



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

February 13, 2025 at 4:00 PM

Mitchell Room: 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, FEBRUARY 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 January 9, 2025 meeting

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

- [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

THURSDAY, FEBRUARY 13, 2025

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

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.

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

January 09, 2025 at 6:00 PM

MINUTES

ROLL CALL

PRESENT

President Virginia Bunnell
 Secretary Francis X. Bova III - Left at meeting at 7:20 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 December 12, 2024 meeting

Motion made by Trustee Schwab
 Seconded by Trustee Clemens
 Approved 5-0

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

Update provided by Ed Vasquez, Project Manager, Public Works

Friday February 7th, 2025 library renovation workshop in 11:30 in Turrentine Room

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



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

January 09, 2025 at 6:00 PM

Effective 3/1/2025 access to Hoopla will be limited to all those who obtain a physical library card

Motion made by Trustee Clemens

Seconded by Trustee Reyes

Approved 5-0

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

Trustee Schwab to draft a letter to City Manager's Office

Trustee Reyes and Trustee Schwab may attend 1/29 City Council 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 - Attended the adult crafting event

Trustee Schwab - Enjoyed attending a Children's library with his grand daughters

President Bunnell - Plans on visiting library in future

Trustee Clemens - Told her co-worker that is new to Escondido about the library and checked out a book on succulent wreaths and completed one

ADJOURNMENT

Meeting Adjourned at 7:47 p.m.



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

January 09, 2025 at 6:00 PM

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.

PRESIDENT

ASSISTANT CITY CLERK

Library Relocation Options

	CCAЕ Museum Space	224-228 E Grand Ave	North County Mall
Building Status	Move in ready	Not ready	Move in ready
Square footage	9,695	13,500	50,000
Moving-costs	<p>Estimated Moving Costs: Library staff is working on obtaining quotes.</p> <p>FF&E Harvesting: The library will retain Furniture, Fixtures, and Equipment (FF&E) that can be utilized in the current temporary location.</p>	<p>Estimated Moving Costs: Library staff is working on obtaining quotes.</p> <p>FF&E Harvesting: The library will retain Furniture, Fixtures, and Equipment (FF&E) that can be utilized in the current temporary location.</p>	<p>Estimated Moving Costs: Library staff is working on obtaining quotes.</p> <p>FF&E Harvesting: The library will retain Furniture, Fixtures, and Equipment (FF&E) that can be utilized in the current temporary location.</p>
Annual cost	<p>\$510,420 per year</p> <ul style="list-style-type: none"> • Space Rental: \$9,965.00 per month • Utilities: \$10,000 per month • Floor Refinishing: \$8,333 per month • Housekeeping: \$5,928 per month • Security: \$8,579 per month • Restoration Fee: Pending estimate 	<p>Total Anticipated Cost: \$550,000</p> <ul style="list-style-type: none"> • Construction Cost: \$500,000 • Building Analysis Assessment: \$50,000 	<p>\$540,000 per year</p> <ul style="list-style-type: none"> • Rent: \$300,000 per year • Utilities: \$20,000 per month, totaling \$240,000 per year
Comments on cost:	This figure includes increased housekeeping and security costs, as well as amortized floor	The building owners are open to negotiating all aspects of the lease agreement.	The total price includes both rent and utilities, as detailed above.

Library Relocation Options

	<p>refinishing. Although the Foundation has not yet received a formal quote for the refinishing, they are estimating the cost at \$100,000.</p> <p>The CCAEF noted that if the library provides its own cleaning crew, supplies, and security, those costs can be removed from this proposal.</p> <p>The Foundation also mentioned that the lease agreement could be set at \$1 per square foot, plus utilities (beyond what is already covered), and potential floor refinishing or restoration fees.</p>	<p>However, the building is not currently up to code and requires a seismic retrofit to accommodate its conversion into a library.</p> <p>Three site visits with structural engineers have been conducted, and an initial building analysis was estimated to cost \$50,000. The analysis was halted due to budget constraints.</p> <p>The building owners are now receiving proposals from contractors and will share them with City staff upon receipt.</p>	
<p>Benefit / Opportunities</p>	<ul style="list-style-type: none"> • Centrally Located: Easily accessible for visitors. • Ample Parking: Convenient parking options available. 	<ul style="list-style-type: none"> • Prime Location on Grand Ave: Positioned in a high-traffic area for visibility. • Increased Foot Traffic: Attracts more visitors along Grand Ave, boosting local activity. 	<ul style="list-style-type: none"> • Adequate Space for Collection and Staff: Can comfortably accommodate the entire collection and staff needs. • Proximity to Transit Routes: Easily accessible by public transportation. • Ample Parking: Sufficient parking available for visitors and staff.
<p>Cost/ Risk</p>		<p>Given the ongoing emergency in Los Angeles and the potential threat of tariffs, construction</p>	

Library Relocation Options

		<p>costs could potentially rise, impacting project budgets and timelines.</p>	<p>Transportation and Accessibility Concerns: Residents without reliable transportation may face limited access to library services.</p> <p>Public Transit Travel Time: Travel time from the Transit Center ranges from 22 to 30 minutes:</p> <ul style="list-style-type: none"> - Route 350 (Direct): Buses run every 15 minutes. - MTS Route 235: Requires a 13-minute walk and runs every 15 minutes. - Route 354 (Direct): Buses run every 30 minutes.
I.S. Connection	<p>A point-to-point wireless connection can be easily established via a roofline point of sight.</p> <p>The existing data center at the library will be maintained, with a router extension connecting to the museum</p>		
Comments	<p>The proposal from the CCAE is subject to negotiation to reduce costs, particularly in the following areas:</p> <ul style="list-style-type: none"> • Security • Cleaning 	<p>The building owners are highly enthusiastic about the project and recognize the positive impact the library's presence on Grand Ave would have on local businesses and the community.</p>	<p>The space is located on the third floor, adjacent to the food court.</p>

Library Relocation Options

	<ul style="list-style-type: none"> • Floor Restoration <p>The Library Director emphasized the importance of keeping the children's and teen collections together at this site.</p> <p>The remainder of the collection would be accessible through curbside pickup at the Mathes Center.</p>		
Technology needs	Dependent upon space and total number of outlets	Dependent upon space and total number of outlets	Dependent upon space and total number of outlets

<p>Comments from Library Director regarding</p> <ul style="list-style-type: none"> - Staff - Collection - Janitorial Contract 	<p>1. How will library staff be distributed?</p> <p>We have approximately 30 staff.</p> <p>2. How many staff members will remain at the Mathes Center?</p> <p>At most we anticipate being able to accommodate six (6) to ten (10) staff using the existing offices in the Mathes Center. This can be increased if we decide not to have the Pioneer Room open to the public, which is not our current expectation as this would require a change to the contract. This is also dependent on our taking over and using the office space that is currently used by IS for storage in Mathes. We are also under the assumption that the Literacy building on Broadway will be usable by our literacy staff during the main building's closure. Staff at Mathes will be those who support the Pioneer Room, Marketing, certain support staff, and likely me.</p>
---	--

	<p>3. How many staff members will relocate to the temporary site?</p> <p>About 20 staff will need space at the temporary location. They do not all need a desk as many can share due to being part-time. We also anticipate freezing hiring for certain positions if they become available; however, we don't expect any turnover at this point. Other than myself, the rest of the management team will need to be onsite at the temporary location to effectively supervise their teams. I can work anywhere.</p> <p>4. How much space does the collection require?</p> <p>The full collections require more than 30,000 feet. We know that's not the option.</p> <p>The 10,000 square feet can accommodate 30% of the collections. These are not going to be distributed exactly 30% across all collections. For example, we can likely have closer to 80% of our children's collections. The real question to ask is how much shelving can the spaces accommodate? Also, can we attach shelves to walls? Can shelves be anchored down to the floors? If the 10,000 square feet also include staff space, then the amount of collections will be less. The locations being evaluated have approximately 10,000 square feet each available.</p> <p>5. Who is currently responsible for the custodial needs of the library?</p> <p>We pay for an outside custodial service provided by JanPro. Once we know the size, space, and restroom needs, we plan to renegotiate with JanPro or seek a new provider. LS&S is responsible for providing janitorial services per our contract with the City.</p>
--	---



STATISTICS REPORT

Monthly Library Board of Trustees Statistics 2024-2025		October	November	December
CIRCULATION:	Physical Materials (Books, media, museum passes, laptops)	43,237	39,463	36,876
	eMaterial (includes eBooks and eAudiobooks-OverDrive, CloudLibrary, Biblioboard, eMagazines (Flipster), and Hoopla digital media.	6,862	6,789	6,688
	Total Circulation	50,099	46,252	43,564
	Holds Satisfied	2,615	2,097	1,984
INTER-LIBRARY LOANS:	ILLs Checked Out	2	3	2
	Link+ Items Borrowed (EPL patrons)	355	346	306
	Link+ Items Lent (to patrons at other libraries)	378	319	377
POPULATION & BORROWERS:	Total Registered Borrowers	92,037	92,367	92,732
REFERENCE QUESTIONS:	Total Reference Transactions	6,777	5,269	5,255
LIBRARY SERVICES:	Public Service Hours	273	226	243
	Library Visits	26,778	23,622	23,450
ELECTRONIC SERVICES:	Users of Public Internet Computers	2,439	1,982	1,874
	Wireless Sessions	12,402	9,695	10,704
	Number of Website Visits	5,000	5,000	5,000
VOLUNTEERS:	Total Active Volunteers	119	121	120
	Total Volunteer Hours	905	822	750
PROGRAMS:	# of live, in-person programs	154	100	161
	Live, in-person attendance	2415	1637	1556
	# of live, virtual programs	0	0	5
	Live, virtual program attendance	0	0	133
	# of pre-recorded programs	0	0	0
	# of views of recorded program content	0	0	0
	# of live, off site programs (outreach)	4	2	2
	Live, off site program (outreach) attendance	257	105	48
	# of take home kits given out	80	80	80





STRATEGIC PLAN GOALS & OBJECTIVES REPORT

2) Embrace Emerging Services

Goal Statement: 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 (November - January)
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	Continued outreach to schools, especially career days in January. Several community outreach events.
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	Marketing efforts improved with testing of paid campaigns on both Instagram and Facebook. Initial data and attendance from events show an increase in expected attendees for the events promoted.
Encourage reading	Adjust collection budget to meet specific community needs (bestsellers, eBooks) and shorten wait times by leveraging LibraryIQ analytics data.	FY 2023–2027	Expanded access to digital collections through the Palace App as an alternative to Hoopla.
	Celebrate reading throughout the year by offering one reading challenge in addition to Summer Reading.	FY 2023–2027	Winter Reading Challenge began in January and concludes at the start of February.
	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. More than \$10k in Spanish titles were purchased in January.
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 went live in late December.
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.
--	--	--------------	--



**City of Escondido
Library Trust
Fund 004
FY 2024-25 through December 31, 2024**

<u>Account #</u>	<u>Account Description</u>				<u>Amount</u>	<u>Description of Activity</u>
General Library Trust						
3050	Beginning Fund Balance, 07/01/2024			\$ 737,769.79		
				.		
	Revenues, 07/01/2024 - 12/31/2024					
4601	Library Trust Dividends			907.24		Signal Hill Petroleum & JP Oil Dividends
4602	General Donations			-		
						City Investment Pool allocated based on the cash balance in the Library Trust Fund.
4609	Investment Earnings			4,848.78		
4621	Library Sales			44.00		Sale of Headphones, Library Tote Bag, and USB Flash Drive
4370	Reimbursement from Outside Agencies			-		
4990	Other Revenue			5.06		Reimbursements from CENIC grant
4999	Transfer Out			5.06		Transfer from Ryan Trust Fund to create project, 409401.
	Total Revenues			\$ 5,810.14		
	FY 2024/25 Budgeted Expenditures	Beginning Budget	Actual Expenditures	Remaining Budget		
400501	Neihoff Donation	36,493.00	-	36,493.00		Restrictive funds used towards purchasing adult/teen materials in a variety of formats.
400819	Library Technology	5,848.02	-	5,848.02		
400839	Literacy Projects	11,644.27	3,422.42	8,221.85		
408201	Pioneer Room	17,388.30		17,388.30		
409201	Youth Services-Library	25,000.00	20,206.34	4,793.66		
409401	Ryan Trust Pioneer Room	31,920.80	-	31,920.80		Ryan Trust Fund project
	Total Expenditures	\$ 128,294.39	\$ 23,628.76	\$ 104,665.63		*This is the remaining balance of budgeted projects.
	Ending Fund Balance, 12/31/2024			719,951.17		This balance includes actual expenditures.
	Remaining Project Budgets*			(104,665.63)		
	Available Fund Balance for Future Projects, 06/30/2025			\$ 615,285.54		This balance includes budgeted expenditures.



LIBRARY DIRECTOR'S REPORT

Carnegie Foundation Grant

The Carnegie Corporation of New York launched a \$5 million grant initiative, *Libraries as Pillars of Education and Democracy*, to support public libraries nationwide in delivering English language and youth programs that enhance socioeconomic mobility and civic participation. The grant will provide 10-15 library systems with up to \$500,000 each over 24 months.

The Escondido Public Library (EPL) successfully completed the eligibility survey and was invited to submit a concept paper. EPL's proposal focuses on expanding its Literacy Services through the purchase of ten self-contained tutoring pods, addressing the need for dedicated, private learning spaces for English language learners, tutors, and workforce development participants. The grant request is for **\$185,000**.

EPL submitted its concept paper by the January 31, 2025, deadline, and if selected as a semifinalist, will participate in interviews from February 24–March 5, 2025. Finalists will be invited to submit full funding proposals by March 14, 2025, with grants starting on July 1, 2025.

This grant presents a significant opportunity to strengthen EPL's role as a literacy hub, expand its reach, and improve educational outcomes for Escondido residents.

Staff Update

We are pleased to announce that Sara Mitchell joined the Pioneer Room as the new Library Associate 2 starting on January 28. Sara has done amazing work with the *Times-Advocate* photograph collection and recently curated our *Wild Animal Park* gallery exhibit.

Hoopla Update

Due to holidays, the communication to the public regarding the restriction of Hoopla to Escondido residents, those working in Escondido, and those attending school in Escondido, has been delayed. We expect to compose and send out the update to current users within the week.





ADULT SERVICES HIGHLIGHTS



2nd Saturday Concert: The Swingin’ with Dean Show
January 11, 2025

The library launched its 2025 **2nd Saturday Concert Series** with a lively performance by Dean Ratzmann of *The Swingin’ with Dean Show*. A returning favorite, Dean captivated an audience of **25 patrons** with his one-man band performance, seamlessly alternating between piano, trumpet, trombone, and vocals. Attendees enjoyed a delightful selection of jazz standards, and post-event feedback reflected a strong interest in bringing more jazz programming to the library. Several patrons even suggested local artists for future concerts. The event set an energetic and engaging tone for the year’s concert series.

Succulent Swap
January 25, 2025

The **Succulent Swap** continues to be a beloved library event, drawing over **90 enthusiastic attendees** to exchange plants, share gardening tips, and connect with fellow succulent enthusiasts. Patrons expressed appreciation for the opportunity to trade plants and learn from one another, with many requesting that the program be held more frequently. In addition to the plant swap, the library distributed water conservation resources provided by the City of Escondido, which were well received. Attendees valued this partnership and expressed interest in seeing more collaborations focused on environmental sustainability.

EPL Jeopardy Night: Sitcoms
January 30, 2025

Back by popular demand, **EPL Jeopardy Night** returned in January with a fun-filled **Sitcoms** theme, inspired by a patron’s recommendation. **Ten enthusiastic participants** engaged in friendly competition, testing their knowledge of classic and contemporary sitcoms while vying for exciting prizes. Laughter and camaraderie filled





the library as attendees connected over their shared love of television trivia. Given the overwhelmingly positive feedback—along with numerous suggestions for future themes—it’s clear that Jeopardy Night is becoming a staple program for adult patrons. The library looks forward to continuing this well-loved event in the months ahead.

PIONEER ROOM HIGHLIGHTS

In January, the Pioneer Room received several donations of materials for its collections, including business directories, a *Historic American Building Survey* for the Denny's Restaurant on Mission Avenue, and several scrapbooks from the Friends of the Library. We are looking forward to processing these materials and many others so they can be made available to our patrons and researchers!

YOUTH SERVICES HIGHLIGHTS



Lion Dance Performance

January 23, 2025

The library welcomed the **Three Treasures Cultural Arts Society** for an engaging and vibrant Lion Dance Performance in celebration of Lunar New Year. More than **100 attendees** gathered to experience the energy and artistry of this traditional dance, learning about its deep cultural significance and symbolism of prosperity and good fortune. The performance captivated audiences of all ages, featuring rhythmic drumming, acrobatic movements, and beautifully crafted lion costumes. In addition to the dance, the group showcased an impressive Kung Fu demonstration, highlighting the discipline and skill behind this ancient martial art. Patrons expressed appreciation for the opportunity to celebrate and learn about Lunar New Year through this immersive cultural experience.

