



# CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

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May 09, 2024 at 3:00 PM

**Council Chambers: 201 North Broadway, Escondido, CA 92025**

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## 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, MAY 09, 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 April 11, 2024 meeting.

#### CURRENT BUSINESS

2. Elections for the Library Board of Trustees: President and Secretary.
3. A brief update on the status of the State Library grant-funded renovation project.
4. A review of proposed changes and updates to the library's Collection Development, Borrowing, and Confidentiality of Customer Records policies.

#### STATISTICS REPORT

- [5.](#) Monthly review of statistics and strategic goals.



# CITY of ESCONDIDO

## LIBRARY BOARD OF TRUSTEES

THURSDAY, MAY 09, 2024

### LIBRARY DIRECTOR'S REPORT

6. Report by the Library Director of past month's activities and updates of ongoing library projects.

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

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

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

Thursday, August 8, 2024, 4:00 p.m. City Council Chambers



# CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

Item 1.

April 11, 2024 at 6:00 PM

## MINUTES

### ROLL CALL

#### PRESENT

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

#### ABSENT

Trustee Carolyn Clemens

### ORAL COMMUNICATIONS

None

### APPROVAL OF MINUTES

1. Review and approval of minutes from the March 12, 2024 meeting.

Motion made by Trustee Schwab

Seconded by Trustee Reyes

Approved (4-0, Clemens absent)

### CURRENT BUSINESS

2. Trustee Bunnell will provide an update on her meeting with Jack Anderson from the Escondido Library Foundation.

President Bunnell provided an overview

### STATISTICS REPORT

3. Statistics Report by the Library Director of library statistics for February 2024 and the prior two months.

Dan Wood, Senior Librarian provided an update

4. Strategic Goal Report: 4 - RESILIENCE

Dan Wood, Senior Librarian provided an update



# CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

THURSDAY, APRIL 11, 2024

## LIBRARY DIRECTOR'S REPORT

- 5. Library Director's Report and library updates.

Report by Dan Wood, Senior Librarian

## TRUSTEE LIBRARY USE REPORT

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

Secretary Bova congratulated President Bunnell on re-appointment and shared about a visit to Morro Bay library

Trustee Reyes shared expressed gratitude for the library's auto-renew feature

Trustee Schwab shared his experience using Link service

President Bunnell attended the Library's meditation class and sound bath

## ADJOURNMENT

Meeting Adjourned at 6:48 p.m.

## UPCOMING MEETING SCHEDULE

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PRESIDENT

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ASSISTANT CITY CLERK



STRATEGIC PLAN GOALS & OBJECTIVES REPORT

**Community Hub/Cultural Connector**

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.

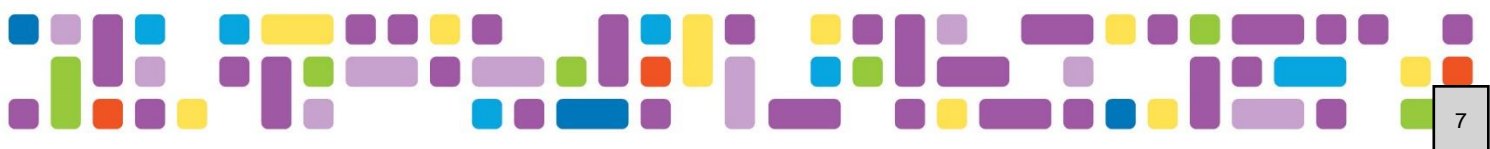
Strategy	Objective	Timeline	Updates
<b>Leverage partnerships for visibility</b>	Create mutual value by supporting the goals of four partner organizations while marketing EPL on partner websites and social media.	FY 2023–2027	Read Local Shop Local partnerships; MAGEC and partner cross-promotions on social media (Facebook & Instagram)
	Increase EPL visibility by Library staff presenting at community events (city council meetings, local community service organizations, etc.) four times annually.	FY 2023–2027	Rotary Club; End of Year School Events; Love Esco Day
	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; Meditation; MAGEC; Career Fair with San Diego Workforce Partnership and SDCU
<b>Act as a local information hub</b>	Position Library and website as a center for the community.	FY 2024–2027	New and updated website (5/6/24)
<b>Embrace diverse cultures</b>	Expand multicultural marketing efforts by researching the most effective channels for specific communities and execute three campaigns annually.	FY 2023–2027	Spanish translation of most marketing materials; researching
	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	Lunar New Year Celebration (2/3); Nowruz Persian New year Celebration (3/30); Día de los Niños Celebration (4/27); Monthly Bilingual Book Club; Bi-Weekly Inclusive Art Club;





STATISTICS REPORT

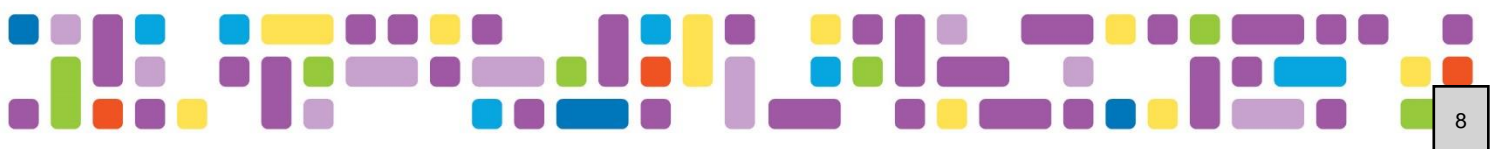
Monthly Library Board of Trustees Statistics 2023-2024		January	February	March
<b>CIRCULATION:</b>	Physical Materials (Books, media, museum passes, laptops)	41,705	39,671	43,811
	eMaterial (includes eBooks and eAudiobooks-OverDrive, CloudLibrary, Biblioboard,	8,782	8,337	8,758
	Total Circulation	50,487	48,008	52,569
	Holds Satisfied	2,394	2,268	2,312
<b>INTER-LIBRARY LOANS:</b>	ILLs Checked Out	11	9	3
	Link+ Items Borrowed (EPL patrons)	331	371	389
	Link+ Items Lent (to patrons at other libraries)	315	324	323
<b>POPULATION &amp; BORROWERS:</b>	Total Registered Borrowers	86,632	87,242	87,729
<b>REFERENCE QUESTIONS:</b>	Total Reference Transactions	5,919	5,664	6,110
<b>LIBRARY SERVICES:</b>	Public Service Hours	253	242	258
	Library Visits	21,315	22,573	25,474
<b>ELECTRONIC SERVICES:</b>	Users of Public Internet Computers	2,437	2,330	2,525
	Wireless Sessions	12,142	12,294	12,419
	Number of Website Visits	9,439	9,399	9,178
<b>VOLUNTEERS:</b>	Total Active Volunteers	101	106	106
	Total Volunteer Hours	1,011	901	675
<b>PROGRAMS:</b>	# of live, in-person programs	65	126	84
	Live, in-person attendance	1801	2435	2444
	# 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)	28	494	381
	Live, off site program (outreach) attendance	67	130	90
	# of take home kits given out	80	80	80





LIBRARY DIRECTOR'S REPORT

- **Library Renovation Project:** Progress continues according to the established timeline. Library and city representatives agreed upon a preliminary design plan. This will allow IDS to prepare a more specific budget, prioritize work, and narrow the project's scope. A reduction of the stacks' footprint, the addition of study rooms, a quiet space, a teen space, a café area, and a dedicated space for the Friends of the Library are all included in the plan. Areas of concern include costs not covered by the grant, including any furniture, equipment, and technology to support the changes to the library's spaces.
- **Staff:** Two new staff members will begin working the week of May 13: a new Literacy Associate and a Library Associate 3 in Customer Service. Library administration is looking into the possibility of adding another Literacy Associate using grant funds to bolster literacy services further.
- **Library Website:** The new library and city website went live on May 6. Updates and changes are ongoing as staff test out the site and hear feedback from the public.
- **American Library Association (ALA):** The annual conference for the ALA will be hosted in San Diego this year from June 27 to July 2. Approximately 10 EPL staff will attend at least one day – all paid for by LS&S to promote professional development. The conference offers breakout sessions, a vendor hall featuring famous authors, and plenty of opportunities for professional networking.







ADULT SERVICES HIGHLIGHTS



**April 6: Uncovering the Impact of Terrariums**

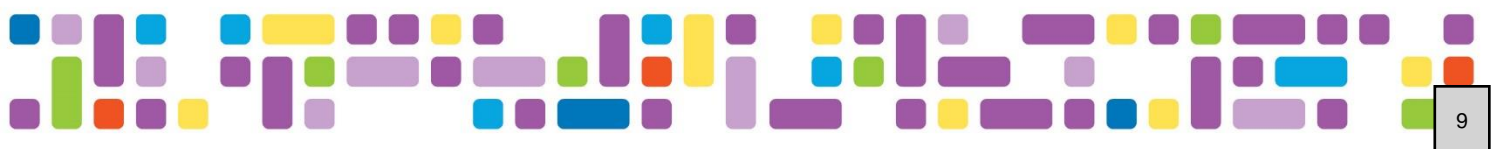
To kick off the month, the Library hosted an educational terrarium-making workshop in honor of Earth Day; graciously hosted by **Russel Ray of the Palomar Cactus & Succulent Society**. Attendees learned about the importance of terrariums in our ecosystem and how to make and care for one. **23 people** attended this event, with the feedback being overwhelmingly positive. Patrons noted that they liked making the terrariums and would like more gardening/plant life classes.

**April 13: 2<sup>nd</sup> Saturday Concert Series – Peter Sprague Trio**

On a rainy April afternoon, the Escondido Public Library invited the Peter Sprague Trio to play Brazilian-style jazz to brighten the gloomy skies. This event was attended by a whopping **79 attendees**: 75 in person and 4 over Facebook Live. Peter Sprague is an accomplished virtuoso guitarist who performs with his brother Tripp and friend Leonard to create a medley of Brazilian music, American pop, and jazz.

**April 24: Artsy Adults – Dots on Rocks**

Bringing the month to a close, our quarterly Artsy Adults program introduced a new and simple DIY craft: Dots on Rocks! On April 24<sup>th</sup>, from 6:30 pm to 7:30 pm, attendees came to the library to paint colorful dots on various shapes and sizes of rocks. **27 people** attended this event. Feedback was astoundingly positive. Patrons admired the craft; painting as many as three rocks each. They noted that they wanted more art programs.



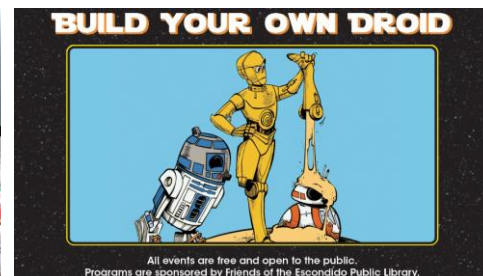


### PIONEER ROOM HIGHLIGHTS

The **2024 Pioneer Room Calendars** have arrived! This Pioneer Room Friends Calendar issue, *All in the Family*, pays homage to some of our hardy Escondido Valley Pioneers and their relationships. Calendars can be purchased at the Main Library, Library Bookshop, and Pioneer Room for a **\$10 cash donation**.

This month, the Pioneer Room served **35 patrons**. We processed **2 new collections** coming soon to CONTENTdm and published 2 new collections in CONTENTdm. Check out the [Home: A Living Archive here](#) and the [Robert C. Emery Collection here](#).

### YOUTH SERVICES HIGHLIGHTS



On Saturday, April 27, we hosted our annual **Día de los niños/libros (Day of the Child/Book)** event, which had **115 attendees**. This year's theme was how to make and eat tacos. Families got to make mini-piñatas, tissue flower bouquets' or headbands, and design their own book back. Children also received free books for their home libraries and goodie bags. The treats that were served included tacos from a local Mexican restaurant that had been a staple of the community for over 40 years.

**Star Wars Week - Build Your Own Droid:** Monday, April 29, saw the start of our third annual Star Wars Week with the Build Your Own Droid event. Attendees built their own droids from upcycled materials donated by the community. We had **115 in attendance** for the program. Some built multiple and smaller droids, and some spent an hour and a half building intricate ones. Materials were taken home to continue the building fun.

