



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

October 08, 2026 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 Cruz Reyes

SECRETARY

Giselle Luevanos

TRUSTEES

Francis X. Bova III

Virginia Bunnell

Carolyn Clemens

MINUTES CLERK

Adrian Crom

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 08, 2026

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 FOR THE SEPTEMBER 10, 2026 MEETING

CURRENT BUSINESS

2. **UPDATE: CITY OF ESCONDIDO**
General updates from the City.

Staff Recommendation: Receive and File (Community Services Department: Leticia Leal, Management Analyst)

Presenter: Leticia Leal, Management Analyst



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

THURSDAY, OCTOBER 08, 2026

3. **UPDATE: LIBRARY DIRECTOR RECRUITMENT**

Library Director Recruitment Update.

Staff Recommendation: Receive and File (Community Services Department: Leticia Leal, Management Analyst)

Presenter: Leticia Leal, Management Analyst

4. **UPDATE: FIVE-YEAR LIBRARY PROGRAMMING REVIEW**

Five-Year Library Programming Review.

Staff Recommendation: Receive and File (Library: Dan Wood, Interim Library Director)

Presenter(s): Dan Wood, Interim Library Director

STATISTICS REPORT

5. **STATISTICS REPORT**

Presentation of monthly statistical report.

Staff Recommendation: Receive and File (Library: Dan Wood, Interim Library Director)

Presenter(s): Dan Wood, Interim Library Director

LIBRARY DIRECTOR'S REPORT

6. **DIRECTOR'S REPORT**

Presentation of monthly report and general library updates.

Staff Recommendation: Receive and File (Library: Dan Wood, Interim Library Director)

Presenter(s): Dan Wood, Interim 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.

FUTURE AGENDA ITEMS

ADJOURNMENT



CITY *of* ESCONDIDO

LIBRARY BOARD OF TRUSTEES

THURSDAY, OCTOBER 08, 2026

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.

11/12/2026 – 4:00 PM

12/10/2026 – 4:00 PM



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

Item 1.

September 10, 2026 Minutes

4:00 PM Regular Meeting

ROLL CALL

Members Present: Giselle Luevanos, Francis Bova, Virginia Segarra Bunnell

Members Absent: Carolyn Clemens, Maribel Reyes

ORAL COMMUNICATIONS

None

APPROVAL OF MINUTES

1. Review and approval of minutes from the August 13, 2026 meeting

Motion: Bova; Second: Segarra Bunnell; Approved: 3-0 (Clemens, Reyes - Absent)

CURRENT BUSINESS

2. General Updates From the City

Staff Recommendation: Receive and File (Community Services Department: Leticia Leal, Management Analyst)

Trustee Bunnell requested that a standing item be placed on the Future Agenda regarding the Library Director Recruitment Process.

3. Review the 4th Quarter of FY26/26 of the Library Trust Fund

Staff Recommendation: Receive and File (Community Services Department: Leticia Leal, Management Analyst)

STATISTICS REPORT

4. Statistics Report

Presentation of monthly statistical report.

Staff Recommendation: Receive and File (Library: Dan Wood, Interim Library Director)

LIBRARY DIRECTOR'S REPORT



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

5. Library Director's Report and Library Updates.

Presentation of monthly report and general library updates.

Staff Recommendation: Receive and File (Library: Dan Wood, Interim Library Director)

TRUSTEE LIBRARY USE REPORT

ADJOURNMENT

Meeting Adjourned at 4:30 p.m.

PRESIDENT

CITY CLERK



ESCONDIDO PUBLIC LIBRARY PROGRAMMING OVERVIEW FISCAL YEARS 2021-22 THROUGH 2025-26

LEADERSHIP & OPERATIONAL CONTEXT

Following pandemic-related disruptions, the Library significantly expanded programming, strengthened community partnerships, increased participation across all age groups, and continued development as a community-centered institution.

Library Directors

- **Dara Bradds**, Library Director (September 2019 through August 2023)
- **Rino Landa**, Library Director (October 2023 through August 2026)

Temporary Relocation

From **May 2025 through June 2026**, the Library operated from a temporary location at **Mershops North County Mall** while improvements to the Main Library facility were completed. Despite operating from a temporary location, the Library maintained a robust schedule of programs, continued outreach and community engagement efforts, and served thousands of residents throughout the transition.

Attendance & Programming Growth

Fiscal Year	Attendance	Programs Offered
FY2021-22	11,935	505
FY2022-23	23,625	736
FY2023-24	30,533	1,411
FY2024-25	28,518	1,614
FY2025-26	23,740	1,405

Key Takeaways

Attendance more than doubled between FY2021-22 and FY2023-24.

Annual programming nearly tripled over the five-year period.

FY2023-24 represented the highest attendance year of the study period.

Despite operating from a temporary location beginning in May 2025, FY2025-26 attendance remained substantially above FY2021-22 levels.

The growth reflects both increased programming capacity and expanded community engagement.





Audience Trends by Fiscal Year

Preschool (Ages 0-5)

Fiscal Year	Attendance
FY2021-22	5,065
FY2022-23	11,936
FY2023-24	13,515
FY2024-25	11,471
FY2025-26	8,562

Key Finding

Preschool programming remained the Library's strongest area of engagement throughout the study period. Storytimes, early literacy activities, bilingual programs, and caregiver-child learning experiences consistently attracted the Library's largest audiences.

These programs provided opportunities for children to build foundational literacy skills while helping caregivers learn strategies to support reading, language development, and school readiness at home.

Important Context

Many preschool programs were designed as shared experiences between children and caregivers. As a result, attendance reflects not only engagement among young children but also significant participation by parents, guardians, grandparents, and other family members. Preschool programming should therefore be viewed as both an early literacy service and one of the Library's strongest family engagement strategies.





School-Age Children (Ages 6-12)

Fiscal Year	Attendance
FY2021-22	2,008
FY2022-23	2,534
FY2023-24	2,040
FY2024-25	1,965
FY2025-26	1,461

Key Finding

School-age programming continued to provide opportunities for learning, creativity, exploration, and enrichment throughout the study period. Programs encouraged children to develop new skills, engage with reading and STEM concepts, and participate in hands-on learning experiences.

While attendance remained relatively stable, these programs played an important role in supporting youth development and maintaining connections between families and the Library.

Important Context

Many school-age programs included participation by parents, grandparents, and caregivers who attended activities alongside children or remained engaged throughout the program experience. As a result, school-age programming contributed not only to youth engagement but also to broader family engagement and community participation.





Teens (Ages 13-18)

Fiscal Year	Attendance
FY2021-22	206
FY2022-23	1,080
FY2023-24	728
FY2024-25	982
FY2025-26	327

Key Finding

Teen Services provided opportunities for leadership development, creative expression, reading engagement, and social connection throughout the study period. Programming included advisory and leadership activities, book discussions, arts and craft programs, anime and manga-related activities, creative projects, and other interest-based opportunities designed to create a welcoming and engaging environment for teens.

These programs encouraged participants to develop new skills, explore personal interests, connect with peers, and build lasting relationships with the Library.

Important Context

FY2022-23 included significant teen outreach activities that accounted for a substantial number of teen interactions. As a result, FY2022-23 should not be viewed as a baseline year for traditional in-library programming.

The attendance data demonstrates that targeted outreach can significantly increase teen participation and highlights the importance of proactive engagement strategies in connecting teens with Library services. Unlike preschool and family programming, teen services are not designed primarily to maximize attendance. Instead, they focus on creating meaningful opportunities for engagement, personal growth, leadership development, and community connection.





Adults (18+)

Fiscal Year	Attendance
FY2021-22	1,790
FY2022-23	2,673
FY2023-24	3,432
FY2024-25	3,062
FY2025-26	3,163

Key Finding

Adult Services experienced steady growth throughout the study period and remained one of the Library's most consistent areas of community engagement.

Programs provided opportunities for lifelong learning, creativity, wellness, cultural exploration, and civic engagement. Participants attended a diverse range of offerings that supported personal enrichment and community connection.

The continued growth of adult attendance demonstrates the Library's ability to meet the evolving interests and needs of residents throughout adulthood.

Important Context

Adult attendance was not driven by a single high-performing program or program type. Instead, participation was distributed across a broad range of offerings including arts and creativity programs, book discussions, writing groups, wellness activities, cultural programs, educational presentations, and lifelong learning opportunities.

This diversity contributed to sustained attendance growth throughout the study period and suggests that Adult Services successfully engaged residents with a wide variety of interests, backgrounds, and life experiences.





Family & All-Ages Programs

Fiscal Year	Attendance
FY2021-22	2,866
FY2022-23	5,402
FY2023-24	6,715
FY2024-25	7,976
FY2025-26	6,101

Key Finding

Family and all-ages programming experienced some of the strongest growth observed during the five-year period.

Seasonal celebrations, Summer Reading activities, cultural events, performances, and community gatherings consistently attracted large audiences and created opportunities for residents of all ages to engage with Library services.

These programs served as important entry points for new users and reinforced the Library's role as a welcoming community gathering place.

Important Context

Family and all-ages programs frequently served multiple generations at the same time, bringing together children, teens, parents, grandparents, and caregivers through shared experiences.

Many of the Library's highest-attended events were reported within this category, making Family & All-Ages programming one of the strongest indicators of overall community engagement. Attendance in this category reflects broad participation across age groups and demonstrates the Library's ability to bring residents together through educational, cultural, and recreational experiences.





Major Themes

Several key themes emerged throughout the five-year study period.

Early Literacy Is a Core Strength

Early literacy programming consistently generated the highest attendance levels and remained the foundation of the Library's programming portfolio. These programs supported literacy development, school readiness, and family engagement while establishing long-term connections between families and the Library.

Families Represent the Library's Largest Area of Engagement

When preschool programming, school-age programming, family events, and caregiver participation are considered together, the Library's largest audience is best understood as families with children. Many programs categorized by age also created meaningful opportunities for families to learn, explore, and participate together.

Adult Programming Expanded Successfully

Adult Services continued to grow through a diverse range of offerings that supported creativity, wellness, cultural engagement, lifelong learning, and personal enrichment. The diversity of programming helped attract participants across multiple generations and interests.

Cultural Programming Became a Signature Service Area

Cultural celebrations, performances, heritage programs, arts activities, and community partnerships became some of the Library's most recognizable and successful offerings. These programs strengthened community connections while expanding opportunities for cultural learning and engagement.

Outreach Works

Outreach efforts played a meaningful role in increasing participation and building awareness of Library services. The strongest impact was observed among teen audiences, where targeted outreach activities contributed to significant increases in engagement.

The Library Demonstrated Resilience

Despite relocating services to Mershops North County Mall from May 2025 through June 2026, the Library maintained strong attendance, continued offering an extensive schedule of programs, and remained an active presence within the community.





Key Accomplishments

- More than doubled annual attendance between FY2021-22 and FY2023-24.
- Nearly tripled annual program offerings.
- Established early literacy and family engagement as core strengths.
- Expanded cultural programming and community partnerships.
- Diversified adult programming with strong participation across age groups.
- Demonstrated the positive impact of outreach efforts.
- Maintained strong community engagement during the temporary relocation to Mershops North County Mall.

Looking Forward

The trends identified during FY2021-22 through FY2025-26 highlight several opportunities for continued growth and community impact.

Continued investment in early literacy services, family engagement, cultural programming, adult enrichment opportunities, and outreach efforts will help the Library build upon its existing strengths.

As services continue following the temporary relocation period, the Library is well positioned to expand community awareness, strengthen partnerships, and continue providing meaningful opportunities for learning, creativity, culture, and connection.

Overall Conclusion

Over the past five fiscal years, the Escondido Public Library expanded programming, increased participation, strengthened community partnerships, and maintained strong engagement despite operating from a temporary location for more than a year.

While early literacy remained the Library's strongest attendance driver, the data demonstrates success across family programming, adult enrichment, cultural programming, Summer Reading, and outreach. Ultimately, the Library's greatest strength is its ability to engage families, support lifelong learning, and foster community connection across all ages.





STATISTICS REPORT

Monthly Statistics 2025-2026		May	June	July
CIRCULATION:	Physical Materials	29,965	33,273	20,465
	Digital Materials	8,303	8,485	7,900
	Overdrive Libby	7,190	7,068	6,826
	Hoopla	624	644	647
	Total Circulation	38,268	41,758	28,365
	Physical Holds Satisfied	1,516	1,523	1,051
INTER-LIBRARY LOANS:	ILLs Checked Out	4	5	5
	Link+ Items Borrowed (EPL patrons)	481	319	2
	Link+ Items Lent (to patrons at other libraries)	157	90	-
POPULATION & BORROWERS:	Total Registered Borrowers	103,357	104,074	104,399
	New Cards	647	715	332
	Monthly Unique Borrowers - Physical	4,542	4,654	3,820
	Monthly Unique Borrowers - Digital	3027	3438	2780
REFERENCE QUESTIONS:	Total Reference Transactions	5,517	4,651	2,820
LIBRARY SERVICES:	Public Service Hours	260	260	225
	Library Visits	20,748	21,720	5,054
ELECTRONIC SERVICES:	Users of Public Internet Computers	432	432	-
	Wireless Sessions	5,209	6,103	-
	Number of Website Visits	12,487	17,724	-
VOLUNTEERS:	Total Active Volunteers	56	48	40
	Total Volunteer Hours	713	664	603
PROGRAMS:	# of live, in-person programs	71	49	5
	Live, in-person attendance	2,123	1,377	86
	# of live, virtual programs	8	8	-
	Live, virtual program attendance	36	32	-
	# of pre-recorded programs	-	-	-
	# of views of recorded program content	-	-	-
	# of live, off site programs (outreach)	5	1	-
	Live, off site program (outreach) attendance	515	25	-
PIONEER ROOM:	Pioneer Room Visits:	550	2,000	27
	Digital Collection Items Accessed:	729	1,749	2,626
	On-Site Items & Resources Accessed:	103	60	132
LITERACY:	Class Attendance	21	0	0
	Classes Taught	16	0	0
	Active Learner Pairs	27	22	4
	Books Distributed	34	44	5
	# of take home kits given out	80	80	80





LIBRARY DIRECTOR'S REPORT

AUGUST HIGHLIGHTS

YOUTH SERVICES

Youth Services continued to offer engaging literacy and enrichment programs throughout September. A highlight of the month was Paws to Read, presented in partnership with Love on a Leash. The program welcomed 46 attendees and provided children and their families with an opportunity to read aloud to and interact with trained service dogs. Tween Art Squad hosted 13 participants, who created cyanotype tote bags using a photographic printing process. Tween Book Club welcomed 14 attendees and featured a discussion of *Speak Up, Santiago!*, followed by a hands-on arepa-making activity in celebration of Hispanic and Latinx Heritage Month.

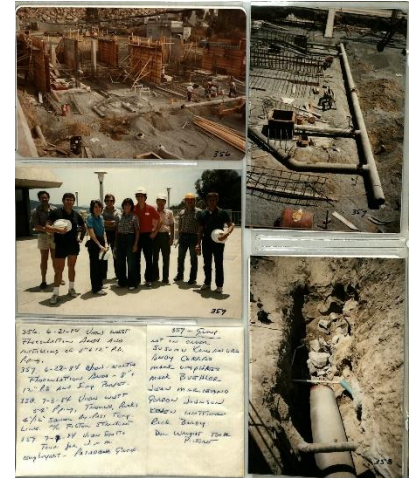
Teen Services continued to provide opportunities for creativity, learning, and self-expression throughout the month. Teen Art Studio hosted 14 participants, who learned how to create cyanotype prints using beads, pressed foliage, and sunlight. Teen Crochet Club returned in September and welcomed seven attendees, who learned basic crochet techniques and worked on individual projects with guidance from guest presenter Angela ElKhoury. Teen Services also introduced a new program, Teen Zine Scene, which welcomed six participants. During the program, teens created self-published mini-magazines, known as zines, and explored creative writing, artwork, and personal expression. These programs support the Library's ongoing commitment to providing meaningful opportunities for creativity, exploration, and community engagement for youth and teens.





THE PIONEER ROOM

In September, the Pioneer Room partnered with the City of Escondido Utilities Department to digitize a historic photograph collection documenting the City's water infrastructure and operations. The project included processing five photograph albums, 31 envelopes containing photographs and negatives, and more than 100 mounted slides. In addition to preserving these materials for future generations, the collection provides valuable insight into Escondido's history, particularly the community's relationship with water rights, water use, and utility operations during the 1970s and 1980s. This collaborative effort supports the long-term preservation and accessibility of important local historical resources.



LIBRARY OUTREACH

In September, the Outreach team connected with 1,797 community members across 11 locations while promoting library services, resources, and programs throughout the community. Outreach efforts included visits to six schools, two major community events, networking opportunities with community partners and civic groups, outreach to a senior living community, and five Library tours for 31 participants. Through these activities, staff provided information to 698 students and families at local schools, 1,042 attendees at community events, and 49 participants through partner and civic group meetings. The team also issued four library cards during a senior living outreach visit and introduced community members to new and expanded library services following the reopening of the Main Library.

Several large-scale community events contributed significantly to September's outreach efforts. Staff participated in the Grape Day Park Festival, where the Outreach and Pioneer Room teams provided information about Library services, local history resources, and current projects to 587 attendees while building relationships with community organizations and event vendors. At Pioneer Elementary School's Family Literacy Night, staff connected with 208 students and family members, promoting literacy resources and library services while strengthening partnerships with local educational organizations. The Outreach, Young Adult, and Literacy teams also participated in the 27th Annual Fire & Water Expo, where they engaged with 455 attendees, distributed literacy materials and craft packets, and highlighted both Library and Literacy Services programs. These outreach activities support the Library's ongoing commitment to increasing community awareness, expanding access to services, and building meaningful partnerships throughout Escondido.





ADULT SERVICES

Library Kitchen continued to be a popular offering in September, with the Library hosting its first sourdough starter workshop as part of the ongoing series. During the session, participants learned the fundamentals of sourdough breadmaking, including starter creation, maintenance, and the many ways sourdough can be incorporated into home baking. Attendees created their own sourdough starters and received instructional materials to support continued learning at home. The strong interest in the program reflects the community's enthusiasm for hands-on learning opportunities that promote practical skills and lifelong learning.

Artsy Adults celebrated Hispanic Heritage Month with a DIY Lotería Coasters workshop on September 17. The program welcomed 40 attendees, making it the highest-attended Artsy Adults program to date. Participants created customized ceramic coasters using Lotería-themed imagery and explored a variety of crafting techniques, including painting, collage, and UV resin application. The program provided an opportunity for patrons to engage with a culturally inspired art project while connecting with others through a creative and collaborative experience.

On September 23, the Library partnered with San Diego Workforce Partnership to present a Resume Building Workshop, the fourth workforce development program offered through the partnership. The workshop welcomed 25 attendees and provided practical guidance on resume development, with participants actively engaging throughout the session. Approximately 20 attendees remained after the formal presentation to receive individualized feedback and resume assistance. Participant feedback was overwhelmingly positive, with several attendees expressing interest in future programs focused on mock interviews and the use of artificial intelligence in the job application process. The success of this workshop highlights the value of the Library's workforce development partnerships and its role in supporting career readiness within the community.





HISPANIC HERITAGE MONTH

In September, the Library celebrated Hispanic Heritage Month through a variety of programs, displays, and educational opportunities that highlighted the contributions, cultures, and stories of Hispanic and Latino communities. Youth Services featured *Speak Up, Santiago!* as the Tween Book Club selection, paired with a hands-on arepa-making activity inspired by the novel. Staff also promoted Hispanic and Latino authors through curated book recommendations and themed displays in both the Tween Space and Children's Area. Adult Services supplemented these efforts with a Hispanic Heritage Month book display showcasing works by Hispanic and Latino authors and creators. Adult Services also presented Artsy Adults: DIY Lotería Coasters, which welcomed 40 attendees and became the highest-attended Artsy Adults program to date. The Pioneer Room created a display of historical photographs from its collections highlighting the contributions of Hispanic community members throughout Escondido's history.

The Library's celebration of Hispanic Heritage Month will continue into October with additional cultural programming, including *The Earth Beneath Us: Karla Cordero in Conversation* on October 10 and an oil painting workshop with Rosa Barnes on October 14. Together, these programs and displays provide opportunities for learning, creativity, and cultural appreciation while celebrating the rich heritage and lasting contributions of Hispanic and Latino communities.

