



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

April 11, 2024 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

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, APRIL 11, 2024

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

ROLL CALL

ORAL COMMUNICATIONS

APPROVAL OF MINUTES

- [1.](#) Review and approval of minutes from the March 12, 2024 meeting.

CURRENT BUSINESS

2. Trustee Bunnell will provide an update on her meeting with Jack Anderson from the Escondido Library Foundation.

STATISTICS REPORT

- [3.](#) Statistics Report by the Library Director of library statistics for February 2024 and the prior two months.
- [4.](#) Strategic Goal Report: **4 - RESILIENCE**

LIBRARY DIRECTOR'S REPORT



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

THURSDAY, APRIL 11, 2024

5. [Library Director's Report and library updates.](#)

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. The Library Board of Trustees meets the second Thursday of each month at 4:00 p.m. unless noted otherwise.

Thursday, May 9, 2024, 4:00 p.m. City Council Chambers

Thursday, June 13, 2024, 4:00 p.m. City Council Chambers

Thursday, July 11, 2024, **6:00 p.m.** City Council Chamber



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

March 12, 2024 at 5:00 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 approval of minutes from the February 8, 2024 meeting.

Discussion to move May meeting time to 3:00 p.m.

Motion made by Trustee Reyes

Seconded by Trustee Clemens

Approved 5-0

CURRENT BUSINESS

2. Presentation: City and Library Budget Plans

Presented by Christina Holmes, Finance Director for the City of Escondido.

This presentation will provide an overview of the city's structural deficit and insight into how the city plans to budget for library operations.

Presentation by Christina Holmes, Director of Finance

3. Outreach Sub-Committee Report: A report by members of the Board's Outreach Sub-Committee.

Trustee Reyes provided an update

Secretary Bova provided an update



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

TUESDAY, MARCH 12, 2024

4. Annual Officer Election

Motion made by President Bunnell to move this item to the April meeting

Seconded by Trustee Clemens.

Approved 5-0

STATISTICS REPORT

5. Statistics Report by the Library Director of Library Statistics for January 2024 and the prior two months.

Rino Landa, Library Director provided an update

6. Strategic Plan Report:

Goal 4 - Support the Escondido Economy

Rino Landa, Library Director provided an update

LIBRARY DIRECTOR'S REPORT

7. Library Director's Report and updates

Rino Landa, Library Director provided an update

TRUSTEE LIBRARY USE REPORT

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

President Bunnell attended the Escondido Historical Walk

Trustee Schwab shared about the library's collection borrowing

Trustee Reyes shared about her bookclub and the CSUSM Maker's Space and attended the San Dieguito Conversancy Creek to Critters event

Secretary Bova attended the Virtual Urban Library Council and the Ponytails and Walking tour of Old Escondido

Trustee Clemens utilized the Library's drop off ballot location and shared about using Libby for home decor ideas



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

TUESDAY, MARCH 12, 2024

ADJOURNMENT

Meeting Adjourned at 6:35 p.m.

UPCOMING MEETING SCHEDULE

9. The Library Board of Trustees meets the second Thursday of each month at 4:00 p.m. unless noted otherwise.

Thursday, April 11, 2024, **6:00 p.m.** City Council Chambers

Thursday, May 9, 2024, 4:00 p.m. City Council Chambers ****Time Changed to 3:00 p.m.****

Thursday, June 13, 2024, 4:00 p.m. City Council Chambers

Thursday, July 11, 2024, **6:00 p.m.** City Council Chambers

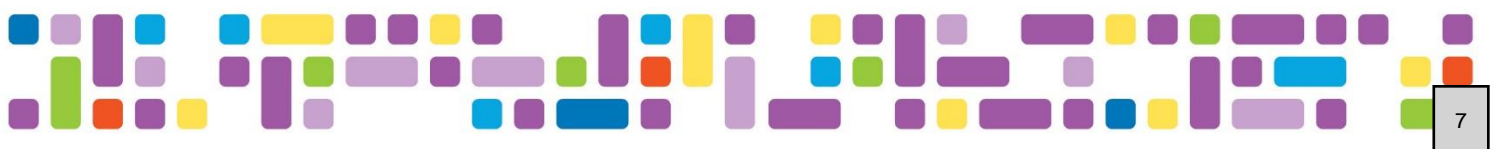
PRESIDENT

ASSISTANT CITY CLERK



STATISTICS REPORT

Monthly Library Board of Trustees Statistics 2023-2024		December	January	February
CIRCULATION:	Physical Materials (Books, media, museum passes, laptops)	34,512	41,705	39,671
	eMaterial (includes eBooks and eAudiobooks-OverDrive, CloudLibrary, Biblioboard,	7,838	8,782	8,337
	Total Circulation	42,350	50,487	48,008
	Holds Satisfied	1,841	2,394	2,268
INTER-LIBRARY LOANS:	ILLs Checked Out	4	11	9
	Link+ Items Borrowed (EPL patrons)	294	331	371
	Link+ Items Lent (to patrons at other libraries)	272	315	324
POPULATION & BORROWERS:	Total Registered Borrowers	86,042	86,632	87,242
REFERENCE QUESTIONS:	Total Reference Transactions	4,888	5,919	5,664
LIBRARY SERVICES:	Public Service Hours	247	253	242
	Library Visits	18,316	21,315	22,573
ELECTRONIC SERVICES:	Users of Public Internet Computers	2,050	2,437	2,330
	Wireless Sessions	12,396	12,142	12,294
	Number of Website Visits	6,672	9,439	9,399
VOLUNTEERS:	Total Active Volunteers	90	101	106
	Total Volunteer Hours	802	1,011	901
PROGRAMS:	# of live, in-person programs	85	65	126
	Live, in-person attendance	1328	1801	2435
	# of live, virtual programs	0	0	0
	Live, virtual program attendance	0	0	0
	# of pre-recorded programs	0	0	0
	# of views of recorded program content	0	0	0
	# of live, off site programs (outreach)	32	28	494
	Live, off site program (outreach) attendance	86	67	130
	# of take home kits given out	80	80	80



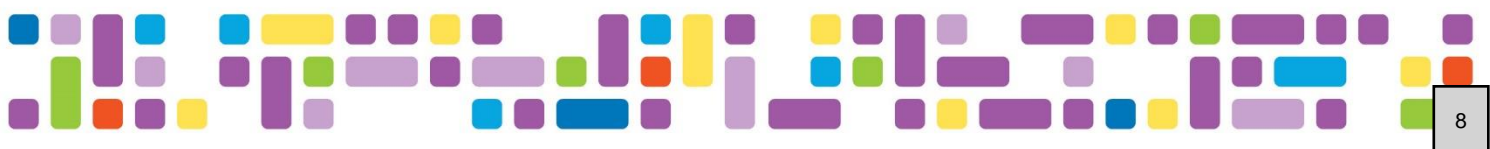


STRATEGIC PLAN GOALS & OBJECTIVES REPORT

4) RESILIENCE

Goal Statement: EPL will make the best use of resources by operating efficiently and will be a good neighbor and community member.

Strategy	Objective	Timeline	Status
Reduce waste	Review and suggest best practices by scheduling two meetings per year with the City Recycling Division to review and suggest best practices.	FY 2024–2027	Current year meetings are still pending.
	Continue to ensure proper disposal by verifying reuse and recycling of materials that have been withdrawn from the collection and technology that has reached end of life.	FY 2024–2027	Regular collection weeding is ongoing. Withdrawn materials and donations which are not added to the collection are passed on to the Friends of the Library for resale and reuse.
	Educate residents about responsible consumption by partnering with the City Recycling Division to offer two Library programs such as composting.	FY 2025–2027	Working to schedule recycling and composting programs with the City during the summer and fall 2024.
	Shorten travel distance and reach a larger audience by providing programs in three different spaces throughout the service area.	FY 2025–2027	Outreach is planned but no specific service locations have been identified for routine or ongoing programs during 2024.
Encourage healthy living.	Increase awareness by offering resources for home gardening such as a seed or succulent swap and three programs on organic gardening, etc.	FY 2025–2027	Regular succulent swaps are ongoing. Staff are preparing for the creation and debut of a seed library.





Encourage wellness.	Provide alternatives to screen time for children and tweens by offering four non-screen focused programs.	FY 2024–2027	An average of 26 non-screen focused programs continue to be presented each month.
	Support mindfulness by inviting a local yoga studio to offer one series of free classes.	FY 2025–2027	Meditation and mindfulness programs are routinely planned and presented.





LIBRARY DIRECTOR’S REPORT

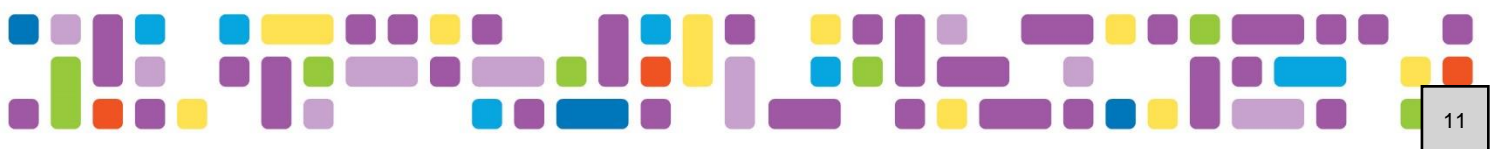
- **Library Renovation Project:** The project continues in the planning and pre-design stage. The team is currently identifying areas for value engineering and prioritizing “need to have” elements against “nice to have” elements. Most of the cost savings will be in the “Interior Restoration and Enhancements” portion of the budget which relates to the demolition/reconstruction of interiors and any changes to the internal structure of the building for new uses, such as study rooms. Lighting fixtures are another option for value engineering.
- **Staff:** Two job openings were posted since the last meeting: one Literacy Associate (PT 30 hours) and one Library Associate 3 (FT). The Literacy Associate will support the library’s literacy services, including ESL, and is fully grant-funded. The Library Associate 3 will support the library’s customer service department.
- **AI Guidelines:** Library administration has drafted internal guidelines for the use of artificial intelligence (AI) for library marketing and support uses. The library aims to use this cutting-edge technology in responsible and organized manner, as such the guidelines will help staff meet this goal. Currently, the library subscribes to ChatGPT as its primary generative AI platform, but also uses Canva.com and is testing the potential of Microsoft’s Design Studio and Google’s ImageFX products.
- **Library Website:** A planned update to the city and library websites has been delayed until the end of April.
- **Staff Development:** The American Library Association (ALA) Annual Conference will be held at the San Diego Convention Center this year from June 27 until July 2, 2024. Taking advantage of its local host site, the library will be sending ten staff to the conference. All of the library’s new librarians will be attending, along with library administration. We encourage the Board of Trustees to attend – it’s recommended that anyone interested should register as a “Other Member” with ALA as a “Trustee” for a discounted ticket.





ADULT SERVICES HIGHLIGHTS

- Due to Staff being out, there are no Adult Services Highlights for the April Library Board of Trustees meeting. There will be an update at the May meeting covering programming and events from March and April 2024.





PIONEER ROOM HIGHLIGHTS

- We are pleased to announce that Ashley Hays was promoted to Archivist on March 1st, making her the first full-time archivist dedicated solely to the Pioneer Room. Congratulations, Ashley!
- The Pioneer Room served **58 patrons**. Staff added **11 new finding aids** and **2 new collections** in ContentDM:
 - Check out the [Katherine Fromm Collection here](#) and the [Lorna Underwood Collection here](#).

YOUTH SERVICES HIGHLIGHTS



What an exceptional month March turned out to be with our first ever **Pony Tales** program hosted on Saturday, March 9th! Drawing a substantial crowd of **226 participants** spanning various age groups, the event was a resounding success.

We had the pleasure of interacting with miniature therapy horses and their dedicated handlers from **Hearts and Hooves Therapy**. Delving into the profound impact these horses have on human well-being was both enlightening and heartwarming. Following an engaging presentation, attendees got to engage with the horses through petting, grooming, and taking pictures with them. The program took place next to the library's pocket park and the mural on the west wall. There will be future Pony Tales programs.

