



# CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

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April 09, 2026 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

Maribel Cruz Reyes

### SECRETARY

Giselle Luevanos

### TRUSTEES

Francis X. Bova III

Virginia Bunnell

John Schwab

### 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, APRIL 09, 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 March 12, 2026 meeting

### CURRENT BUSINESS

- 2. Updates: City of Escondido**

General updates from the City, including specific updates regarding the library infrastructure project.

Staff Recommendation: Receive and File (Community Services Department: Robert Rhoades, Assistant Director of Community Services)

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

- [3.](#) **Commemorative Library Card**



# CITY of ESCONDIDO

## LIBRARY BOARD OF TRUSTEES

THURSDAY, APRIL 09, 2026

A commemorative limited-edition library card is being considered to celebrate the re-opening of the Main Library at 239 S Kalmia Street. Input and guidance from the Board is requested on potential designs and subjects to be depicted on the card.

Staff Recommendation: Provide Direction (Library: Rino Landa, Library Director)

Presenters(s): Rino Landa, Library Director

### STATISTICS REPORT

4. Presentation of monthly statistical report.

Staff Recommendation: Receive and File (Library: Rino Landa, Library Director)

Presenter(s): Rino Landa, Library Director

### LIBRARY DIRECTOR'S REPORT

5. Presentation of monthly report and general library updates.

Staff Recommendation: Receive and File (Library: Rino Landa, Library Director)

Presenter(s): Rino Landa, Library Director

### TRUSTEE LIBRARY USE REPORT

6. 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.

5/14/2026 – 4:00 PM

6/11/2026 – 4:00 PM

7/9/2026 – 6:00 PM

8/12/2026 – 4:00 PM

9/10/2026 – 4:00 PM



# CITY of ESCONDIDO

## LIBRARY BOARD OF TRUSTEES MEETING

March 12, 2026 at 4:00 PM

### MINUTES

#### ROLL CALL

##### PRESENT

President Maribel Reyes  
Secretary Giselle Luevanos  
Trustee Virginia Segarra Bunnell  
Trustee John Schwab

##### ABSENT

Trustee Francis X. Bova III

#### ORAL COMMUNICATIONS

None

#### APPROVAL OF MINUTES

**1. Review and approve the minutes for the February 12, 2026 meeting**

Motion made by Trustee Schwab to approve minutes, adding staff to provide update at the April meeting on missing trust fund withdrawals

Seconded by Trustee Segarra Bunnell

Approved 4-0

#### CURRENT BUSINESS

**2. Updates: City of Escondido**

General updates from the City, including specific updates regarding the library infrastructure project.

Staff Recommendation: Receive and File (Community Services Department: Robert Rhoades, Assistant Director of Community Services)

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



# CITY of ESCONDIDO

## LIBRARY BOARD OF TRUSTEES MEETING

March 12, 2026 at 4:00 PM

### 3. Planning & Discussion: Presentation to City Council

Discussion and planning by the Library Trustees for a presentation to the City Council on 2025 accomplishments, future plans, and recommendations. The presentation is tentatively scheduled for April 1, 2026; an alternative date of April 8 is also available.

Staff Recommendation: Provide Direction (Library: Rino Landa, Library Director)

Presenters(s): Library Board of Trustees

### 4. Recognition of Retiring Library Board of Trustees Member – John Schwab

Recognition of Library Trustee John Schwab for his many years of dedicated service to the City of Escondido and the Escondido Public Library, and to extend best wishes upon his retirement from the Library Board of Trustees.

Staff Recommendation: None

Presenters(s): Library Board of Trustees

## STATISTICS REPORT

### 5. Presentation of monthly statistical report.

Staff Recommendation: Receive and File (Library: Rino Landa, Library Director)

Presenter(s): Rino Landa, Library Director

## LIBRARY DIRECTOR'S REPORT

### 6. Presentation of monthly reports and general library updates.

Staff Recommendation: Receive and File (Library: Rino Landa, Library Director)

Presenter(s): Rino Landa, Library Director

## TRUSTEE LIBRARY USE REPORT

### 7. Reports by the Library Board of Trustees of their use of the library and its services.

Trustee Schwab - Praised children's section at the mall and increase in check-outs at mall location and expressed interest in a permanent mall location



# CITY of ESCONDIDO

## LIBRARY BOARD OF TRUSTEES MEETING

March 12, 2026 at 4:00 PM

Trustee Bunnell - Enjoys the services at the library and expressed the mall location is lively; appreciates all the events and community outreach that the library provides

President Reyes - Family is a big fan of visiting the library and the enjoys the recommendations from the library.

Secretary Luevanos - Visited library and checked out items; appreciates friendly and knowledgeable staff; Saturday evening was lively at 6pm

### ADJOURNMENT

Meeting Adjourned at 4:54 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.

**4/9/2026 – 6:00 PM**

5/14/2026 – 4:00 PM

6/11/2026 – 4:00 PM

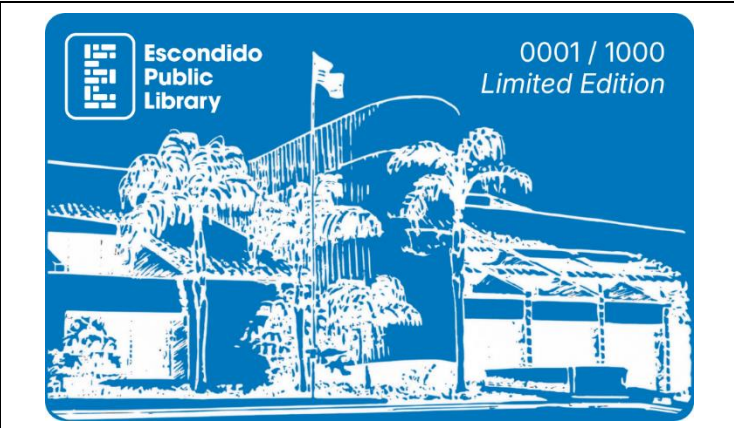
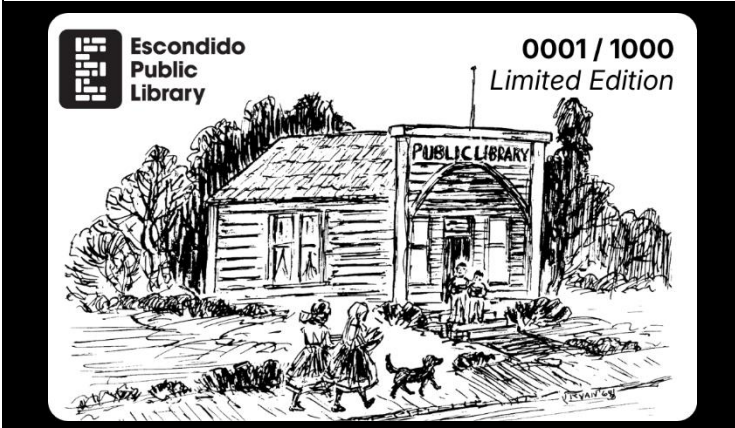
**7/9/2026 – 6:00 PM**

8/12/2026 – 4:00 PM

\_\_\_\_\_  
PRESIDENT

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

**Examples: Commemorative Library Card Designs**



Etching by Lewis Carleton Ryan (1894-1982) of the original Escondido Public Library (1895-1910). Evokes classic charm and local history.

*From the Pioneer Room collections.*

Line art from a library pamphlet from the early 1980s. The color scheme is meant to evoke blueprints in honor of the building's renovation.

*From the Pioneer Room collections.*



STATISTICS REPORT

Monthly Statistics 2025-2026		December	January	February
<b>CIRCULATION:</b>	Physical Materials	28,952	30,169	26,630
	Digital Materials	7,589	8,592	7,815
	<i>Overdrive Libby</i>	6,596	7,275	6,387
	<i>Hoopla</i>	587	583	545
	Total Circulation	36,541	38,761	34,445
	Holds Satisfied	1,346	1,800	1,635
<b>INTER-LIBRARY LOANS:</b>	ILLs Checked Out	1	1	2
	Link+ Items Borrowed (EPL patrons)	328	380	323
	Link+ Items Lent (to patrons at other libraries)	171	187	190
<b>POPULATION &amp; BORROWERS:</b>	Total Registered Borrowers	99,847	100,692	101,347
	New Cards	639	844	655
	Monthly Unique Borrowers - Physical	4,190	4,435	3,819
	Monthly Unique Borrowers - Digital	2,358	2,609	2,553
<b>REFERENCE QUESTIONS:</b>	Total Reference Transactions	5,179	5,820	4,938
<b>LIBRARY SERVICES:</b>	Public Service Hours	244	250	230
	Library Visits	20,440	19,921	19,430
<b>ELECTRONIC SERVICES:</b>	Users of Public Internet Computers	441	486	507
	Wireless Sessions	2,197	5,418	4,477
	Number of Website Visits	9,615	12,246	10,061
<b>VOLUNTEERS:</b>	Total Active Volunteers	63	87	71
	Total Volunteer Hours	492	941	611
<b>PROGRAMS:</b>	# of live, in-person programs	141	135	130
	Live, in-person attendance	920	1,291	2,164
	# of live, virtual programs	-	-	-
	Live, virtual program attendance	-	-	-
	# of pre-recorded programs	-	-	-
	# of views of recorded program content	-	-	-
	# of live, off site programs (outreach)	2	4	5
	Live, off site program (outreach) attendance	81	171	110
<b>PIONEER ROOM:</b>	Pioneer Room Visits:	550	550	550
	Digital Collection Items Accessed:	253	466	465
	On-Site Items & Resources Accessed:	55	163	89
<b>LITERACY:</b>	Class Attendance	52	54	86
	Classes Taught	36	14	29
	Active Learner Pairs	32	31	30
	Books Distributed	483	2	161
	# of take home kits given out	80	80	80

Notes: New additions to the report are highlighted in yellow. Updates to prior reports are in blue. Unverified data in red.





LIBRARY DIRECTOR'S REPORT

MARCH HIGHLIGHTS

March was an active and engaging month across all service areas, with the Library continuing to provide diverse programs, meaningful partnerships, and valuable community outreach. From author talks and creative workshops to cultural celebrations and educational presentations, staff delivered opportunities that supported lifelong learning and community connection. Outreach efforts further expanded the Library's presence beyond its walls, while strong attendance and participation across programs reflect the continued interest and support of the community.

YOUTH SERVICES

Programs and Events



Youth Services participated in the Mershops' *Easter Extravaganza*, a well-attended community event hosted in collaboration with the Friends of the Library Bookstore. In addition to distributing Easter eggs, staff facilitated a themed craft activity for families. The event drew a total of 837 participants, reflecting strong community engagement and visibility for Library services.

The department also relaunched its regular bilingual storytime, *Español los Sábados*. Across three sessions, 117 patrons attended. Led by Teresa and supported by Heather, this program continues to provide valuable early literacy opportunities for Spanish-speaking families in the community.

Tween programming remained strong this month. The California State University San Marcos *STEM program* maintained consistent attendance, averaging 20 participants per session. This partnership will continue through April 21 and is expected to resume later in the year. Additionally, the *RATED G Tween Book Club* welcomed 15 participants, who discussed the graphic novel Millie of the Manor.

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Teen engagement also continued through Teen Art Studio, where 11 attendees participated in a hands-on project decorating tin wallets—functional items designed for everyday use.





### Staffing Updates

Youth Services welcomed three new Library Associate IIs, who have already made a positive impact on operations and service delivery. Additionally, Children’s Librarian Amie has transitioned into the role of Teen Librarian. Recruitment efforts are underway to fill the Children’s Librarian position, with the goal of maintaining strong service levels across all age groups.

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### ADULT SERVICES



#### **March 7, 2026 – The Magic of Selling: An Afternoon with Michael L. Smith**

Local authors continue to play an important role in enriching the Library’s programming. In March, Adult Services welcomed sales expert and master magician Michael L. Smith for an engaging author talk on his book *Sales Magic: Influence Like a Magician, Close Like a Pro*.

Blending principles of stage magic with real-world sales experience, Mr. Smith explored how attention, perception, and trust shape meaningful conversations. Sixteen attendees gained practical insights into ethical persuasion, building authentic connections, and communicating with confidence. The program was further enhanced by close-up magic performances that captivated the audience.

This event highlighted the strong interest among patrons in opportunities to engage with local authors and subject-matter experts.

#### **March 14, 2026 – Flower Arranging 101**

Based on strong patron interest expressed during the *Try Every Day* series, Adult Services offered a flower arranging workshop to celebrate the arrival of spring. Led by veteran floral designer Kim Collins, the program provided participants with an introduction to floral design.



Twenty-three attendees learned foundational design principles, explored flower selection and care, and created their own arrangements to take home. In addition to leaving with completed pieces, participants received resources to continue developing their skills as a creative hobby.

The Library extends its appreciation to Trader Joe’s for generously donating all flowers and greenery used in the program. Their support was instrumental in making this event possible.





**March 19, 2026 – What She Never Said: A Women’s History Writing Workshop**

In recognition of Women’s History Month, the Library hosted bestselling author Jennifer Coburn for a creative writing workshop centered on women’s voices and experiences.

Using a collection of vintage postcards featuring notable women from history, participants were invited to write from the perspective of the woman depicted—either imagining her story or drawing from historical context. The workshop fostered an engaging and reflective environment, resulting in thoughtful and expressive pieces.

Eight attendees participated and took part in a meaningful discussion with Ms. Coburn about the writing process and the publishing industry.

**THE PIONEER ROOM**

In March, the Pioneer Room partnered with Adult Services to celebrate Women’s History Month through a special lecture program. The Library welcomed Justine Clark of the San Diego History Center, in collaboration with the Women’s Museum of California, for *She Built This City: Women’s History in San Diego*.

This engaging and informative presentation highlighted the lives and legacies of notable women who helped shape San Diego’s history, with particular emphasis on influential figures from the North County region. Through stories of leadership, innovation, activism, and community-building, attendees gained a deeper appreciation for the lasting impact of these individuals and their continued influence on future generations.

The program demonstrated the value of collaborative partnerships in delivering meaningful historical and cultural programming to the community.



**COMMUNITY CONNECTIONS (OUTREACH)**

**March 4, 2026 – Medicare 101**

As part of ongoing efforts to expand access to health-related resources, the Library hosted a *Medicare 101* education program led by Licensed Medicare Broker Nadia Saft. The presentation provided a clear and accessible overview of the Medicare system, helping to demystify its structure and coverage options.





Five patrons attended and benefited from the opportunity to ask detailed, personalized questions in a supportive setting. Attendees were also offered the option to schedule free one-on-one consultations for further guidance. This program reflects the Library’s role in connecting the community with trusted informational resources on complex topics.

**March 14, 2026 – Nowruz Celebration Outreach Event**

The Library participated in a large-scale cultural event hosted at the California Center for the Arts, Escondido, in partnership with Persian Place, celebrating Nowruz, the Persian New Year. The event featured live performances, a Women’s Artisan Market, arts and crafts activities, and the *Unrolling Paradise* exhibition, attracting more than 750 community members from across North County and surrounding areas.

During the event, Library staff engaged directly with approximately 200 attendees, sharing information about library services and resources. Outreach efforts also included networking with local authors and artists to explore future programming opportunities, coordinating with an exhibiting artist to arrange a future staff tour, and acquiring a published work for the Library’s collection.



This event strengthened the Library’s visibility and reinforced its role as a cultural and community connector.

**March 26, 2026 – Cypress Court Independent Assisted Living Outreach**

The Library conducted an outreach visit to Cypress Court Independent Assisted Living, engaging approximately 60 residents and staff members.

Staff provided a comprehensive overview of current library services, including updates related to the ongoing renovation and services available at the temporary mall location. During the visit, staff renewed library cards for existing patrons and responded to a range of questions regarding programs and resources.

The team also gathered valuable feedback from residents about their interests and service needs, helping to inform future programming. Additionally, staff met with the facility’s Activity Manager to discuss ongoing collaboration and scheduled a follow-up visit to continue strengthening this partnership.

