



AGENDA
Library Board of Trustees
Tuesday, February 14, 2017
2:00 p.m.
Library Board Room

CALL TO ORDER

Roll Call: President Mirek Gorny, Trustee Elmer Cameron, Trustee Ron Guiles, Trustee Gary Knight, Trustee Mayra Salazar

ORAL COMMUNICATIONS

The public may address the Board of Trustees on any item which is not on the agenda at this time, provided the item is within the subject matter jurisdiction of the Library Board of Trustees. (Refer to the last page for instructions.)

APPROVAL OF MINUTES

1. Approval of minutes from the Library Board of Trustees Meeting on January 10, 2017.

CURRENT BUSINESS

2. Staff Introduction and Pioneer Room Tour: Michelle Peralta, Archivist
3. Annual Library Statistical Update
4. 2017 Volunteer Luncheon Funding Request
5. Escondido Public Library Budget Update

OTHER REPORTS

6. Director of Library and Community Services and Assistant Library Director

ADJOURN

(List of Special Programs and Library Events continue on Page 2)



AGENDA
Library Board of Trustees
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Date & Time	Location	Event
February 20 All Day	All Library Facilities	Closed for Presidents Day Holiday
February 24-25 10:00 a.m.	Friends Bookshop	<i>Friends of the Library 50% off Sale</i>
February 25 10:30 a.m.	Turrentine Room	Water Wide Landscape Design workshop
February 25 3:30 p.m.	Turrentine Room	<i>Rincon Literario: One Plus One/Uno más uno by Jo Jo Moyes</i>
March 7 1:00 p.m.	Turrentine Room	<i>Escondido Writers Group</i>
March 11 8:00 a.m.	Park Avenue Community Center	<i>Scrabble-Thon Tournament & Fundraiser</i>
March 11 3:00 p.m.	Turrentine Room	<i>2nd Saturday Concert Series Presents: Virtual Strangers</i>



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UPCOMING MEETING SCHEDULE

Library Board of Trustees Meetings are scheduled the second Tuesday of the month in the Library Board Room. Meetings begin at 2:00 PM.

<i>Day</i>	<i>Date</i>	<i>Time</i>	<i>Location</i>
Tuesday	March 14, 2017	2:00 p.m.	Library Board Room
Tuesday	April 11, 2017	2:00 p.m.	Library Board Room
Tuesday	May 9, 2017	2:00 p.m.	Library Board Room

ADDRESS THE LIBRARY BOARD OF TRUSTEES

Please complete a *Speaker Form* and hand it to the Library Division Coordinator. Submit the *Speaker's Form* prior to Oral Communications or the discussion of an agenda item, including items on the Consent Calendar. Comments are generally limited to 3 minutes. Note: Depending on the number of requests, comments may be reduced to less than 3 minutes per speaker.

Oral Communication: The public may address the Board of Trustees on any item which is not on the agenda during Oral Communications, provided the item is within the subject matter jurisdiction of the Library Board of Trustees. Speakers are limited to only one opportunity to address the Board under Oral Communications. State law prohibits the Library Board from discussing or taking action on such items, but the matter may be referred to the Director of Library and Community Services/staff or scheduled on a subsequent agenda.

Agenda Item: The public may address the Library Board of Trustees on any agenda item, including items on the consent calendar.

Handouts: Handouts for the Library Board of Trustees should be given to the Library Division Coordinator.

To address the Board, when called, please STATE YOUR NAME FOR THE RECORD.



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AGENDA, STAFF REPORTS, AND BACK-UP MATERIALS ARE AVAILABLE:

- Online at <https://www.escondido.org/LBT-agendas.aspx>
- Additional online posting at library.escondido.org/library-board-of-trustees.aspx
- In the City Clerk's Office at City Hall.
- In Escondido Public Library (239 South Kalmia Street) during regular business hours.

AVAILABILITY OF SUPPLEMENTAL MATERIALS AFTER AGENDA POSTING:

Any supplemental writings or documents provided to the Library Board of Trustees regarding any item on this agenda will be made available for public inspection in the City Clerk's Office located at 201 North Broadway during normal business hours, or in the Library Board Room while the meeting is in session.

Please Turn Off All Cell Phones While The Meeting Is In Session

ESCONDIDO PUBLIC LIBRARY HOURS

Monday & Tuesday	10:00 a.m. – 8:00 p.m.
Wednesday, Thursday & Friday	10:00 a.m. – 6:00 p.m.
Saturday	10:00 a.m. – 5:00 p.m.

**Escondido Public Library Board of Trustees
BOARD MEETING MINUTES
Tuesday, January 10, 2017, 2:00 p.m.
Library Board Room**

CALL TO ORDER: Trustee Gorny called the meeting to order at 2:01 p.m.

Members Present: Trustees Mirek Gorny, Elmer Cameron, Mayra Salazar, Ron Guiles

Members Absent: Trustee Gary Knight

Staff Present: Loretta McKinney, Director of Library & Community Services; Cynthia Smith, Assistant Library Director; Joanna Axelrod, Principal Librarian; Misty Breymeyer, Division Coordinator; David Frazee, Adult Services Librarian

Written/Oral Communications: None

Agenda Item #1: Approval of minutes: December 13, 2016 meeting

Motion by Trustee Guiles and seconded by Trustee Salazar to approve the minutes as written. Motion carried unanimously.

Current Business

Item #2: Staff Introduction: David Frazee, Adult Services Librarian II

Principal Librarian Axelrod introduced David Frazee who has been with the City since 1996. He worked as a part-time archivist in the Pioneer Room and later became a full-time Adult Services Librarian in 2000. Mr. Frazee received his undergraduate degree in English from SDSU and received his MLIS from the University of Washington.

Mr. Frazee's responsibilities include managing Inter-Library Loan requests, working on the Adult Information Desk, maintaining Adult Services statistics, and facilitating the *eReaders eXplained* and *2nd Saturday Concert* programs. He is also responsible for the media and large print collections.

Item #3: RFID/AMH Project Update

Assistant Director Smith provided an update on the Radio Frequency Identification (RFID) and Automated Materials Handling (AMH) projects. The Library was awarded capital funds to procure the necessary equipment and software which are expected to result in staff workflow efficiencies, improved usability and customer service for patrons, and increased security and inventory control of Library materials.

The automation of routine elements of the check-in, check-out, and material sorting processes via RFID and AMH technology will create efficiencies that will allow staff to reallocate their time to other customer-focused priorities.

Two responsive bidders demonstrated their products to Library staff in December. Library Administration is scheduled to request approval to award the bid to the lowest, most responsive and responsible bidder in February. The procurement process and project plans will be implemented upon approval by City Council, hopefully in Spring 2017.

Item #4: Escondido Public Library Relocation Feasibility Update

Director McKinney stated there are no current updates.

Other Reports

Item #5: Director of Library & Community Services and Assistant Library Director

Principal Librarian Axelrod reported that the annual *Holiday Food for Fines* program, which ran November 28, 2016 - December 31, 2016, was very successful – surpassing the goal of collecting 2,000 lbs. by raising 2,370 lbs. Library staff are grateful for the community's participation and generosity. Many patrons donated more items than were needed to remove the cap of \$20 in fines from their account and encouraged staff to pay the generosity forward by using the excess to remove fines from other patron accounts.

Director McKinney reported that the terms for two Trustees are expiring and the deadline for receiving applications for City Boards and Commissions is February 20, 2017. Interviews will be held in March 2017, and installation will take place in April 2017. Trustee Cameron asked that Director McKinney provide clarification about whether existing Board members will be involved in the interview process. She will request that information from the City Manager's office and provide it at an upcoming meeting.

Mayor Abed's *State of the City* address will occur on Wednesday, February 22, 2017 at the California Center for the Arts, Escondido. Tickets for the breakfast and a reserved seat are on sale through the City's website. A ticket is not required to attend the speech; however tickets are required for those who wish to have breakfast.

The City's FY 17-18 budget process has begun. All departments have been directed to maintain the same budget as in FY 16-17. Increases in line items, such as technology, salary, utilities, and internal services must be absorbed. Director McKinney will keep the Board of Trustees informed throughout the budget process; however, the requirement for updates and revisions is a continuous process and some information may only be available after changes are made.

Two budget issues were discussed:

- Director McKinney requested the Board's direction about whether or not to continue providing Inter-Library Loan (ILL) services. Although usage has steadily declined over the years, ILL has been a traditional core service provided by libraries. ILL enables patrons to receive materials from other libraries across the country when items are not available within the Library's collection.

Approximately 60 Library patrons requested a total of 200 ILL items last year. The current \$2.00 per ILL request fee has not been increased in the last 15 years, and is not nearly adequate to cover the cost of providing the service. Staff have proposed raising the fee to \$15 per ILL to see if patrons are willing to pay that fee. After discussion, the Board of Trustees recommended that staff move forward with the process to increase the fee and re-evaluate continuing the service after one year. Any change in fees will be proposed for approval when City Council reviews the City's Fee Inventory later this year.

- The property management company for the Graybill parking garage has reinstated an annual maintenance fee of approximately \$4,000 per year for 20 reserved spaces owned by the Library. The Library is obligated to pay this fee and Director McKinney wanted to make the Board of Trustees aware that this ongoing expense will impact the Library's annual operating budget.

Assistant Director Cynthia Smith provided information about John Paul the Great University work/study intern, Matthew Sawczyn, is an MBA student working 10 hours per week on Library-related projects through December 2017.

A Library organization chart was provided. The Library has a vacant security position, which is expected to be filled in the next few weeks. An Adult Services Librarian has accepted another position and recruitment to fill this vacancy will begin soon.

The *Jean Will Strings* program will perform *For the Love of Music: A Violin Concert for and By Kids* on Friday, February 10, 2017. Jean Will is the benefactor of this program and she provides children ages 6-12 years old with a violin and free classical music instruction. This program is a partnership with the California Center for the Arts, Escondido.

Literacy Services' 13th Annual Scrabble-thon Tournament and Fundraiser will be on March 11, 2017 at the Park Avenue Community Center. Pre-registration is required by March 6, 2017.

The 2nd Saturday Concert, *Opera Exposed!*, is Saturday, February 11, 2017.

Next month, the Board of Trustees will be introduced to Library Archivist Michelle Peralta. The Board of Trustees will meet in the Board Room and then briefly tour the Pioneer Room to learn about recent changes that have taken place in the archive.

Adjourned: Trustee Gorny adjourned meeting at 3:25 p.m.

Mayra Salazar, Library Board of Trustees Secretary/mb



LIBRARY BOARD OF TRUSTEES

Agenda Item No. 2
Date: February 14, 2017

TO: Library Board of Trustees
FROM: Joanna Axelrod, Principal Librarian
SUBJECT: Staff Introduction and Pioneer Room Tour: Michelle Peralta, Archivist

Recommendation: Receive information

Background:

Michelle Peralta serves as Escondido Public Library's Archivist. She will share her educational and professional background as well as provide an introduction to her roles and responsibilities in overseeing the Library's local history archive, the Pioneer Room.

Following the introduction, Ms. Peralta will lead the Trustees on a brief tour of the Pioneer Room located at 247 S. Kalmia St. adjacent to the Library.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Joanna Axelrod".

Joanna Axelrod
Principal Librarian



LIBRARY BOARD OF TRUSTEES

Agenda Item No. 3
Date: February 14, 2017

TO: Library Board of Trustees
FROM: Cynthia Smith, Assistant Library Director
SUBJECT: Library Statistical Report

Recommendation: Receive and file.

Background:

In an effort to provide ongoing information to the Library Board of Trustees regarding the use of the Library by the Escondido community, staff have provided quarterly statistical reports showing monthly counts for a variety of different programs, services, and uses. As a result of a discussion with the Trustees about the format of the statistical report, it was determined that instead of providing several pages of numbers, it would be more meaningful for the Trustees to have charts or graphs with an analysis of the major trends in the Library’s use. Therefore, a narrative analysis is provided in this report summarizing the more important aspects of the Library’s statistics with the appropriate charts attached as visual graphics.

When comparing the 2016 calendar year data with that from the 2015 calendar year, the following can be deduced:

- **Collection Holdings** – An extensive weeding of the Library’s collection was completed in 2016 to prepare for RFID implementation. The removal of items that were not circulating, unnecessary duplicates, and items in disrepair will result in a cost savings once RFID tagging of materials begins. This weeding effort explains the large difference when comparing the 2015 and 2016 collection holdings as shown:

	<u>2015 items</u>	<u>2016 items</u>
○ Print materials	175,394	137,326
○ Media materials	31,516	28,991
○ eMaterials	<u>4,805</u>	<u>6,211</u>
Total	211,715	172,528

- **Circulation of Materials**– Total circulation of all materials (e.g., print, media, and digital) slightly decreased 4% from 560,929 in 2015 to 537,796 in 2016. Notably, within this circulation category there was a significant 25% increase in circulation of eMaterials from 20,705 in 2015 to 25,892 in 2016.

- **Patrons** – At the end of calendar year 2015, there were 98,140 patrons in the Library’s database. In April 2016, over 30,000 patrons whose accounts were inactive for five or more years were deleted from the database as a database maintenance project. The number of active, registered patrons as of December 31, 2016 is 60,873.
- **Visits** – Physical door count decreased 4% from 446,111 in 2015 to 427,816 in 2016 while virtual visits to the Library’s website remain relatively unchanged at 370,000 visits. Overall virtual use is a steady trend, while the trend in physical door count is steadily decreasing. This decrease in use is compounded by the fact that the Library only has the Turrentine Room for community rentals and library programs. The lack of community room space directly affects the negative door count and possibly the use of the library’s collection.
- **Computer and Wireless Usage** – Use of wired, desktop computers increased 3.3% in 2016. Tracking of wireless network usage began in May 2016, and statistics gathered from May – December 2016 indicate that wireless network use accounts for 64.9% of all public computing in the Library.
- **Programs** – While the number of programs hosted decreased 24% in 2016, attendance at those events only decreased 4.4%. This incongruence of the numbers could indicate that the programs are of a higher quality and the staff time and marketing that go into them are more effective than in years past. The lack of numbers of staff to plan and implement programs, in addition to the lack of program space, account for the decrease in the number of programs hosted.
- **Literacy** – The number of planned class sessions was decreased from 409 in 2015 to 338 in 2016. Despite this decrease, the number of instructional hours delivered by Literacy tutors and instructors actually increased from 4,062 in 2015 to 4,157 in 2016.
- **Volunteers** – The number of volunteers has remained unchanged at 218 between 2015 and 2016. The number of volunteer hours contributed has decreased 12% from 33,074 to 29,080 hours in 2016.
- **Social Media** – 2016 saw a significant increase in engagement across the Library’s social media sites. The top three sites – Instagram (106% increase), Facebook (14% increase), and Twitter (10% increase) - are featured in this report.

Additionally, usage trends associated with the Library’s email newsletter have also improved dramatically with a 31% increase in the average number of subscribers (8,834 in 2015 vs 11,581 in 2016) and a 27%

increase in the average number of eNewsletters opened by recipients (1,617 opened in 2015 vs 2,054 in 2016).

To summarize, while circulation of print materials and physical door count have gone down, Library use, as demonstrated by virtual door count, social media interaction, computer and wireless usage, and program attendance, have remained steady and in many cases increased.

Respectfully Submitted,



Cynthia Smith

Cynthia Smith

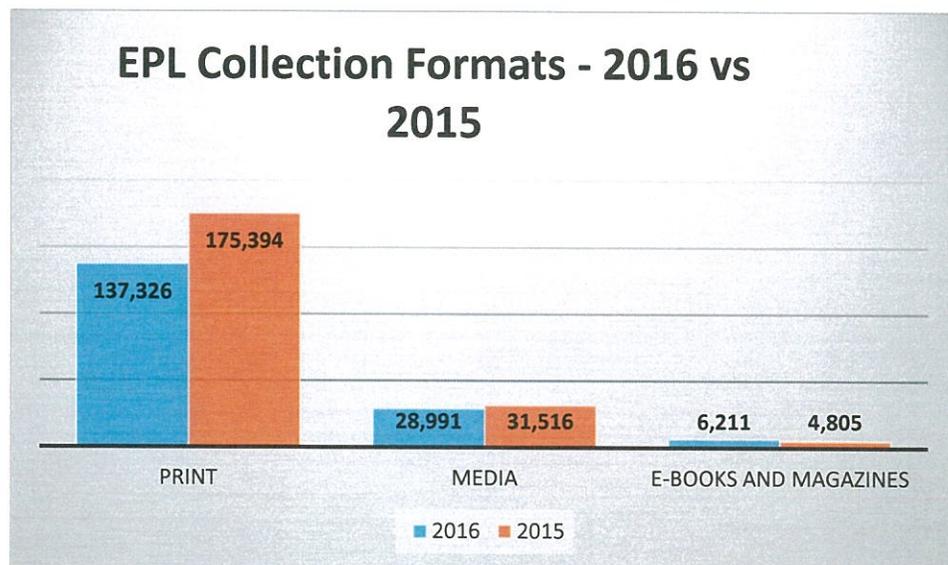
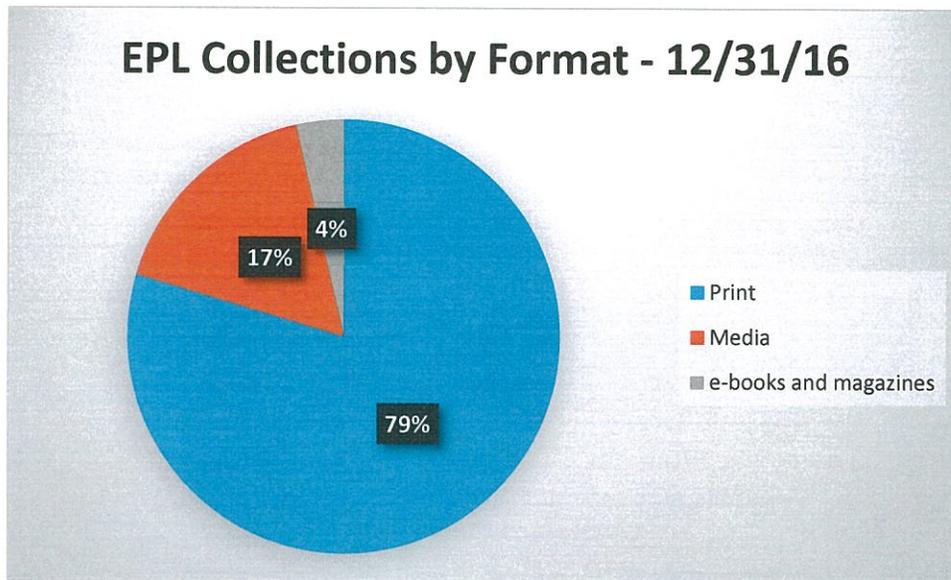
Assistant Library Director

Escondido Public Library

Calendar Year 2015 vs 2016 Statistical Highlights and Trends

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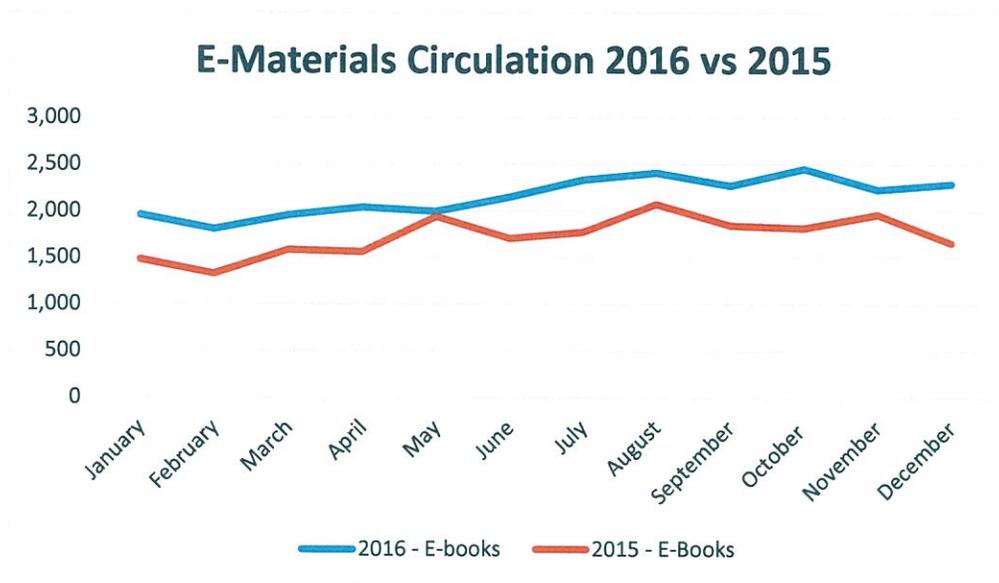
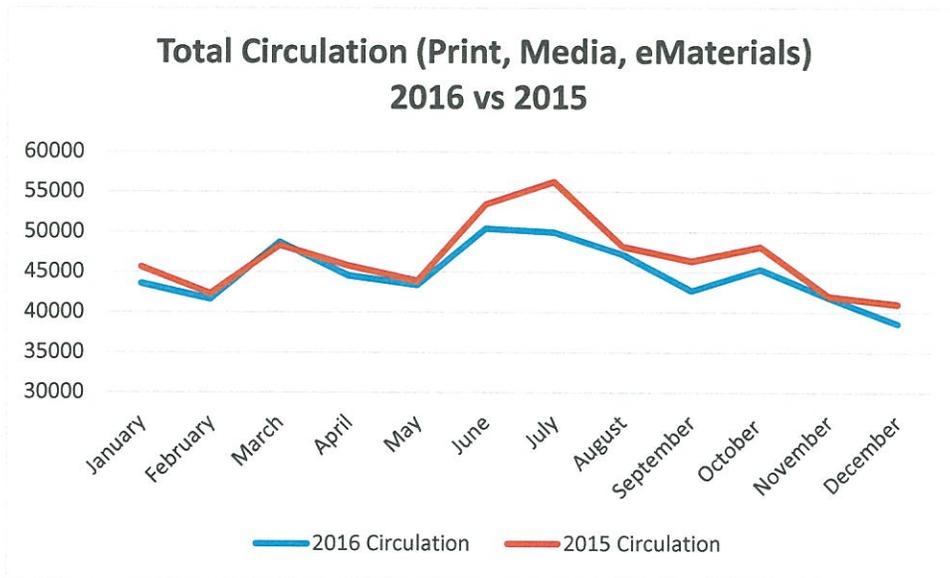
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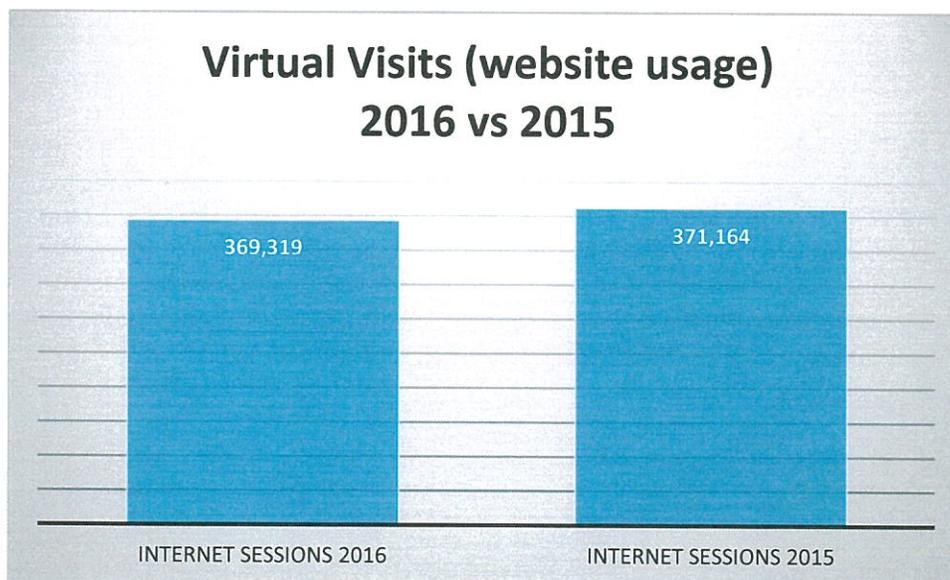
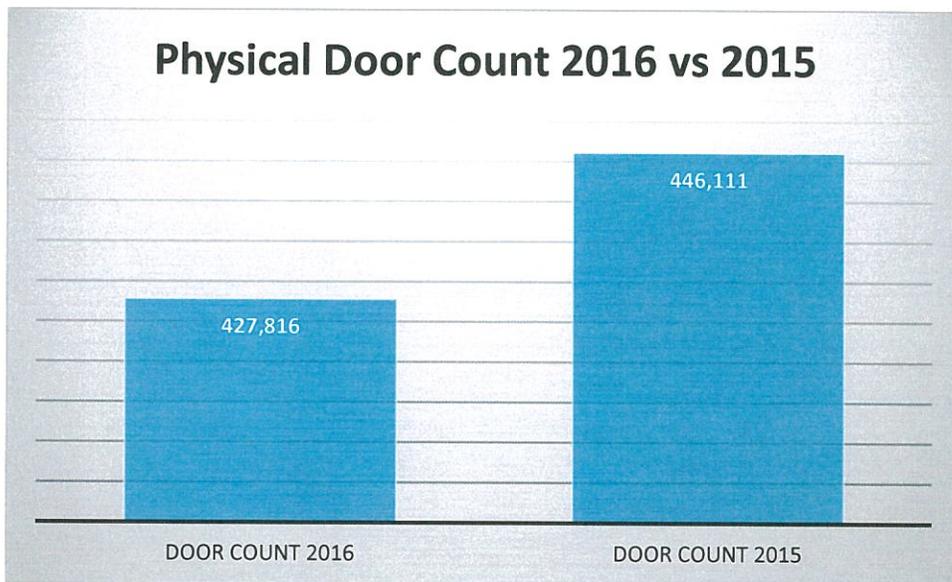


Escondido Public Library

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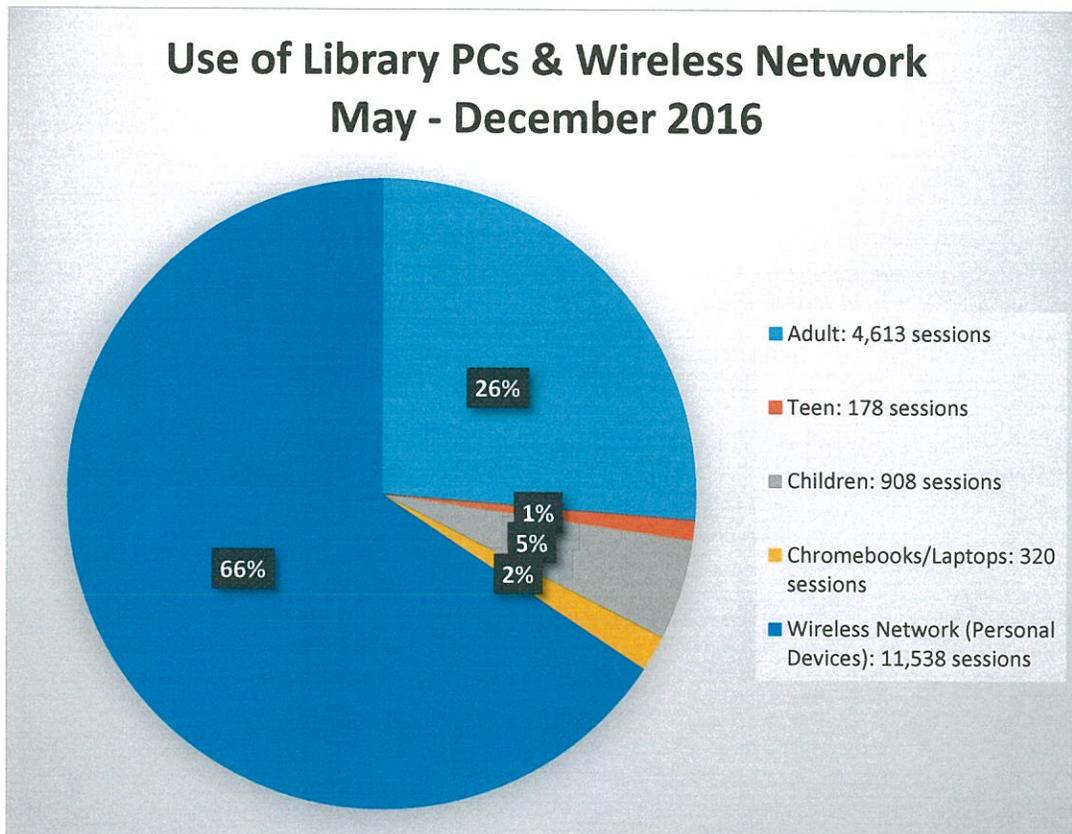
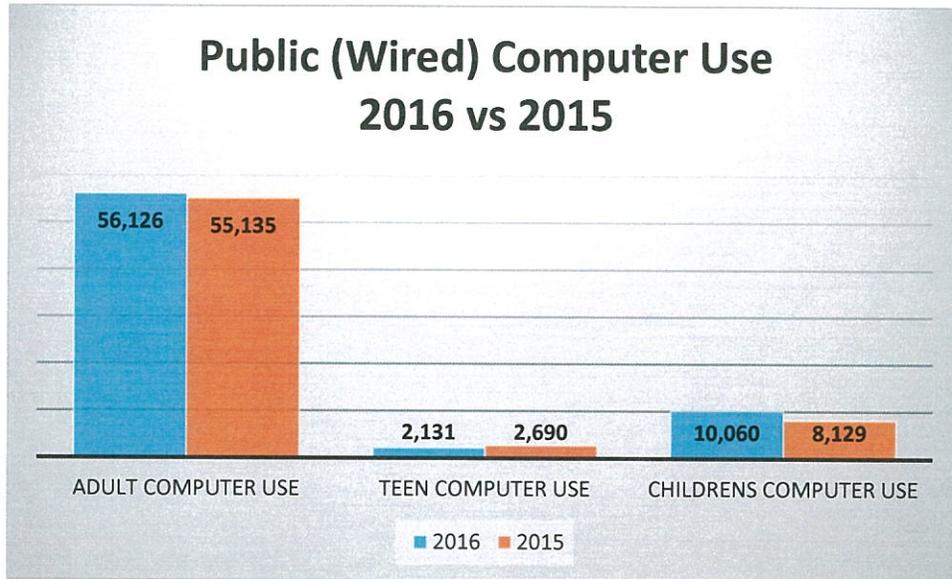
Visits – Physical door count decreased 4% from 446,111 in 2015 to 427,816 in 2016 while virtual visits to the Library’s website remain relatively unchanged at 370,000 visits. Overall virtual use is a steady trend. However, while the impact of the lack of sufficient program space for community rentals and more library programs to the physical door count cannot be confirmed, it is possible that there is a direct correlation.



Escondido Public Library

Calendar Year 2015 vs 2016 Statistical Highlights and Trends

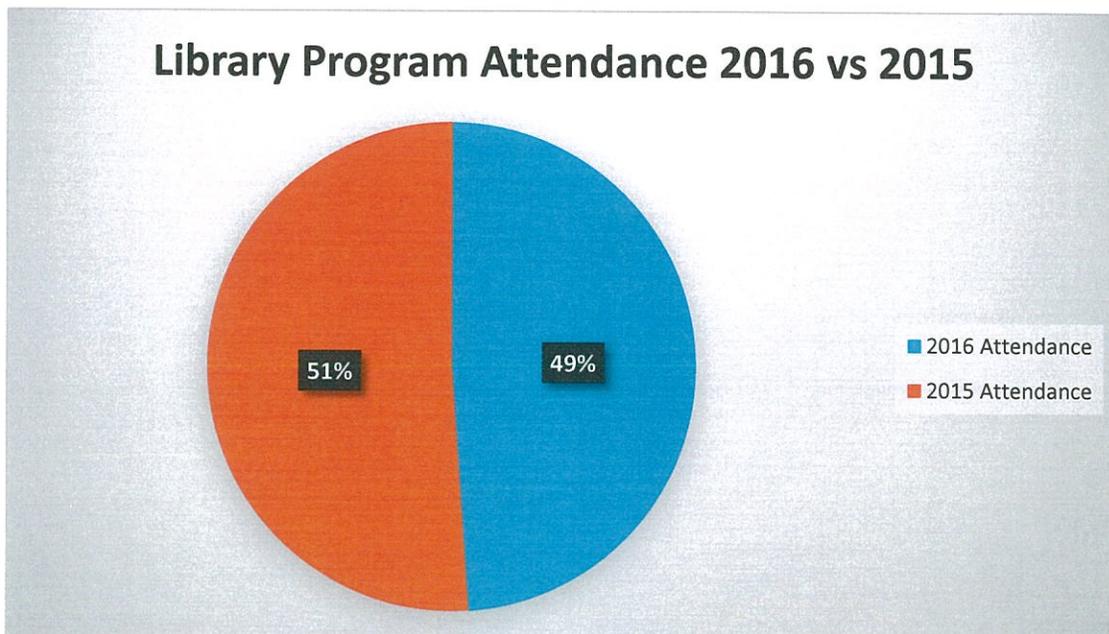
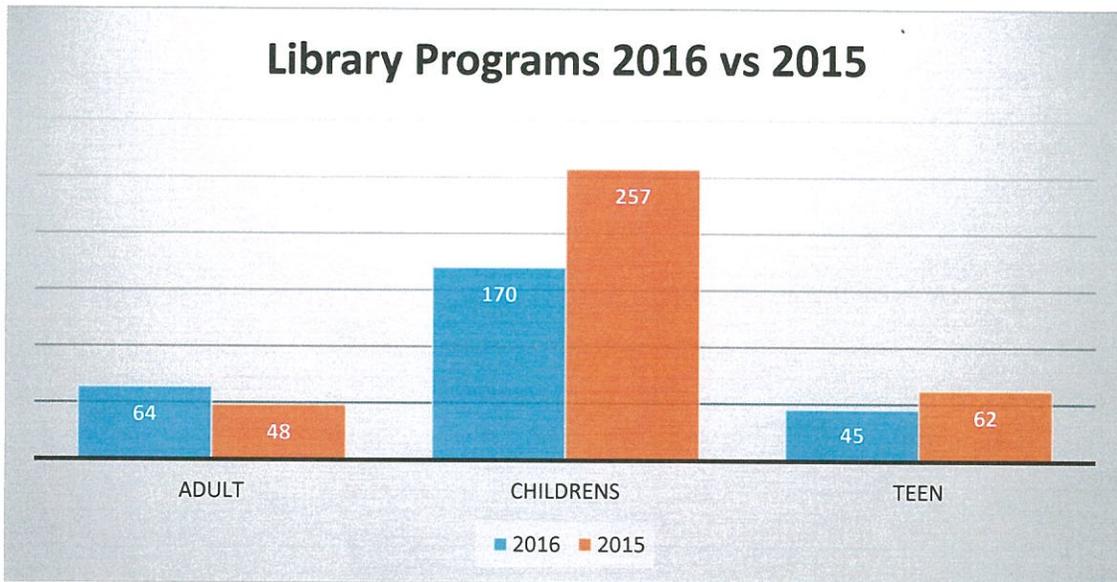
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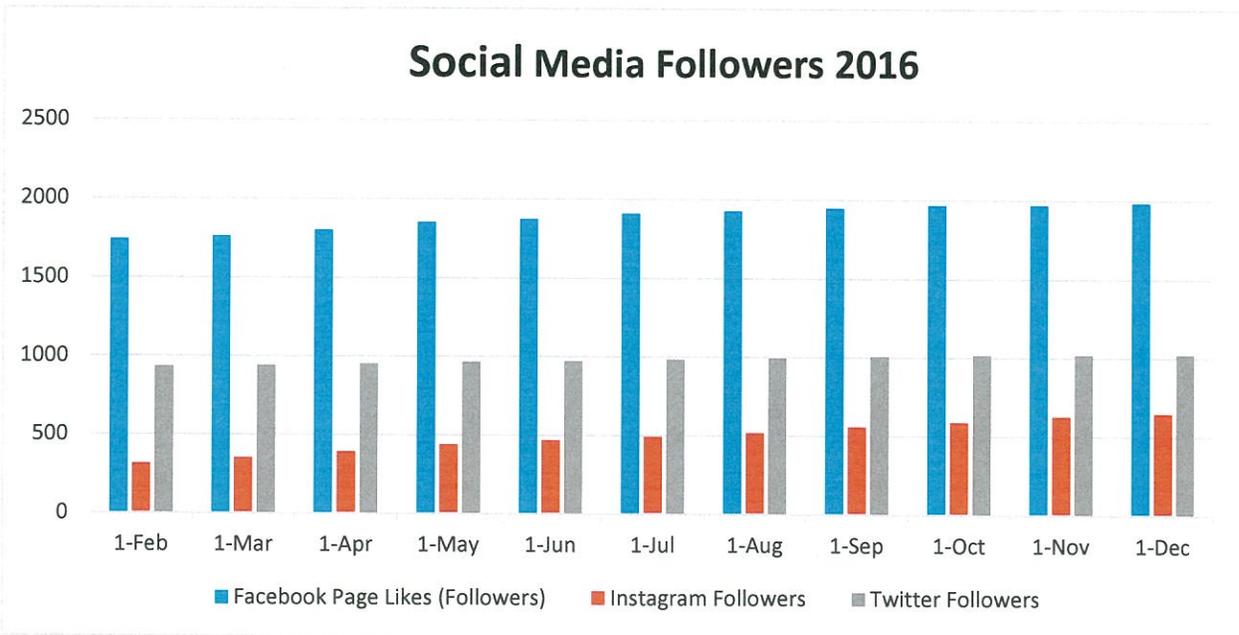
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Social Media – 2016 saw a significant increase in engagement across the Library’s social media sites. The top three sites – Instagram (106% increase), Facebook (14% increase), and Twitter (10% increase) - are featured in this report. Please note that data on social media has only been collected since February 2016.



Additionally, usage trends associated with the Library’s email newsletter have also improved dramatically with a 31% increase in the average number of subscribers (8,834 in 2015 vs 11,581 in 2016) and a 27% increase in the average number of eNewsletters opened by recipients (1,617 opened in 2015 vs 2,054 in 2016).



LIBRARY BOARD OF TRUSTEES

Agenda Item No. 4
Date: February 14, 2017

TO: Library Board of Trustees
FROM: Cynthia Smith, Assistant Library Director
SUBJECT: 2017 Volunteer Luncheon Funding Request

Recommendation: Receive information and approve request for \$500 from the Library Trust – Special Projects fund.

Background:

In 2016, more than 200 Library volunteers donated over 29,000 hours of service to our community. Volunteer support is indispensable to Library operations and allows Library staff to better serve patrons and the community. The *Annual Library Volunteer Appreciation Luncheon* is a way to show gratitude for their commitment.

This year, the luncheon will be held on Thursday, April 13, 2017 at the California Center for the Arts, Escondido. The Library has secured most of the funding to host this event from the Heygi Trust, California Library Literacy Services program, and the Escondido Library Foundation. It is requested that the Library Board of Trustees contribute a total of \$500 from the Special Projects fund to cover the remaining balance of budgeted expenses. The amount remaining in this account after the \$500 is deducted will be \$13,444.

Your consideration and support is greatly appreciated and will allow Library staff to continue the tradition of recognizing the service that volunteers provide the community.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Cynthia Smith".

Cynthia Smith
Assistant Library Director



LIBRARY BOARD OF TRUSTEES

Agenda Item No. 5
Date: February 14, 2017

TO: Library Board of Trustees
FROM: Loretta McKinney, Director of Library and Community Services
SUBJECT: Escondido Public Library Budget Update

Recommendation: Receive information and file.

Background:

As previously reported to the Trustees, the City is in the annual budget development process.

In order to provide an accurate accounting of the proposed Library budget, an oral report will be provided at the Library Board of Trustees Meeting.

Respectfully Submitted,

A handwritten signature in blue ink, appearing to read "Loretta McKinney".

Loretta McKinney
Director of Library and Community Services