



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

May 08, 2025 at 4:00 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, MAY 08, 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 April 10, 2025 meeting

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

STATISTICS REPORT



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

THURSDAY, MAY 08, 2025

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.

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.

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

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

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



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

April 10, 2025 at 6:00 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 March 13, 2025 meeting

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

CURRENT BUSINESS

2. Update on the Temporary Relocation of Escondido City Library

A presentation updating the Library Board of Trustees on the Temporary Relocation of Escondido City Library

Presenter(s): Francisco Vargas, Management Analyst- Real Property

Update provided by Robert Rhoades, Assistant Director of Community Services

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 MEETING

April 10, 2025 at 6:00 PM

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

Request the Library Board of Trustees vote to approve the use of \$260,000 from the Library Trust to fund the purchase of FF&E for the first floor of the Library Infrastructure Project.

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

Direction provided to staff to move item to future meeting

STATISTICS REPORT

5. Statistics Reports

Presentation of monthly statistical report and strategic plan updates.

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.

Trustee Reyes - Thanked Trustee Clemens for her service; Took son to library and enjoyed the activities and shared one tablet was in Spanish

Trustee Schwab - Shared about book borrowing and thanked Trustee Clemens for her time on the board

President Bunnell - Thanked Trustee Clemens for her service ; shared she was able to download a book from Hoopla and Libby and had a positive experience

Secretary Bova - Thanked Trustee Clemens for her service; Is interested in library's move to the mall; spoke to a citizen that had never visited the library

Trustee Clemens - Last meeting; and enjoyed serving on the Board



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

April 10, 2025 at 6:00 PM

ADJOURNMENT

Meeting Adjourned at 7:02 p.m.

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.

5/8/2025 at 4:00 p.m.

PRESIDENT

ASSISTANT CITY CLERK



STATISTICS REPORT

Monthly Library Board of Trustees Statistics 2024-2025		January	February	March
CIRCULATION:	Physical Materials	38,280	35,701	42,804
	Digital Materials	7,549	6,983	7,700
	Total Circulation	45,829	42,684	50,504
	Holds Satisfied	2,392	2,177	2,440
INTER-LIBRARY LOANS:	ILLs Checked Out	1	1	3
	Link+ Items Borrowed (EPL patrons)	398	351	363
	Link+ Items Lent (to patrons at other libraries)	364	404	342
POPULATION & BORROWERS:	Total Registered Borrowers	93,440	94,036	94,646
REFERENCE QUESTIONS:	Total Reference Transactions	6,125	5,741	5,527
LIBRARY SERVICES:	Public Service Hours	251	231	258
	Main Library Visits	19,163	10,615	12,069
ELECTRONIC SERVICES:	Users of Public Internet Computers	1,947	2,211	2,548
	Wireless Sessions	19,675	21,193	19,311
	Number of Website Visits	13,003	11,812	11,583
VOLUNTEERS:	Total Active Volunteers	119	113	79
	Total Volunteer Hours	942	882	863
PROGRAMS:	# of live, in-person programs	108	157	199
	Live, in-person attendance	1,247	2,529	2,704
	# of live, off site programs (outreach)	4	4	2
	Live, off site program (outreach) attendance	539	401	207
PIONEER ROOM:	Pioneer Room Visits:	593	254	272
	Digital Collection Items Accessed:	271	133	22
	On-Site Items & Resources Accessed:	54	113	166



**STRATEGIC PLAN GOALS & OBJECTIVES REPORT****1) COMMUNITY HUB/CULTURAL CONNECTOR**

Goal Statement: EPL will provide experiences that bring the community together, embrace the diversity of a dynamic and growing community, and be a hub for local information.

Strategy	Objective	Timeline	Status / Updates
Leverage partnerships for visibility.	Create mutual value by supporting goals of four partner organizations while marketing EPL on partner websites and social media.	FY 2023–2027	Continued support of MAGIC, partnership with CSU San Marcos, and community orgs.
	Increase EPL visibility by Library staff presenting at community events (city council meetings, local community service organizations, etc.) four times annually.	FY 2023–2027	Staff attended multiple community and school events since February, including Love Esco Day.
	Build new partnerships by reaching out to one new community focused organization quarterly and inviting them to offer programs in the Library	FY 2024–2027	Water and soil conservation were tabled during April
Act as a local information hub	Position Library and website as center for community	FY 2024–2027	Library calendar was updated in preparation of the move to the mall with new locations. Website updates are ongoing.
Embrace diverse cultures.	Expand multicultural marketing efforts by researching most effective channels for specific communities and execute three campaigns annually.	FY 2023–2027	Spanish marketing continues across all levels of library communication with the public.
	Showcase Escondido diversity across age, gender, culture, race, orientation, or ethnicity by offering timely and relevant cultural events, resources and services. Offer one cultural celebration each year.	FY 2023–2027	Maslenitsa Celebration was a new cultural event held in March. This was supported by a partnership with the Russian Heritage Center.





LIBRARY DIRECTOR'S REPORT

Move Updates

Since closing to the public on April 27, Escondido Public Library staff have been actively preparing for the transition to the temporary North County Mall location. A primary focus has been on identifying and tagging the library's collections to streamline the move. Each item has been tagged for specific placement within the mall spaces—whether along store walls, on rental carts, in onsite mall storage, or in offsite storage. This pre-sorting process enables staff to load moving carts efficiently, minimizing the need for additional sorting during the move.

Library administration is working closely with City and mall personnel to ready the designated spaces. Custom-cut wood shelving has been ordered and is currently being prepared for installation. In addition, retail shelf brackets and rests have been purchased and are scheduled for delivery during the week of May 5.

Remaining work includes the removal of select back-of-house fixtures, such as compact shelving units, to create space for library staff desks, workstations, and internal storage. Metal wall-mounted shelves from the Main Library, which will be reused to house the General Collections in Store 171, must also be carefully removed and reinstalled at the new location.

Responsibility for broader preparations within the mall—including new carpeting and painting—rests with the mall ownership. Library administration continues to coordinate with the appropriate stakeholders to ensure all elements of the move proceed on schedule and with minimal disruption to future operations.

We will continue to provide updates as the relocation progresses.

Pioneer Room Temporary Service

During the library's relocation period, the Pioneer Room has been successfully activated as a limited services location for the month of May. Thanks to collaboration with the City's Information Systems Department, essential public services such as printing and computer access have been fully established at the site.

The community response has been immediate and significant. In the first week of expanded operation, the Pioneer Room welcomed an average of nearly 360 visitors per day. While this is modestly below the Main Library's typical daily average of 500 visitors, the strong turnout highlights the continued demand for accessible library services within the city, even during this period of transition.





Staff have worked diligently to adjust workflows and accommodate the increased foot traffic, ensuring patrons continue to receive responsive and high-quality service. This adaptive use of the Pioneer Room underscores the library's commitment to maintaining a strong community presence and access to resources during the move.

Ongoing monitoring and support will continue throughout the month to maintain service quality and evaluate needs as preparations progress for the North County Mall reopening.

Hoopla Budget & Usage Update

In April, Hoopla usage remained strong, with **total checkouts** holding steady at **580**, consistent with March's usage levels. However, we observed an increase in the number of unique users, rising from 256 in March to 271 in April. This growth suggests that more patrons are engaging with the platform despite the ongoing budget cap restrictions.

A total of **234 download blocks** were recorded throughout the month, reflecting continued high demand. Notably, the timing of these blocks has shifted further into the day, with most occurring after 12:00 PM, and on some days not until the evening hours. This trend continues the pattern first observed in March, indicating a change in user behavior as patrons adjust to the availability window of the daily budget.

These patterns reinforce both the popularity of Hoopla and the need for careful budget management. While the daily cap continues to restrict some access, particularly in the latter half of the day, the stable usage volume and increasing user base demonstrate ongoing interest in the service.





PIONEER ROOM HIGHLIGHTS

The Pioneer Room was recently featured in *The Grapevine*, the quarterly newsletter published by the Escondido History Center. In the article, History Center Director Cynthia Castañeda expressed appreciation for the Pioneer Room's vital partnership in preserving and researching Escondido's local history. She highlighted the Pioneer Room's role in safeguarding rare historical materials, including the Escondido Hotel visitor logs. This ongoing collaboration enhances both institutions' capacity to share a more comprehensive and engaging narrative of Escondido's past with the community.

A copy of the article is attached to this report.

LITERACY HIGHLIGHTS

As part of our continued commitment to supporting lifelong learning, the Library will host "**Grow Better Together: Learner Recognition Dinner & Celebration**" on **Wednesday, May 28, 2025**, from **6:00 to 8:00 p.m.** at the Park Avenue Community Center Community Auditorium.

This special event honors the achievements of adult literacy learners and the dedication of volunteer tutors in our Literacy Services program. It is an inspiring evening that showcases the transformative power of literacy in the lives of our community members.

Members of the Library Board of Trustees are warmly encouraged to attend and show their support for this vital program. Please RSVP by May 17 by contacting Rino Landa.

YOUTH & ADULT HIGHLIGHTS

Highlights for Youth and Adult programs are not included this month as library staff began to scale back programs in April in anticipation of the move.

Upcoming:

2025 Summer Reading Challenge

"Color Our World"

Start: Monday, June 16th

End: Sunday, August 3rd

<https://www.escondido.gov/1180/Summer-Reading>





**Escondido
Public Library**

239 South Kalmia Street,
Escondido, CA 92025
760.839.5440

www.escondidolibrary.org

A Partnership That Strengthens Our History: Thank You to the Pioneer Room

Preserving history is never a solo effort—it flourishes through collaboration, shared resources, and a mutual passion for the past. At the Escondido History Center, we are deeply grateful for our partnership with the Pioneer Room, whose support has been valuable in our current growth.

Archivist Ashley Hays and Library Operations Manager Aspen Hill have been wonderful allies, offering not only their expertise but aiding in our mission to collect, preserve, and interpret. The Pioneer Room is safeguarding many of our historic photographs and treasured artifacts, including the original visitor logs from the beloved but long-lost Escondido Hotel. These artifacts are securely housed in the Pioneer Room's climate-controlled high-density mobile shelving, ensuring their longevity and protection. Thanks to their meticulous care, these irreplaceable pieces of Escondido's past remain accessible for future generations, allowing us to share an even richer historical narrative with our community.

Beyond safeguarding our collection, the Pioneer Room has been an exceptional research partner, helping us uncover new insights into Escondido's past. Whether we're seeking historical context, verifying records, searching for a first-edition copy of Mina Ward's *The Dictator* (pictured below), or expanding our understanding of the city's backstory, their support has been crucial. This collaboration has strengthened the History Center in ways we could not have achieved alone, positioning us as a more comprehensive and dynamic museum for local history.



It is partnerships like these that remind us how much we can accomplish when we work together. The progress we've made speaks for itself, and we are thankful for the generosity and enthusiasm of the Pioneer Room team. With their support, we are moving forward with confidence, ensuring that the Escondido History Center continues serving as a community museum that offers engaging public programs, exhibits, and hands-on experiences.

