



# CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

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September 21, 2023 at 3:00 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, SEPTEMBER 21, 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, SEPTEMBER 21, 2023

### ROLL CALL

### ORAL COMMUNICATIONS

### APPROVAL OF MINUTES

- [1.](#) Approval of minutes from the August 10, 2023 meeting.

### CURRENT BUSINESS

- [2.](#) Youth Services and Adult Literacy Update
- [3.](#) Introduction of Library Director Candidate
- [4.](#) Additional Library Programming Discussion

### 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 Directors Report

### TRUSTEE LIBRARY USE REPORT

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



# CITY of ESCONDIDO

## LIBRARY BOARD OF TRUSTEES

August 10, 2023 at 4:00 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:** Dara Bradds, Library Director

**City Staff Present:** Sarena Garcia, Assistant City Clerk

#### ORAL COMMUNICATIONS

None

#### APPROVAL OF MINUTES

1. Approval of minutes from the July 13, 2023 meeting

Motion made by Trustee Schwab

Seconded by Trustee Clemens

Approved 5-0

#### CURRENT BUSINESS

2. Library Trust review. Library staff have no funding requests for use at this time.

Dara Bradds, Library Director, provided an update on the Library Trust and overview of the Pioneer Room project

#### STATISTICS REPORT

3. Library staff will review the Library's statistics for June 2023.

Dara Bradds, Library Director, provided an update



# CITY of ESCONDIDO

## LIBRARY BOARD OF TRUSTEES

THURSDAY, AUGUST 10, 2023

### STRATEGIC PLAN

4. Library staff will review how the library is meeting the goals and objectives of the Strategic Plan.

Dara Bradds, Library Director, provided an update

### LIBRARY DIRECTOR'S REPORT

5. The highlights for the month of June and July included a Beginning Genealogy Workshop with program instructor Beth McIntyre, a Pioneer Room Volunteer and genealogy researcher of 30+ years gave an overview of genealogy research to patrons in the Pioneer Room on Thursday, June 29 with 23 attendees. We also hosted Introduction to Dungeons & Dragons Workshop. Participants learned how to build a character and what materials are needed. This workshop featured the basics on how to get started in beginning your own adventure. This program was done in partnership with Knowhere Games and Comics and sponsored by Friends of the Escondido Public Library. We had fifteen attendees for this program on July 15.

In Youth Services, we had our Summer Reading Challenge Finale with Marc Griffiths One Voice, Many Friends performance. Marc Griffiths is an inspirational ventriloquist that presented a hilarious show for the whole family. We also had our first program with a new community partner, the San Diego Air & Space Museum. They presented Storytime Engineers!- a series of flying-related storytimes to send imaginations soaring!

As part of the Escondido Broadband & Digital Equity initiative, the library hosted an information booth to inform patrons about the Affordable Connectivity Program (ACP). On Tuesdays and Thursdays throughout July the table was staffed to answer questions and sign people up for the program.

Dara Bradds, Library Director, provided an update

### TRUSTEE LIBRARY USE REPORT

Trustee Clemens shared about the Pulitzer display at the library and also the gardening and canning display

Trustee Reyes praised the homesteading display and the inclusion of Spanish books

Secretary Bova spoke about the summer reading challenge and library information being included in school newsletter

Trustee Schwab shared experience using the library's Parks pass and future use of the museum pass

President Bunnell visited California's first public library while visiting Santa Barbara and shared experience using Hoopla



# CITY of ESCONDIDO

## LIBRARY BOARD OF TRUSTEES

THURSDAY, AUGUST 10, 2023

### UPCOMING MEETING SCHEDULE

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

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

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

The 9/14/2023 meeting will be moved to 9/21/2023, time to be determined

### ADJOURNMENT

Adjourned 4:40pm

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PRESIDENT

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ASSISTANT CITY CLERK

### **Youth Services and Adult Literacy Update**

Dan Wood will provide an update on Youth Services and Adult Literacy

### **Introduction of Library Director Candidate**

Trustees will be introduced to the candidate for the position of new Library Director.



**Additional Library Programming Discussion**

Trustee Reyes will discuss bringing additional programming to the Escondido Public Library.

# MONTHLY STATISTICAL COMPARISON REPORT

Item 5.

| Monthly Library Board of Trustees Statistics |  | July 2023 |
|--|--|-----------|
| <b>CIRCULATION:</b>                          | Physical Materials (Books, media, museum passes, laptops)  | 44,122    |
|  | eMaterial (includes eBooks and eAudiobooks- OverDrive, CloudLibrary, Biblioboard, eMagazines (Flipster), and Hoopla digital media. | 6,575     |
|  | Total Circulation  | 50,697    |
|  | Holds Satisfied  | 2,445     |
| <b>INTER-LIBRARY LOANS:</b>                  | ILLs Checked Out   | 6         |
|  | Link+ Items Borrowed (EPL patrons)   | 382       |
|  | Link+ Items Lent (to patrons at other libraries)   | 374       |
| <b>POPULATION &amp; BORROWERS:</b>           | Total Registered Borrowers   | 83,469    |
| <b>REFERENCE QUESTIONS:</b>                  | Total Reference Transactions   | 6,466     |
| <b>LIBRARY SERVICES:</b>                     | Public Service Hours   | 249       |
|  | Library Visits   | 23,087    |
| <b>ELECTRONIC SERVICES:</b>                  | Users of Public Internet Computers   | 2,481     |
|  | Wireless Sessions  | 24,772    |
|  | Number of Website Visits (website+catalog)   | (TBD)     |
| <b>VOLUNTEERS:</b>                           | Total Volunteers   | 108       |
|  | Total Volunteer Hours  | 1,081     |
| <b>PROGRAMS:</b>                             | # of live, in-person programs  | 89        |
|  | Live, in-person attendance   | 2486      |
|  | # of live, virtual programs  | 0         |
|  | Live, virtual program attendance   | 0         |
|  | # of pre-recorded programs   | 0         |
|  | # of views of recorded program content   | 0         |
|  | # of live, off site programs (outreach)  | 1         |
|  | Live, off site program (outreach) attendance   | 98        |
|  | # of take home kits given out  | 80        |

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   |
|---------------------------------------|--|--------------|--|
| 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 | Museums & Arts: Growing Escondido Culture, San Diego Childrens' Museum, San Diego Air & Space Museum                                   |
|                                       | Increase EPL visibility by Library staff presenting at community events (city council meetings, local community service organizations, etc.) four times annually.  | FY 2023–2027 | Back to School Events/Reading Nights (August & September 2023)   |
|                                       | 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 | Meditation, Law Library  |
| Act as a local information hub        | Position Library and website as center for community   | FY 2024–2027 | Working with the client  |
| Embrace diverse cultures.             | Expand multicultural marketing efforts by researching most effective channels for specific communities and execute three campaigns annually.   | FY 2023–2027 | Innovation Lab Grants  |
|                                       | 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 | In 2023: Innovation Lab Grant (3): Cultural Fair that features three different programs celebrating Ukraine and Afghan Culture and Art |

## Library Director's Report

### Highlights for August:

The library wrapped up its annual Summer Reading Challenge that encourages all ages to participate in lifelong learning and the enjoyment of reading.

We had the following participation numbers:

Babies:204

Kids:614

Tweens:316

Teens: 149

Adults: 282

Total: 1,565

Adult services hosted a five-week Financial Literacy Workshop in partnership with World System Builder that was presented in English and Spanish. Each week covered different topics such as Building Savings and Wealth, Your Wealth and Health, Understanding Asset Accumulation Strategies, and Fulfilling Long-Term Goals.

The 2nd Saturday Concert Series featured Bruce and Beverly Resse Dorcy who performed an entertaining show titled "From Beethoven to Broadway" for those in attendance.

After a short break after the annual Summer Reading Challenge, Youth Services returned to hosting weekly storytimes. The Toddler Tales storytime is offered twice a week on Tuesdays and Thursdays at 10:30 a.m. It is currently seeing numbers ranging from 120 to 150 per storytime.

Youth Services also hosted the Fifth Annual Kids! San Diego Poetry Annual. Kids who registered for the program learned about poetry and how to create poems with instructors from the San Diego Entertainment and Arts Guild. After the workshop, the participants submitted their poems for publication in the 2023 edition of the Kids! San Diego Poetry Annual. Each year a copy is donated for inclusion in the Escondido Library Collection.