



CITY *of* ESCONDIDO

LIBRARY BOARD OF TRUSTEES

July 10, 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

Virginia Bunnell

SECRETARY

Francis X. Bova III

TRUSTEES

John Schwab

Maribel Reyes

Giselle Luevanos

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, JULY 10, 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 May 8, 2025 meeting

CURRENT BUSINESS

2. Welcome New Trustee

Welcome Giselle Luevanos to the Library Board of Trustees.

3. Building Forward: Library Infrastructure Grant Project

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

Presenter(s): Ed Vasquez, Project Manager

4. Library Mural Project

Update regarding the proposed mural on the corner of Kalmia and 2nd Ave.



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

THURSDAY, JULY 10, 2025

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

STATISTICS REPORT

5. Statistics Report

Presentation of monthly statistical report.

Presenter(s): Rino Landa, Library Director

LIBRARY DIRECTOR'S REPORT

6. Director's Report

Presentation of monthly report and general library updates.

Presenter(s): Rino Landa, Library Director

TRUSTEE LIBRARY USE REPORT

7. Reports by Board members

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.

7/10/2025 at 6:00 p.m.

8/14/2025 at 4:00 p.m.



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

May 08, 2025 at 4:00 PM

MINUTES

ROLL CALL

PRESENT

Secretary Francis X. Bova III

Trustee John Schwab

Trustee Maribel Reyes

ABSENT

President Virginia Bunnell

Trustee Carolyn Clemens

ORAL COMMUNICATIONS

None

APPROVAL OF MINUTES

1. Review and Approve the minutes from the April 10, 2025 meeting

Motion made by Trustee Reyes

Seconded by Trustee Schwab

Approved 3-0

CURRENT BUSINESS

2. Building Forward: Library Infrastructure Grant Project

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

Presenter(s): Ed Vasquez, Project Manager

3. Updates: City of Escondido

General updates about upcoming plans and organizational changes to the City.

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



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

May 08, 2025 at 4:00 PM

STATISTICS REPORT

4. Statistics Reports

Presentation of monthly statistical report and strategic plan updates.

Presenter(s): Rino Landa, Library Director

LIBRARY DIRECTOR'S REPORT

5. Director's Reports

Presentation of monthly report and general library updates. A special update on the temporary library relocation to the North County Mall will be included in this month's report.

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.

Trustee Reyes attended the How to be Assertive workshop, used Libby and al shared about a booklet from PBS that tracks reading and gives out badges for milestones reached

Trustee Schwab shared he lost track of library closure dates but was able to return materials via the drop box and checked a book out on Libby

Secretary Bova attended a community workshop with more than 10 attendees with Friends of Library

ADJOURNMENT

Meeting Adjourned at 4:52 p.m.



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

May 08, 2025 at 4:00 PM

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.

6/12/2025 at 4:00 p.m.

7/10/2025 at 6:00 p.m.

8/14/2025 at 4:00 p.m.

PRESIDENT

ASSITANT CITY CLERK



STATISTICS REPORT

Monthly Library Board of Trustees Statistics 2024-2025		March	April	May
CIRCULATION:	Physical Materials	42,804	37,328	17,401
	Digital Materials	7,700	7,595	7,926
	Total Circulation	50,504	44,923	25,327
	Holds Satisfied	2,440	2,144	739
INTER-LIBRARY LOANS:	ILLs Checked Out	3	6	6
	Link+ Items Borrowed (EPL patrons)	363	262	1
	Link+ Items Lent (to patrons at other libraries)	342	257	-
POPULATION & BORROWERS:	Total Registered Borrowers	94,646	95,061	95,251
REFERENCE QUESTIONS:	Total Reference Transactions	5,527	5,342	4,609
LIBRARY SERVICES:	Public Service Hours	258	262	239
	Main Library Visits	24,137	20,756	2,885
ELECTRONIC SERVICES:	Users of Public Internet Computers	2,548	2,115	653
	Wireless Sessions	19,311	17,728	8,021
	Number of Website Visits	11,583	13,176	12,451
VOLUNTEERS:	Total Active Volunteers	79	94	34
	Total Volunteer Hours	863	821	120
PROGRAMS:	# of live, in-person programs	199	153	188
	Live, in-person attendance	2,704	1,749	394
	# of live, off site programs (outreach)	2	5	2
	Live, off site program (outreach) attendance	207	381	100
PIONEER ROOM:	Pioneer Room Visits:	189	1,433	6,556

Note: During May 2025 limited library services were provided in the Pioneer Room. Programs and services at the Main Library were cancelled, collections were inaccessible, and physical returns were discouraged with due dates extended to June.





LIBRARY DIRECTOR'S REPORT



May and June were exciting months at the library! From the launch of our *Latinos in Escondido* oral history project to the start of Summer Reading, we've seen incredible community engagement. Our new mall location is thriving—with more families, new library cards, and great feedback.

We celebrated our literacy learners, hosted mindfulness and book club programs, and welcomed enthusiastic tweens and teens to crafts, book discussions, and art classes. Every department has contributed to making the library a welcoming, inspiring space for all.



PIONEER ROOM

In June, the Pioneer Room welcomed **168 patrons**, including 52 individuals seeking directional assistance for the Main Library.

A major highlight was the receipt of a **\$5,000 Catalyst Grant** from the Society of American Archivists. The funding will support an oral history initiative in collaboration with the Escondido History Center. This project, *Latinos in Escondido Oral History*, invites community members to share their stories; interested participants can complete an interest form online. The Pioneer Room also hosted Elizabeth Gibson, Director of Philanthropy for the restoration of the historic Merriam House in San Marcos. Her visit reflects our role as a hub for regional historical engagement

Supported Strategic Goal(s):

- *Community Hub / Cultural Connector*
- The oral history initiative and historical engagement programs promote cultural preservation and community partnerships, positioning the library as a hub for local history and shared identity

LITERACY

The annual literacy celebration on May 28 honored the accomplishments of learners and tutors. Select students shared personal testimonials highlighting the profound impact of library literacy services. The event was supported by the Library Trust, which funded catering costs not covered by state grants





A featured student story illustrates the generational impact of the library: a new ESL student, long connected to the library through family programming, has returned for her own learning journey. She recalled a family cooking contest years ago—encouraged by her son—that resulted in a win and cherished memories. Now, with her children grown, she has returned to the library for personal growth, underscoring the enduring value of EPL's literacy offerings.

Supported Strategic Goal(s):

- *Embrace Emerging Services, Resilience*
- The Literacy Celebration and student testimonials underscore EPL's lifelong learning support and intergenerational impact, while promoting personal growth and wellness through literacy education.

ADULT SERVICES

Adult Services programming at the new mall location is off to a successful start. Highlights include:

- **Healthy You Series:** Nineteen attendees participated in a June 4 program on meditation and mindfulness, designed to encourage self-awareness and stress reduction
- **2nd Tuesday Book Club:** Held June 10, this was the first library program hosted at the new mall location. Fourteen patrons discussed two titles and shared positive feedback about the new space and services



Several patrons and visitors offered spontaneous testimonials, praising the convenience of the new location, the welcoming layout, and essential services like scanning, faxing, and printing. Visitors expressed appreciation for continued library services and for the Friends of the Library bookstore presence. Staff also fielded calls about legal resources and received referrals from other libraries, such as Palomar College, further establishing the library as a trusted local information hub.

Supported Strategic Goal(s):

- *Community Hub / Cultural Connector, Support Escondido Economy, Resilience*





- Programs like the Healthy You series promote wellness, while book clubs and access to legal and tech services support learning, economic resilience, and EPL's role as an information hub in a new off-site location.



Youth Services

The Children's Library relocated to Mall 169 on May 27, where it has seen a significant increase in foot traffic and new library card registrations. Staff estimate visitor numbers may have tripled. The space features popular collections, including board books, early readers, and graphic novels.

Storytimes resumed on June 16 and include popular offerings like *Little Explorers*, *Toddler Tales*, *Rhyme & Shine*, and *Baby Lapsit*. Families often stay after the program for informal play, with many signing up for library cards during their visit.

Summer Reading Challenge also began on June 16. This seven-week program, themed "Color Our World," is open to readers of all ages and incentivizes reading through prizes, including books for participants' home libraries.

Tween Programming continues to thrive. Attendance at the most recent graphic novel book club reached 17—the highest to date. Craft sessions featured creative projects such as beaded bracelets and bottled sand art.

Teen Programming remains consistent, with weekly Crochet Club and Art Class offerings. Recent Art Class projects included fuse bead crafts, bath bombs, and upcycled CD art. The second Crochet Club session saw 15 participants.

Supported Strategic Goal(s):

- *Embrace Emerging Services, Community Hub / Cultural Connector, and Resilience*
- Storytimes and the Summer Reading Challenge build early literacy and community connection. Tween and teen programs offer non-screen alternatives that promote creativity, learning, and wellness in engaging, age-appropriate formats.

