



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

October 10, 2024 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, OCTOBER 10, 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 Approve the minutes from the September 12, 2024 meeting

CURRENT BUSINESS

2. Building Forward: Library Infrastructure Grant Project

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

Presenter(s): Ed Vasquez, Project Manager; Robert Rhoades, Assistant Director of Community Services

3. Discussion and possible vote on a recommendation to City that the entire EPL staff, now funded with ARPA grant money, be kept intact to ensure the best possible service during the building shutdown and to enable a smooth reopening.

Presenter: John Schwab, Board Member

STATISTICS REPORT



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

THURSDAY, OCTOBER 10, 2024

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

Presenter(s): Rino Landa, Library Director

LIBRARY DIRECTOR'S REPORT

5. Updates and news from the Library Director.

TRUSTEE LIBRARY USE REPORT

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

ADJOURNMENT

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.

*** 10/25/2024 at 10:30 a.m. Community Workshop:** Library Infrastructure Grant Project. Board Room at the Escondido Public Library, 239 S. Kalmia St, Escondido, CA 92025

11/14/2024 at 4:00 p.m.

12/12/2024 at 4:00 p.m.



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

September 12, 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 the minutes from the August 8, 2024 meeting

Motion made by Trustee Clemens

Seconded by President Bunnell

Approved 5-0

CURRENT BUSINESS

2. **Building Forward: Library Infrastructure Grant Project**

A presentation on the overall project, budget, current status, and challenges of the \$10 million library infrastructure state grant project.

Staff Recommendation: Receive and File (Library: Rino Landa, Library Director)

Presenter(s): Ed Vasquez, Project Manager

Robert Rhoades, Assistant Director of Community Services provided an update

Rino Landa, Library Director provided an update

Trustee Schwab provided an update



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

September 12, 2024 at 4:00 PM

President Bunnell and Trustee Schwab requested that an item be placed on the agenda for next meeting to discuss recommendation to Council to retain library staff during renovation closure

3. 2025 Board Meeting Schedule

Request to review and approve the 2025 Library Board of Trustees meeting schedule.

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

Presenter: Rino Landa, Library Director

Rino Landa, Library Director to provide available dates for 2024 workshop

Motion made by Trustee Clemens

Seconded by Trustee Reyes

Approved 5-0

STATISTICS REPORT

4. Monthly statistical report for the library for May, June, and July 2024; quarterly update on Strategic Goals.

Staff Recommendation: Receive and File (Library: Rino Landa, Library Director)

Presenter: Rino Landa, Library Director

LIBRARY DIRECTOR'S REPORT

5. Library Director's report and monthly highlights for August, 2024.

Staff Recommendation: Receive and File (Library: Rino Landa, Library Director)

Presenter: 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 - Visited the Monterey library and shared about the services they provide

Trustee Schwab - Shared about his wife's recent visit to the friends of library bookstore and the sponsor program



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

September 12, 2024 at 4:00 PM

President Bunnell - Shared about attending concert and visiting the friends of library bookstore

Secretary Bova - Thanked meeting attendees; Kids participated in and love the Chess club

Trustee Clemens - Inquired if there were any upcoming succulent swaps and her project crafting succulent wreaths

ADJOURNMENT

Meeting Adjourned at 5:16pm

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.

10/10/2024 at 6:00 p.m.

11/14/2024 at 4:00 p.m.

12/12/2024 at 4:00 p.m.

PRESIDENT

ASSISTANT CITY CLERK



STATISTICS REPORT

Monthly Library Board of Trustees Statistics 2024-2025		June	July	August
CIRCULATION:	Physical Materials (Books, media, museum passes, laptops)	45,929	49,378	46,212
	eMaterial (includes eBooks and eAudiobooks-OverDrive, CloudLibrary, Biblioboard, eMagazines (Flipster), and Hoopla digital media.	8,840	7,503	8,070
	Total Circulation	54,769	56,881	54,282
	Holds Satisfied	2,402	2,551	2,496
INTER-LIBRARY LOANS:	ILLs Checked Out	9	12	2
	Link+ Items Borrowed (EPL patrons)	419	347	351
	Link+ Items Lent (to patrons at other libraries)	358	349	338
POPULATION & BORROWERS:	Total Registered Borrowers	89,478	90,116	90,781
REFERENCE QUESTIONS:	Total Reference Transactions	6,872	7,599	6,912
LIBRARY SERVICES:	Public Service Hours	260	260	269
	Library Visits	32,155	26,472	20,000
ELECTRONIC SERVICES:	Users of Public Internet Computers	2,365	2,795	2,797
	Wireless Sessions	10,107	11,422	11,236
	Number of Website Visits	6,000	9,106	5,500
VOLUNTEERS:	Total Active Volunteers	91	147	137
	Total Volunteer Hours	935	1,173	926
PROGRAMS:	# of live, in-person programs	84	97	72
	Live, in-person attendance	2,085	2879	1270
	# of live, virtual programs	-	0	0
	Live, virtual program attendance	-	0	0
	# of pre-recorded programs	-	0	0
	# of views of recorded program content	-	0	0
	# of live, off site programs (outreach)	281	2	5
	Live, off site program (outreach) attendance	89	76	693
	# of take home kits given out	80	80	80





STRATEGIC PLAN GOALS & OBJECTIVES REPORT

2. Embrace Emerging Services

EPL provides experiences that reveal the Library is more than a place for books and is the center for lifelong learning in Escondido.

Strategy	Objective	Timeline	Updates (June-October)
Educate residents about modern library services	Create understanding among residents that libraries are places to connect with the community, access exciting new technology, have fun, and enrich lives by leveraging social media and newsletter once a month.	FY 2023–2027	Updated the two monthly newsletters to include more community events and library services; added “Digital Library” highlights section; social media engagement continues to increase.
	Reach out to new community members by sending welcome newsletter. Gather email addresses during participation at four community events per year.	FY 2023–2027	Outreach table at the annual “ Night Out ” event in August and “ Water & Fire Expo ” in September; continue to gather emails during registration for newsletters.
Raise awareness of EPL services	Leverage analytical data and strategic marketing channels to best reach users and nonusers with information about services. Identify three patron segmentation groups and launch a communication campaign.	FY 2024–2027	Three groups identified based on data: Peak Tween/Teen readers, ages 12-15; Returning Adults, ages 39-43; and Retirees, ages 65-70. Campaign planning has been postponed as training of new Marketing Coordinator continues.
Encourage reading	Adjust collection budget to meet specific community needs (bestsellers, eBooks) and shorten wait times by leveraging LibraryIQ analytics data.	FY 2023–2027	New emphasis on dynamically purchasing Overdrive e-materials using data; revised training for staff to improve engagement and use of Overdrive/Libby using IQ data
	Celebrate reading throughout the year by offering one reading challenge in addition to Summer Reading.	FY 2023–2027	In-N-Out Reading Program started Oct. 5 and runs through Nov. 16; Limited Winter Reading Challenge planned due to infrastructure project preparations.
	Provide personalized service by creating reading suggestion lists (available by request on website).	FY 2024–2027	Reading lists continue to be available online and at the service desks.





	Improve offerings to Spanish speakers by reviewing Spanish language physical collection performance and making adjustments quarterly.	FY 2023–2027	New Spanish titles were added; displays were created to highlight collections during Spanish Heritage Month
Support early literacy and education	Support parents as child’s first teachers by offering three parent education programs.	FY 2024–2027	Family Literacy educates parents on early literacy learning so it can be practiced at home
	Help prepare children for kindergarten by leveraging the 1000 Books Before Kindergarten program. Increase participation each year of plan.	FY 2025–2027	A renewed marketing campaign with new branding is aimed for Nov.-Dec. 2024 debut; updates to handouts and website are underway.
Introduce innovative services	Increase availability of technology to boost digital literacy and bridge the digital divide. Identify and supply four technology/communication platforms.	FY 2025–2027	Applied as a partner for a regional grant; ~\$180k expected for two laptop dispensing kiosks, 22 laptops for new computer classes, two new projectors, and associated accessories.
	Support adults and teens by providing four life skills programs (financial literacy, sewing and mending, etc.), affordable living classes (coupons, etc) annually.	FY 2025–2027	Plans for renewed Teen programs around skills building are being developed by staff.
Provide access to new and existing technology	Support tech adoption by providing one-on-one tech instruction two days each month, including help on how to download and stream content to personal devices.	FY 2026–2027	We continue to offer tech support on a walk-in basis, instead of monthly drop-in times.
	Support equity by providing laptops and Wi-Fi hotspots for circulation beyond Library buildings. Plan for some loss in annual budget, as would happen for print collection.	FY 2026–2027	As part of the regional grant, requested funds for 40 hotspots for circulation outside of the library (\$13k per year over 5 years)
Offer services beyond Library walls	Increase impact by taking reading programs out into the community. Partner with one educational institution per year in order to promote reading in a meaningful and measurable way.	FY 2024–2027	Partnered with <i>San Diego Poetry Annual</i> to present the San Diego Kids! Annual Poetry Workshop on Sept. 7.





	Leverage efficiency by partnering with City Parks and Recreation to participate in four events.	FY 2023–2027	Outreach table at the annual “ Night Out ” event in August and “ Water & Fire Expo ” in September
	Provide pickup of materials throughout the community to reduce travel distance for patrons. Pickup lockers can be located at parks and recreation sites, fire stations, etc. (Pending funding availability.)	FY 2024–2027	Continue to research low-cost alternatives to library industry vending technologies.





LIBRARY DIRECTOR'S REPORT

New State Law: California Freedom to Read Act

On September 29th, Governor Gavin Newsom signed the California Freedom to Read Act (AB 1825, Muratsuchi) into law. The Act mandates that all public library jurisdictions receiving state funding establish a written and publicly accessible collection development policy by January 1, 2026. This policy must guide the selection and deselection of library materials, facilitate community input regarding these materials, and ensure that the library's collection reflects diverse perspectives and does not limit access based on personal characteristics, age, or views. Additionally, library staff cannot face retaliation for adhering to this policy or for their professional decisions regarding library materials. Public libraries must submit this policy to the State Librarian, who can provide technical assistance. For more information, read the text of the [California Freedom to Read Act](#) on the Legislature's website..

Law Impact: Library administration is reviewing the law to develop policy recommendations for the Board. As EPL already has a well-thought out Collection Development [Policy](#) and [Plan](#), the impact of this legislation is minimal. New policies that may be required have been discussed in prior months, including updates to the library's displays policy and a new program/event policy.

Update: County-Wide Digital Equity Grant Application, AKA "San Diego iWORK"

The regional grant was submitted with the Escondido Public Library acting as a library partner and activity location for other grantee-provided classes and workshops. As part of the grant, EPL requests can be divided into three components: 1) **laptop kiosks**, 2) **class equipment**, and 3) **hotspots**. Approximately, **\$100k** is requested for two laptop dispensing kiosks (one 24-laptop and one 6-laptop kiosk) to expand on an existing in-library Chromebook service; **\$30k** for 22 laptops, two projectors, and a charging cabinet for new and expanded technology and computer classes led by library staff; and **\$30k** for a circulating collection of 40 hotspots with \$7k spent each year over the four-year grant period.

The grants required 10% match is being met with library staff time dedicated to at least four technology or computer classes taught each month during the grant.

Additional computer classes are planned and expected from the other grant recipients, including Computers 2 Kids (C2K), Chicano Federation, International Rescue Committee (IRC), San Diego Regional Center (SDRC), San Diego Second Chance Program (SDSCP), an Info Line of San Diego County (211).

Award announcements are expected later this year in December 2024.





Grant Overview: DIGITAL EQUITY COMPETITIVE GRANT PROGRAM

San Diego iWORK (increasing workforce opportunities, readiness, and knowledge) is a program that expands digital equity services through a standardized, library-centric model, based on a diverse partnership, to improve digital self-sufficiency and increase economic opportunities for covered populations across the San Diego region. The Program will be administered and evaluated by the Policy & Innovation Center (PIC) with Partners from San Diego area library systems and Community-Based Organizations (CBOs).

The Digital Equity Competitive Grant Program, established under the Digital Equity Act of 2021, aims to empower underserved populations affected by the digital divide, including low-income households, aging individuals, veterans, individuals with disabilities, and those in rural areas. Eligible applicants include political subdivisions, tribal entities, nonprofits, community institutions, and workforce development groups, provided they have not administered prior state-level grants.

The grant can be used for digital inclusion activities, broadband adoption, training programs, equipment provision, and public computing centers. The program covers up to 90% of project costs, with a four-year performance period. The grant is likely to provide more computer and technology classes, along with equipment, at libraries and select community organizations across the county. More information will be available next month as the grant application is finished.

Update: Play for All Grant

The library has purchased most of program tools and manipulatives to support its popular children’s programs, such as *Rhyme & Shine* and *Toddler Tales*. Larger items, including new furniture, climbing structures, and interactive technology, have been quoted and will be ordered by the end of October, 2024. Purchases were pending final color/materials selection for the infrastructure grant project.

Grant Background: The Escondido Library was awarded a \$19,710 California State Library LSTA grant to transform the Children’s Area through the *Little Explorers Safari* project, aimed at enhancing early childhood learning and play experiences. Funds must be spent by June 30, 2025.





ADULT SERVICES HIGHLIGHTS



September 5, 2024: 2nd Saturday Concert – Rupert Wates

Local artist Susan Lazear from the Visions Museum of Textile Art presented an insightful lecture on the impact of the fashion industry on global resource sustainability. Following the presentation, participants had the opportunity to create wearable art by designing upcycled garments using croquis, with no prior art skills required. Ten **(10) attendees** enjoyed this creative and educational event.

September 7, 2024: Echoes of Change – Exploring US History Through Protest Music

Desert Crossing Music led an engaging audio-visual exploration of U.S. history from the 1960s to the 1990s through the lens of protest music. The event highlighted how influential artists such as Bob Dylan, Neil Young, and Barry McGuire used their music as powerful tools for dissent, solidarity, and social commentary. Their timeless messages of hope, defiance, and resilience continue to inspire and unite audiences across generations. Twenty **(20) attendees** participated in this immersive experience.

PIONEER ROOM HIGHLIGHTS

In September, the Pioneer Room served **57 patrons** and significantly expanded its outreach efforts by reaching **279 people** at the **Grape Day Festival**. The team launched a new initiative, **Genealogy Drop-Ins**, which supported four researchers in uncovering vital information about their family histories. Additionally, we assisted **Escondido's Kiwanis Clubs** with research related to their upcoming 100th anniversary celebration this November, contributing to the preservation of their organizational history.

The Pioneer Room also began a new project focused on collecting oral histories and other materials for a forthcoming project celebrating **Latino history in Escondido** during the 20th century. This initiative aims to highlight the contributions of the Latino community to Escondido's development, further enriching our local history collections.





YOUTH SERVICES HIGHLIGHTS



Youth Services launched its first *Brick Builders Club* in September: a Lego-centered STEM program designed for tweens. The program encourages creative expression, experimentation with various designs, and collaboration with peers through the power of play. The Escondido Public Library received a \$3,400 grant from the Bessie Minor Swift Foundation, which supports programs that promote literacy and educational enrichment. This grant funded the startup costs for the *Brick Builders Club* and will also support the upcoming *Tween Makerspace*, which will provide access to tools, equipment, and resources that foster hands-on innovation and experimentation.

