finalized and approved by both the Escondido Community Foundation, the project timeline will be established, including the start and completion dates for the mural painting.

Conclusion

The Exterior Library Mural Project represents a unique opportunity to enhance the library's visual appeal and engage the community in a meaningful artistic endeavor. We look forward to collaborating with the Escondido Community Foundation, the City Public Art Commission, artist Tim Topalov, and the community to bring this project to fruition.

DESIGNS

Design #1

A Kumeyaay woman in traditional dress reads her people's story. Moonlight and light from the book illuminate her face. Characters from the book leap out, becoming constellations in the Kumeyaay tradition and petroglyphs on boulders overlooking Dixon Lake. Orange trees bloom to her right, arching around City Hall. The word "ESCONDIDO" appears in a Western-style font within a traditional Mexican Día de los Muertos floral pattern.

Design #2

A Kumeyaay woman tells her people's creation myth around a campfire. The story is fully written in curving white text, with a stylized visual panel above her inspired by traditional Kumeyaay art. To the right, the night sky displays Kumeyaay constellations, and the word "ESCONDIDO" appears in a Western-style font, set within a traditional Mexican Día de los Muertos floral pattern.

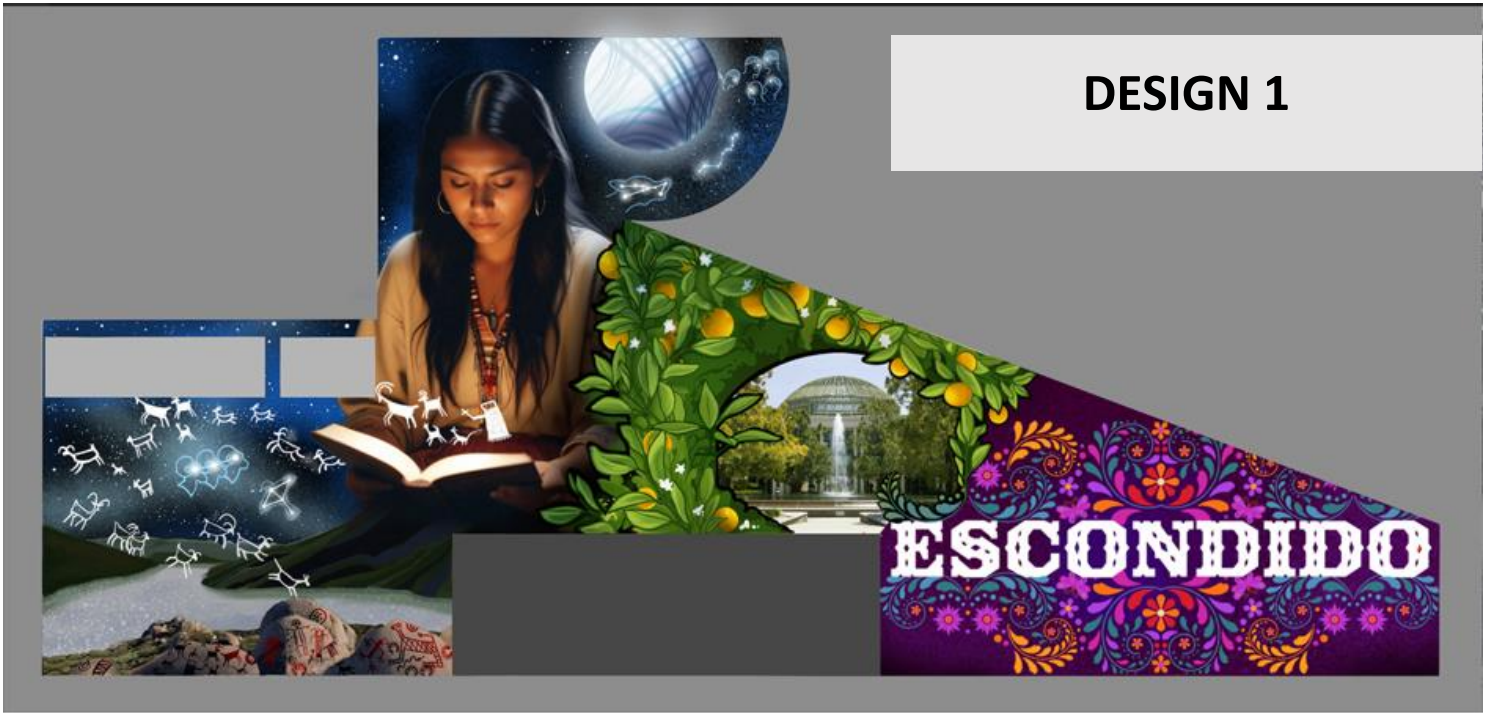




**Escondido
Public Library**

239 South Kalmia Street,
Escondido, CA 92025
760.839.5440

www.escondidolibrary.org





DESIGN 2





STATISTICS REPORT

Monthly Library Board of Trustees Statistics 2023-2024		April	May	June
CIRCULATION:	Physical Materials (Books, media, museum passes, laptops)	43,144	41,236	45,929
	eMaterial (includes eBooks and eAudiobooks-OverDrive, CloudLibrary, Biblioboard,	8,718	9,127	8,840
	Total Circulation	51,862	50,363	54,769
	Holds Satisfied	2,198	2,162	2,402
INTER-LIBRARY LOANS:	ILLs Checked Out	3	1	9
	Link+ Items Borrowed (EPL patrons)	358	301	419
	Link+ Items Lent (to patrons at other libraries)	342	346	358
POPULATION & BORROWERS:	Total Registered Borrowers	88,239	88,761	89,478
REFERENCE QUESTIONS:	Total Reference Transactions	6,122	5,804	6,854
LIBRARY SERVICES:	Public Service Hours	260	262	260
	Library Visits	22,899	12,777	32,155
ELECTRONIC SERVICES:	Users of Public Internet Computers	2,546	2,234	2,365
	Wireless Sessions	12,216	11,393	10,107
	Number of Website Visits	9,106	5,100	5,900
VOLUNTEERS:	Total Active Volunteers	108	90	91
	Total Volunteer Hours	1,099	844	935
PROGRAMS:	# of live, in-person programs	139	109	84
	Live, in-person attendance	2635	2213	2085
	# 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)	666	337	281
	Live, off site program (outreach) attendance	146	114	89
	# of take home kits given out	80	80	80





STRATEGIC PLAN GOALS & OBJECTIVES REPORT

#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	Updates
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	Working to schedule fall programs with Recycling Division.
	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	The library partners with the Friends of the Library to resell and repurpose withdrawn materials.
	Educate residents about responsible consumption by partnering with the City Recycling Division to offer two Library programs such as composting.	FY 2025–2027	Sept. 5 th program, “A Quick Guide to Sustainable Fashion,” is planned. Limited engagement with the Recycling Department.
	Shorten travel distance and reach a larger audience by providing programs in three different spaces throughout the service area.	FY 2025–2027	Outreach events at Safari Park and National Night Out.
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	Succulent Swap on July 6 with excellent attendance. Additional programs for the fall are being planned.
Encourage wellness.	Provide alternatives to screen time for children and tweens by offering four non-screen-focused programs.	FY 2024–2027	There are an average of 26 non-screen-focused programs each month





**Escondido
Public Library**

239 South Kalmia Street,
Escondido, CA 92025
760.839.5440

www.escondidolibrary.org

	Support mindfulness by inviting a local yoga studio to offer one series of free classes.	FY 2025–2027	Meditation and Mindfulness classes monthly April-August.
--	--	--------------	--





LIBRARY DIRECTOR'S REPORT

Staff Updates

The library welcomed a new Marketing Coordinator, Esther Hernandez, on July 15. Esther will work with the Library Administration to refresh our marketing and social media strategies. Esther joins the library with a strong background in supporting social work, academic, and nonprofit organizations. You may also see Esther at library programs and outreach events, taking photos and representing the library.

The library is also happy to announce that Shelia Rodriguez was promoted to Literacy Coordinator. Shelia has been a part of the EPL Literacy Team for several years and is eager to take on this leadership role. With Shelia's support, the library literacy program aims to grow and adapt to the needs of our community.

Stargazing Kits

The library applied for fifteen (15) stargazing kits offered through the California State Library Parks Pass Program. This competitive opportunity will award kits to selected libraries to circulate the following items: a telescope, carrying case, portable stool, compass, flashlight, and filed guides. The kit aims to provide the tools necessary to view the night sky to those who otherwise would not have the opportunity.

Library Renovation Project

The city has a new Project Manager, Ed Vasquez. Ed replaces Laura McLin, who left the project due to medical reasons. Currently, the project has entered the "Construction Documents" phase (Aug. 2 – Oct. 14).





ADULT SERVICES HIGHLIGHTS



July 6th: Succulent Swap

On July 6th, the library hosted its biannual Succulent Swap, a popular gardening event where patrons could exchange succulent plants and share gardening tips. The event provided small pots, soil, and beginner gardening advice for newcomers. The event attracted 105 guests, and feedback indicated a strong desire for more gardening programs. We are excited to announce that more gardening events are being planned.

July 13th: 2nd Saturday Concert (U3zub)

This month's 2nd Saturday Concert featured U3zub, a Ukrainian ethno-rock band from San Diego. The band captivated 72 attendees, including many Ukrainian community members, with their vibrant performance celebrating Ukrainian culture and raising awareness about the ongoing conflict with Russia. Due to the positive response, we have already scheduled U3zub for a future concert. Keep an eye on our 2025 concert listings for more details.

July 25th: Archiving Pride: San Diego's LGBTQ+ Heritage with Lambda Archives

In honor of San Diego Pride Month, the library partnered with Lambda Archives for our first Pride-themed program. Nicole Verdes from Lambda Archives delivered an engaging presentation on the rich LGBTQ+ history in Escondido and the mission of Lambda Archives. The program was attended by 13 individuals, including both staff and patrons. The feedback highlighted a strong interest in additional Pride-themed programs.





PIONEER ROOM HIGHLIGHTS

In July, the Pioneer Room served **50 patrons** and launched the *Jerry Rotta Collection* on CONTENTdm for the July 4th holiday. The *Arlene Lochridge Collection* launched on 8/1/2024.

Staff are also looking forward to processing a generous donation from a donor in Monterey, CA. The collection features photographs and manuscripts from the *Percy S. Cox family*. Cox's prints of Escondido are considered treasured remnants of early Escondido history. Staff also received five donations to the archives during July!

YOUTH SERVICES HIGHLIGHTS



Summer Reading Challenge Success!

We're thrilled to announce the fantastic participation in this year's Summer Reading Challenge! The final sign-up numbers are as follows:

- **Babies (0 to 3 Years old):** 180
- **Kids (4 to 8 years old):** 598
- **Tweens (9 to 12 years old):** 281
- **Teens (13 to 18 years old if still in high school):** 120
- **Adults (18+):** 260

Total Sign-ups: 1,439

Fun Facts & Achievements

- Our littlest readers completed an incredible **974 Baby Activities**, including reading, signing, and walking with their babies. These activities foster early learning and strengthen the bond between babies and their parents.
- Adults embraced the challenge, completing **705 activities**. Through our Read Local and Shop Local Program, they explored new books, engaged with various library services, and discovered exciting new things in the community.





Hours Read

Our participants have been busy reading, accumulating impressive totals:

- **Kids:** 318,499 minutes (5,308 hours)
- **Tweens:** 174,464 minutes (2,907 hours)
- **Teens:** 291,133 minutes (4,852 hours)

We are incredibly proud of our community's dedication and enthusiasm for reading. Thank you to everyone who participated and made this year's Summer Reading Challenge a remarkable success! Keep up the fantastic work, and happy reading.

