



# CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

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October 12, 2023 at 6:00 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, OCTOBER 12, 2023

### 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



# CITY of ESCONDIDO

## LIBRARY BOARD OF TRUSTEES

THURSDAY, OCTOBER 12, 2023

### ROLL CALL

### ORAL COMMUNICATIONS

### APPROVAL OF MINUTES

- [1.](#) Approval of minutes from the September 21, 2023 meeting.

### CURRENT BUSINESS

- [2.](#) Library Programming Feasibility Discussion
- [3.](#) Library Director Subcommittee Discussion

### STATISTICS REPORT

- [4.](#) Library staff will review the Library's statistics for August 2023.
- [5.](#) Library staff will review how the library is meeting the goals and objectives of the Strategic Plan.

### LIBRARY DIRECTOR'S REPORT

- [6.](#) Library Directors Report

### TRUSTEE LIBRARY USE REPORT

Thursday November 9, 2023 4:00 p.m. City Council Chambers

Thursday December 14, 2023 4:00 p.m. City Council Chambers

Thursday January 11, 2023 4:00 p.m. City Council Chambers

### ADJOURNMENT



# CITY OF ESCONDIDO

Library Board of Trustees

September 21, 2023 at 3:00 PM

## MINUTES

### ROLL CALL

#### PRESENT

President Virginia Segarra Bunnell

Secretary Francis X. Bova III

Trustee Carolyn Clemens

Trustee John Schwab

Trustee Maribel Reyes

**L&S Staff Present:** Dan Wood, Interim Library Director; Rino Landa, Library Director Candidate; Heidi Dolamore, Vice President, Library Operations West

**City Staff Present:** Zack Beck, City Clerk

### ORAL COMMUNICATIONS

None

### APPROVAL OF MINUTES

1. Approval of minutes from the August 10, 2023 meeting

Motion made by Trustee Schwab

Seconded by Trustee Clemens

Approved 5-0

### CURRENT BUSINESS

2. Youth Services and Adult Literacy Update

Dan Wood, Interim Library Director, provided an update.

3. Introduction of Library Director Candidate

Heidi Dolamore introduced Rino Landa as candidate for the position of Library Director and was interviewed by the Library Board of Trustees.

Motion to recommend to appoint Rino Landa as Library Director: Clemens; Second: Schwab; Approved: 5-0

4. Additional Library Programming Discussion



# CITY of ESCONDIDO

## LIBRARY BOARD OF TRUSTEES

Thursday, September 21, 2023

Trustee Reyes requested that the Library consider implementing a “Fix It Clinic”, modeled after the same program at the City of Carlsbad Library. In addition, she suggested the implementation of a “Seed Library”.

### STATISTICS REPORT

- 5. Library staff will review the Library's statistics for July 2023
- 6. Library staff will review how the library is meeting the goals and objectives of the Strategic Plan.

### LIBRARY DIRECTOR’S REPORT

- 7. Library Director’s Report

### TRUSTEE LIBRARY USE REPORT

Trustee Clemens – Visited the Library and enjoyed the “banned book” display.

Trustee Reyes – Requested an item be placed on the October Library Board of Trustees Agenda to consider the feasibility of implementing a “Fix It Clinic” and a “Seed Library”.

Secretary Bova – Attended the staff development

Trustee Schwab – Requested an item be placed on the October Library Board of Trustees Agenda to create a Subcommittee that would interview future Library Director candidates and to have that process included in the Library Board of Trustees Bylaws.

President Bunnell

### UPCOMING MEETING SCHEDULE

Thursday October 12, 2023 \*\*\*SPECIAL MEETING\*\* 6:00 p.m. City Council Chambers

Thursday November 9, 2023 4:00 p.m. City Council Chambers

Thursday December 14, 2023 4:00 p.m. City Council Chambers

### ADJOURNMENT

\_\_\_\_\_  
PRESIDENT

\_\_\_\_\_  
CITY CLERK

**Library Programming Feasibility Discussion**

Trustee Reyes will discuss the feasibility of bringing a Fix It Clinic event and a Seed Library to the Escondido Public Library. Discussion may include additional programming ideas for the Escondido Public Library.

**Library Director Subcommittee Discussion**

Trustee Schwab will discuss the creation of a Library Director Subcommittee.

MONTHLY STATISTICAL COMPARISON REPORT

Monthly Library Board of Trustees Statistics		August 2023	July 2023	June 2023
<b>CIRCULATION:</b>	Physical Materials (Books, media, museum passes, laptops)	42,464	44,122	41,834
	eMaterial (includes eBooks and eAudiobooks- OverDrive, CloudLibrary, Biblioboard, eMagazines (Flipster), and Hoopla digital media.	6,898	6,575	7,424
	Total Circulation	49,362	50,697	49,258
	Holds Satisfied	2,421	2,445	2,755
<b>INTER-LIBRARY LOANS:</b>	ILLs Checked Out	6	6	2
	Link+ Items Borrowed (EPL patrons)	319	382	254
	Link+ Items Lent (to patrons at other libraries)	328	374	370
<b>POPULATION &amp; BORROWERS:</b>	Total Registered Borrowers	84,155	83,469	82,784
<b>REFERENCE QUESTIONS:</b>	Total Reference Transactions	6,896	6,466	6,969
<b>LIBRARY SERVICES:</b>	Public Service Hours	271	249	260
	Library Visits	23,481	23,087	23,547
<b>ELECTRONIC SERVICES:</b>	Users of Public Internet Computers	2,535	2,481	2,502
	Wireless Sessions	30,014	24,772	24,200
	Number of Website Visits (website+catalog)	(TBD)	(TBD)	11,919
<b>VOLUNTEERS:</b>	Total Volunteers	95	108	104
	Total Volunteer Hours	1,104	1,081	1,357
<b>PROGRAMS:</b>	# of live, in-person programs	55	89	71
	Live, in-person attendance	1364	2486	2305
	# 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)	7	1	6
	Live, off site program (outreach) attendance	624	98	158
# of take home kits given out	60	80	80	



## 2) EMBRACE EMERGING SERVICES

Strategy	Objective	Timeline	Status
<b>Educate residents about modern library services.</b>	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	We send our two monthly eNewsletters and post programs, services, and events on our Social Media.
	Reach out to new community members by sending welcome newsletter. Gather email addresses during participation at four community events per year.	FY 2023–2027	We will be purchasing envelopes that promote the library to go out with the water bill sent from the city.
<b>Raise awareness of EPL services.</b>	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	LS&S Marketing is reviewing demographic user groups to more accurately share information.
<b>Encourage reading.</b>	Adjust collection budget to meet specific community needs (bestsellers, eBooks) and shorten wait times by leveraging LibraryIQ analytics data.	FY 2023–2027	Ongoing as part of our collection development
	Celebrate reading throughout the year by offering one reading challenge in addition to Summer Reading.	FY 2023–2027	Summer Reading Challenge 2023 runs June 12-July 30. Staff will discuss a winter challenge for late 2023/2024 Offering In-N-Out Cover to Cover Book Club Oct. 7 to Nov. 18 for ages 4 to 12. Annual program
	Provide personalized service by creating reading suggestion lists (available by request on website).	FY 2024–2027	In January 2023, the Library launched its "what should I read next" webpage that includes staff selections and curated reading lists. Additionally, the Library now provides a live Reader's Advisory service for patrons called "BookChat" which is powered by NoveList.
	Improve offerings to Spanish speakers by reviewing Spanish language physical collection performance and making adjustments quarterly.	FY 2023–2027	Adult Services staff did a full inventory of the adult Spanish collection in January. A display with low-circling Spanish fiction was created for February and a non-fiction display will be up in March/April.
	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.

<p><b>Support early literacy and education.</b></p>	<p>Help prepare children for kindergarten by leveraging the 1000 Books Before Kindergarten program. Increase participation each year of plan.</p>	<p>FY 2025–2027</p>	<p>1000 Books before Kindergarten currently has 800 registered participants.</p>
<p><b>Introduce innovative</b></p>	<p>Increase availability of technology to boost digital literacy and bridge the digital divide. Identify and supply four technology/communication platforms.</p>	<p>FY 2025–2027</p>	
	<p>Support adults and teens by providing four life skills programs (financial literacy, sewing and mending, etc.), affordable living classes (couponing, etc) annually.</p>	<p>FY 2025–2027</p>	<p>Adult Services plans to offer an Estate Planning workshop in the fall of 2023.</p>
<p><b>Provide access to new and existing technology</b></p>	<p>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.</p>	<p>FY 2026–2027</p>	<p>We currently offer this on a walk in basis, but are happy to offer drop in times</p>
	<p>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.</p>	<p>FY 2026–2027</p>	<p>We need to figure out how we will fund this. Likely through grants.</p>
<p><b>Offer services beyond Library walls.</b></p>	<p>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.</p>	<p>FY 2024–2027</p>	<p>Developing plans for next FY</p>
	<p>Leverage efficiency by partnering with City Parks and Recreation to participate in four events.</p>	<p>FY 2023–2027</p>	<p>The Library contributes content to the quarterly Escondido Recreation Guide (the next one comes out in March). In 2023, the Recreation department donated free pool passes as a partner in our Summer Reading Challenge; we look forward to this partnership in 2024.</p>
	<p>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.)</p>	<p>FY 2024–2027</p>	

## **Library Director's Report**

Rino Landa, the new library director for the Escondido Public Library will start on Monday, October 16.

The Escondido Public Library has two new librarians that have joined the team. Diamond Taranto is the new Adult Services librarian and started on Monday, October 2. Amie Villanueva was promoted from a Library Associate 2 to the new Children's Librarian in Youth Services and officially started her new duties on Monday, October 9. Both the Adult Services and Youth Services teams are excited for the new librarians and what they'll bring to serving the community of Escondido.

After conducting some research, the Escondido Public Library has a total patron count of 84,790 registered library cards. Active cards are considered "unexpired" at the current total is 30,287. Inactive cards are considered "expired" at the current total of 54,503. It's important to keep in mind that many of these cards expire after three years to allow an opportunity for refreshing patron information to make sure the library has current contact information, emails addresses, etc. These numbers will change month to month.

The library will be hosting our annual Dia de los Muertos celebration on Thursday, November 2 from 4:00 p.m. to 5:30 p.m. This is an all ages event that features a story, songs, crafts, and honors lost loved ones. Each year, a Community Ofrenda is placed in the front lobby of the library for the community to bring in items to honor their lost love ones. The Ofrenda goes up about a week prior to the Dia de los Muertos celebration, and remains up for a couple weeks after. I'd like to personally invite the Library Board of Trustess to attend our Dia de los Muertors celebration and to participate in the Community Ofrenda.