



CITY *of* ESCONDIDO

LIBRARY BOARD OF TRUSTEES

October 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

Maribel Reyes

SECRETARY

Giselle Luevanos

TRUSTEES

Francis X. Bova III

Virginia Bunnell

John Schwab

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 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 September 11, 2025 meeting

CURRENT BUSINESS

- 2. General updates from the City.**

Staff Recommendation: Receive and File (Community Services Department: Robert Rhoades, Assistant Director of Community Services)

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

- [3.](#) **Authorization to Use Library Trust Funds for Furniture, Fixtures, and Equipment (FF&E) for Library Infrastructure Project (Second Floor)**

Request the Library Board of Trustees allocate and commit \$60,170.25 of Library Trust funds to purchase unfunded furniture, fixtures, and equipment (FF&E) for the second floor of the library as part of the Building Forward Library Facilities Improvement Program state grant project.



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

THURSDAY, OCTOBER 09, 2025

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

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

STATISTICS REPORT

4. Statistical Report

Presentation of monthly statistical report.

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

Presenter(s): Rino Landa, Library Director

LIBRARY DIRECTOR'S REPORT

5. Director's Report

Presentation of monthly report and general library updates.

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

Presenter(s): Rino Landa, Library Director

TRUSTEE LIBRARY USE REPORT

6. Reports by Board members

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

ADJOURNMENT

UPCOMING MEETING SCHEDULE

7. Upcoming Meetings

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.

11/13/2025 - 4:00pm

12/11/2025 - 4:00pm



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

September 11, 2025 at 4:00 PM

MINUTES

ROLL CALL

PRESENT

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

ORAL COMMUNICATIONS

None

APPROVAL OF MINUTES

1. Review and Approve the minutes from the August 14, 2025 meeting

Motion made by Trustee Schwab

Seconded by Secretary Luevanos

Approved 5-0

CURRENT BUSINESS

2. Updates: City of Escondido

General updates from the City.

Staff Recommendation: Receive and File (Community Services Department: Robert Rhoades, Assistant Director of Community Services)

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

Update provided by Eduardo Vasquez, Project Manager

3. Library Trust Fund: FY24/25 Quarter 4

Review of the current balance and any expenditures during the latest quarter. This quarter reflects the Library Trust budgets through June 30, 2025.



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

September 11, 2025 at 4:00 PM

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

Presenter(s): Rino Landa, Library Director

4. **Authorization to Use Library Trust Funds for Furniture, Fixtures, and Equipment (FF&E) for Library Infrastructure Project (First Floor)**

Request the Library Board of Trustees allocate and commit \$255,000 of Library Trust funds to purchase unfunded furniture, fixtures, and equipment (FF&E) for the first floor of the library as part of the Building Forward Library Facilities Improvement Program state grant.

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

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

Motion made by Trustee Bova III to authorize \$251,274.99

Seconded by Secretary Luevanos

Approved 4-0 (Schwab - Abstained)

5. **Library Collections Budget FY25-26**

Review of the library's FY25-26 collections budget. The budget covers costs related to the purchase of books, audiobooks, DVDs, and other items available for checkout; as well as digital resources, including eBook and eAudiobooks.

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

Presenter(s): Rino Landa, Library Director

6. **Impact of a Flat Collections Budget (2017–2025)**

Request the Library Board of Trustees to provide direction regarding the state of the library collection budget, inclusive of the use of Library Trust funds to supplement future funding. Includes a presentation on the subject of how maintaining the Library's annual collections budget at \$250,000 since 2017 has affected the quality, breadth, and responsiveness of collections (books, movies, and other materials), and to outline what a modest increase would enable, as requested by Board Member John Schwab.

Staff Recommendation: Provide Direction (Library: Rino Landa, Library Director)

Presenter(s): Rino Landa, Library Director



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

September 11, 2025 at 4:00 PM

Motion made by Trustee Schwab to request City Council to increase the collection budget by \$4,000 per month

Seconded by Secretary Luevanos

Approved 5-0

STATISTICS REPORT

7. Statistics Report

Presentation of monthly statistical report.

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

Presenter(s): Rino Landa, Library Director

LIBRARY DIRECTOR'S REPORT

8. Director's Report

Presentation of monthly report and general library updates.

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

Presenter(s): Rino Landa, Library Director

TRUSTEE LIBRARY USE REPORT

9. Reports by Board members

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

Staff Recommendation: None (Library: Rino Landa, Library Director)

Trustee Bunnell attended an event at the Pioneer Room where she had a book signed by the author; the book was gifted to her years ago covering abandoned areas of San Diego

President Reyes has been referring library activities to co-workers and visited Friends of the Library Bookstore and mentioned checking out X-Box games

Secretary Luevanos utilized the drop box and checked out books on Libby and will be attending future events



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

September 11, 2025 at 4:00 PM

Trustee Bova is excited to see drop boxes; neighborhood has provided good feedback and are excited about the mall location

Trustee Schwab has been visiting the library and checking out Parks pass every few weeks; experienced good customer experience able to check out a book in a few days

ADJOURNMENT

Meeting Adjourned at 5:52 p.m.

UPCOMING MEETING SCHEDULE

10. Upcoming Meetings

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.

09/11/2025 - 4:00pm

10/09/2025 - 6:00pm

11/13/2025 - 4:00pm

12/11/2025 - 4:00pm

PRESIDENT

CITY CLERK



STAFF REPORT

SUBJECT:

Authorization to Use Library Trust Funds for Furniture, Fixtures, and Equipment (FF&E) for Library Infrastructure Project (Second Floor)

DEPARTMENT:

Escondido Public Library

RECOMMENDATION:

Approval (Rino Landa, Library Director)

Staff recommends the Escondido Library Board of Trustees approve the use of Library Trust funds in the amount of \$60,170.25 for the purchase of furniture, fixtures, and equipment (FF&E). These funds will cover the cost of unfunded FF&E for the second floor of the library, including staff spaces for Literacy and Marketing and furniture for a new public classroom dedicated to literacy services.

FISCAL ANALYSIS:

The proposed expenditure of \$60,170.25 for FF&E will be funded through the Library Trust. The quoted FF&E cost includes installation, delivery, and applicable taxes. In accordance with prior Board direction, no contingency is included in this request.

Pricing is based on a cooperative purchasing agreement initially negotiated by the County of Orange, ensuring competitive and favorable pricing for public agencies.

There is no impact to the City's General Fund.

PREVIOUS ACTION:

At the July 11, 2024 meeting, Trustees directed the City Manager to formally incorporate the Patricia D. Seelig donation into the Library Trust.

On October 22, 2024, the Library Board of Trustees held its first public workshop to discuss expenses associated with the Library Infrastructure Grant project not covered by grant funds. Additional public workshops were held on May 8, 2025, and August 14, 2025, to provide updates on the project and review unfunded costs.





During the September 11, 2025 Board meeting, Trustees approved the use of \$251,274.99 in Library Trust funds for first-floor FF&E. That approval included a 15% contingency and was accompanied by the Board's direction that future FF&E expenditures from the Trust not include contingency funds.

A public workshop on September 22, 2025 focused on the remaining unfunded FF&E for the second floor. Representatives from the Library Foundation, Friends of the Library, and City staff attended. At that meeting, the Library Foundation expressed interest in donating funds to cover the cost of the Children's spaces, including related staff areas. The most recent quotes for those Children's areas total \$102,178.08.

Following that discussion, Trustees directed staff to return with a recommendation to use Library Trust funds to cover the remaining unfunded FF&E, primarily for staff spaces and the new literacy classroom, totaling \$60,170.25.

As of the writing of this report, no new outside donations have been formally committed to the project, though the Foundation's interest in funding the Children's areas remains under discussion.

BACKGROUND:

The Escondido Public Library secured a \$10 million grant through the Building Forward Library Facilities Improvement Program, administered by the California State Library. This grant is restricted to infrastructure improvements and can only fund permanently affixed building elements, such as fixed shelving, flooring, and structural improvements.

Items such as furniture, movable shelving, and equipment are not eligible under the grant and must therefore be funded through other sources.

The requested use of Library Trust funds will cover FF&E essential to operational readiness for the Library's second-floor staff areas and literacy classroom, which will directly support the Library's adult literacy, family literacy, ESL, and digital literacy programs. These investments are critical to ensuring that the renovated facility opens as a fully functional and service-ready community hub.

Attachment:

- GM Floor 2 – Staff Quote
- GM Floor 2 – Children's Area Quote
- GM Floor 2 – Children's Staff Quote





LIBRARY FLR2 STAFF


Image	Qty	Product Description	Model #	Who/Where	Budget
	5	Canvas Workstations		LITERACY STAFF OFFICE	\$4,350.00
	HERMAN MILLER			EXTENDED:	\$21,750.00


Image	Qty	Product Description	Model #	Who/Where	Budget
	4	Rio Stool		LITERACY STAFF OFFICE	\$250.00
	SIT ON IT			EXTENDED:	\$1,000.00


Image	Qty	Product Description	Model #	Who/Where	Budget
	1	OE1	HZ450S.4242 72L	LITERACY STAFF OFFICE	\$2,550.00
	HERMAN MILLER			EXTENDED:	\$2,550.00




Image	Qty	Product Description	Model #	Who/Where	Budget
	8	Everywhere	DT5AS.2460M T	LITERACY SHARED CLASSROOM	\$975.00
	HERMAN MILLER			EXTENDED:	\$7,800.00

Image	Qty	Product Description	Model #	Who/Where	Budget
	16	Rio		LITERACY SHARED CLASSROOM	\$150.00
	SIT ON IT			EXTENDED:	\$2,400.00



LIBRARY FLR2 STAFF

Image	Qty	Product Description	Model #	Who/Where	Budget
	2	Voi Laminate Modular Desk	HLSL1472DL	LITERACY SUPERVISOR & MARKETING STAFF	\$5,800.00
	HON COMPANY			EXTENDED:	\$11,600.00







Department Sub-Total	\$47,100.00
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TAX	\$4,121.25
INSTALL	\$8,949.00
Budget Total:	\$60,170.25



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City of Escondido
Children's Area Flr2 | Escondido, CA

		Children's Area Flr2			
Area	Qty	Product Details		Pricing	
		Product Image	Manufacturer & Series	Unit Cost	Extended Cost
Kids Computer Area	8		Sit On It Rio Chair Plastic Seat & Back, Sled Base, Armless Chocolate , Chrome Base	\$ 146.64	\$ 1,173.12
	1		SitOnIt Prise Benching Stations 6 Seater, 30"D x 48"W Desks w/ Dividing Screen Folkstone Grey Table Top White Base Link, Ocean Fabric Gr 2	\$ 6,491.76	\$ 6,491.76
Open Area Subtotal:				\$	7,664.88
Tween Area	2		Arcadia TooTheLounge w/ Table Plinth Base, with Power, Grade 1 Fabric **Pricing TBD Depending on Specials** **L Brackets May be Visible** Seat + Back Fabric: Momentum, Dexter, Baltic Vertical Panel: Designtex Tour, Cabin Plinth: Need Samples of Cocoa Maple and Witchcraft	\$ 8,858.94	\$ 17,717.88
	2		Arcadia Scenery Modular Grade 3 Fabric Momentum, Dexter, Baltic	\$ 2,048.20	\$ 4,096.40
	1		Herman Miller OE1 Communal Tables (2) Seated Tables with Divider Metal Screens and Metal Boundary Screen Tabletop: Sandstone Metal Screen: Nightfall	\$ 1,741.82	\$ 1,741.82
	4		Sit On It Rio Chair Plastic Seat & Back, Sled Base, Armless Chocolate , Chrome Base	\$ 146.64	\$ 586.56
Café Subtotal:				\$	24,142.66



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City of Escondido
Children's Area Flr2 | Escondido, CA

Area	Qty	Children's Area Flr2			
		Product Details		Pricing	
		Product Image	Manufacturer & Series	Unit Cost	Extended Cost
Open Area	4		Arcadia TooTheLounge w/ Table Plinth Base, Grade 1 Fabric **Pricing TBD Depending on Specials** **L Brackets May be Visible** Seat + Back Fabric: Momentum, Dexter, Baltic Vertical Panel: Designtex Tour, Cabin Plinth: Need Samples of Cocoa Maple and Witchcraft	\$ 8,858.94	\$ 35,435.76
	2		Arcadia Scenery Modular Grade 3 Fabric Momentum, Dexter, Baltic	\$ 2,048.20	\$ 4,096.40
	6		Arcadia Leaf Lounge Chair Rotating Tablet, Metal Legs, Grade 3 Fabric Chrome Base + White Tablet Arm Seat: Designtex - Tour, Cabin Back: Maharam - Lariat, Stella	\$ 1,694.20	\$ 10,165.20
Teen Space Subtotal:				\$	49,697.36
Budget Product Subtotal:				\$	81,504.90
Sales Tax (8.75%)				\$	7,131.68
Grand Total				\$	88,636.58



LIBRARY CHILDREN'S STAFF


Image	Qty	Product Description	Model #	Who/Where	Budget
	3	Rio Stool		CHILDREN'S STAFF EMPLOYEES	\$250.00
	SIT ON IT			EXTENDED:	\$750.00



Image	Qty	Product Description	Model #	Who/Where	Budget
	1	Tu Storage		CHILDREN'S STAFF EMPLOYEES	\$5,100.00
	HERMAN MILLER			EXTENDED:	\$5,100.00

Image	Qty	Product Description	Model #	Who/Where	Budget
	5	Mod Desk		CHILDREN'S STAFF EMPLOYEES	\$950.00
	HON COMPANY			EXTENDED:	\$4,750.00

Department Sub-Total					\$10,600.00
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TAX \$927.50
INSTALL \$2,014.00
Budget Total: \$13,541.50



STATISTICS REPORT

Monthly Statistics 2025-2026

		June	July	August
CIRCULATION:	Physical Materials	27,978	34,152	33,753
	Digital Materials	7,572	7,786	8,002
	Overdrive Libby	6,805	6,991	7,203
	Hoopla	560	520	566
	Total Circulation	35,550	41,938	41,755
	Holds Satisfied	1,602	1,586	1,659
INTER-LIBRARY LOANS:	ILLs Checked Out	-	-	3
	Link+ Items Borrowed (EPL patrons)	227	373	315
	Link+ Items Lent (to patrons at other libraries)	223	147	168
POPULATION & BORROWERS:	Total Registered Borrowers	96,137	97,524	98,184
REFERENCE QUESTIONS:	Total Reference Transactions	8,172	8,424	7,335
LIBRARY SERVICES:	Public Service Hours	250	260	260
	Library Visits	19,940	23,796	22,570
ELECTRONIC SERVICES:	Users of Public Internet Computers	472	547	587
	Wireless Sessions	9,086	4,502	4,308
	Number of Website Visits	14,395	13,564	12,251
VOLUNTEERS:	Total Active Volunteers	34	55	50
	Total Volunteer Hours	171	660	529
PROGRAMS:	# of live, in-person programs	47	153	59
	Live, in-person attendance	971	2,049	654
	# of live, virtual programs	-	-	-
	Live, virtual program attendance	-	-	-
	# of pre-recorded programs	-	-	-
	# of views of recorded program content	-	-	-
	# of live, off site programs (outreach)	4	6	9
	Live, off site program (outreach) attendance	555	70	680
	# of take home kits given out	80	80	80
PIONEER ROOM:	Pioneer Room Visits:	526	550	550
	Digital Collection Items Accessed:	215	87	455
	On-Site Items & Resources Accessed:	210	90	100





LIBRARY DIRECTOR'S REPORT

Service to Escondido Residents During Temporary Relocation (Summer 2025 vs. Summer 2024)

Context

- In 2025, the Library relocated from downtown to two temporary spaces at North County Mall. Programming was reduced during the transition (June had almost no programs), and only about one-third of the General Collection was on the floor; the Children's collection remained largely available. The mall location offers direct I-15 access, improving convenience for commuting residents.

Key Results

- **Visits:** Total summer visits declined 33% (86,926 → 65,206), influenced by reduced programming and transition-related confusion. Despite this, the **2025 period average** of 21,735 visits/month slightly exceeded the **2024 monthly average** of 20,996, indicating stabilizing demand at the mall just three months after opening.
- **Escondido First:** Escondido residents remained the core users across all measures:
 - **Visits:** Majority from Escondido cardholders in both years.
 - **New Library Cards:** Escondido accounted for **65%** of 2025 registrations (995 new cardholders; a modest 5% dip), while total new patrons grew **13%** (1,344 → 1,524), reflecting increased regional interest without diluting the Library's city-focused mission.
 - **Account Updates (renewals):** Escondido residents completed **77%** of updates in 2025, essentially steady with 2024 (82%); Escondido updates rose slightly (2,351 → 2,374), signaling sustained engagement.
 - **Checkouts:** Escondido patrons accounted for **88%** of 2025 borrows (vs. 89% in 2024). Overall checkouts fell **31%**, largely due to the smaller General Collection on the floor. Children's materials comprise a larger share, consistent with greater collection availability and family use.
- **Geographic Reach:** 2025 new cards show growth in neighborhoods north and south of downtown not prominent in 2024 data, suggesting the mall's accessibility is drawing new Escondido users.

Implications

- The Library is **maintaining strong service to Escondido residents** under transitional conditions.
- The **mall location is proving viable**, with early signs of stable or improving monthly traffic despite reduced programming.





- **Regional gains** supplement (but do not replace) the Library's Escondido-first service profile.

Next Steps

- Continue monitoring visits, checkouts, and program attendance through fall and the holiday shopping season to validate trends and inform service adjustments during the temporary relocation.

ADULT HIGHLIGHTS



In September, Adult Services advanced the Library's Strategic Plan goals of **Community Hub/Cultural Connector** and **Support Escondido Economy** by hosting two major workforce development programs: *Résumé Building Workshop* and the *Building Bridge: Career and Community Fair*. Both events were presented in partnership with the San Diego Workforce Partnership and Mershops North County Mall, following several months of planning that began in June.

The *Résumé Building Workshop*, held on September 17, welcomed **24 participants** who refined their résumés and gained valuable guidance on effective job application and interview strategies.

The *Building Bridge: Career and Community Fair* successfully connected more than **200 job seekers** with **43 local employers**, creating meaningful opportunities for employment and community engagement.



YOUTH HIGHLIGHTS



September marked the return of several beloved Youth Services programs, including the bilingual storytime *Español los Sábados* and *Paws to Read*. The relaunch of *Español los Sábados*, planned and hosted by Teresa Garcia, welcomed 60 attendees at its first session. *Paws to Read*, offered in partnership with Love on a Leash, also resumed with 40 participants—one of the program's highest attendance records to date.

Storytimes continue to be well-received at our new location, with strong participation across all sessions in September:





**Escondido
Public Library**

239 South Kalmia Street,
Escondido, CA 92025
760.839.5440

www.escondidolibrary.org

- **Little Explorers:** 119 attendees (4 sessions; highest attendance: 52)
- **Toddler Tales:** 489 attendees (5 sessions; highest attendance: 120)
- **Rhyme & Shine:** 104 attendees (3 sessions; highest attendance: 41)
- **Baby Lapsit:** 128 attendees (3 sessions; highest attendance: 55)
- **Español los Sábados:** 162 attendees (4 sessions; highest attendance: 60)

Tween programs also continue to grow following their successful debut during the Summer Reading Challenge, which drew 82 participants across three sessions. The new *Tween Art Squad* launched this month with 14 attendees for a back-to-school pencil case decorating activity. The *RATED G Graphic Novel Book Club* hosted nine participants.

Two additional tween programs have resumed: *After-School STEM Program*, presented in partnership with California State University San Marcos' Center for Research & Engagement in STEM Education, served seven tweens over two sessions and will continue through early December. The *Knights Realm Chess Club* is now scheduled for the last Monday of each month, with six participants at its first session back.



LIBRARY IN THE COMMUNITY



Library staff participated in several community events throughout September, connecting with hundreds of residents and strengthening the Library's presence in the community. During the annual **Grape Day Festival** on September 13, staff engaged with festival-goers who visited the Library's booth to learn about the Pioneer Room's *Latinos in Escondido Oral History Project* and the Library's free literacy services. The event provided an excellent opportunity to share the Library's mission and resources with a broad audience.

On September 20, staff also represented the Library at the **Fire Station #4 Open House**, where community members signed up for new Library cards and expressed strong interest in the Library's temporary mall locations. Visitors enjoyed book giveaways and hands-on crafts, creating a welcoming and interactive experience for families and individuals alike.

Through these outreach efforts, the Library continues to foster meaningful connections, increase awareness of Library programs and services, and promote lifelong learning throughout the Escondido community.

