

The Brown Act provides an opportunity for members of the public to directly address the Library Board of Trustees. If you wish to speak regarding an agenda item on the agenda or an item not on the agenda, please submit a digital request to speak form at the following link: [In Person Public Comment - City of Escondido](#) or fill out a physical request to speak form and provide it to the clerk.

To submit comments in writing, please do so at the following link: <https://www.escondido.org/public-comment-form>. All comments received from the public will be made a part of the record of the meeting.

CALL TO ORDER

Roll Call: President Carolyn Clemens, Secretary Virginia Bunnell, Trustee John Schwab, Trustee Mirek Gorny, Trustee Ron Guiles,

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.

APPROVAL OF MINUTES

1. Approval of Minutes from the Library Board of Trustees Meeting on July 14, 2022.

CURRENT BUSINESS

2. Library Marketing
3. Library Trust Q4 Update and timeline for review
4. Strategic Plan Review/Tracking
5. Collection Development Update/Review

OTHER REPORTS

- Statistics Report
- Library Director's Report
- Trustee Library Use Report

ADJOURN

UPCOMING MEETING SCHEDULE

Library Board of Trustees Meetings are scheduled the second Thursday of the month in the City Council Chambers, City Hall. Meetings begin at 2:00 PM.

<i>Day</i>	<i>Date</i>	<i>Time</i>	<i>Location</i>
Thursday	September 8, 2022	2:00 p.m.	City Council Chambers
Thursday	October 13, 2022	1:00 p.m.*	City Council Chambers *Special Meeting*
Thursday	November 10, 2022	2:00 p.m.	City Council Chambers

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

- Online at <https://www.escondido.org/LBT-agendas>
- In the City Clerk's Office at City Hall.

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.

Please Turn Off All Cell Phones While the Meeting Is in Session

ESCONDIDO PUBLIC LIBRARY HOURS

Monday 9:00 a.m. to 6:00 p.m.

Tuesday- Thursday 9:00 a.m. to 8:00 pm

Friday & Saturday 9:00 a.m. to 6:00 p.m.

For information about programs and resources, please visit <https://library.escondido.org/>

JULY 14, 2022 MEETING MINUTES

CALL TO ORDER: 1:31 p.m.

Trustees Present: President Carolyn Clemens, Secretary John Schwab, Trustee Ron Guiles,

Trustees Absent: Trustee Mirek Gorny, Trustee Virginia Bunnell

LS&S Staff Present: Dara Bradds; Katy Duperry, Assistant Library Director

City Staff Present: Sarena Garcia, Assistant City Clerk; Danielle Lopez, Assistant Director of Community Services

ORAL COMMUNICATIONS

None.

APPROVAL OF MINUTES

1. Approval of Minutes from the Library Board of Trustees Meeting on June 9, 2022

Motion: Guiles

Second: Schwab

Approved: 3-0 (Gorny, Bunnell – Absent)

CURRENT BUSINESS

2. Library Marketing

Item moved to next meeting

3. Merchandise Purchase Request

Motion: Guiles

Second: Clemens

Approved: 3-0 (Gorny, Bunnell – Absent)

4. Updated request from Library Trust

Motion: Clemens

Second: Schwab

Approved: 3-0 (Gorny, Bunnell – Absent)

5. Economic Development Update

Presentation by Jennifer Schoeneck, Deputy Director of Economic Development

OTHER REPORTS

Statistics Report

Library Director's Report

Trustee Library Use Report

President Clemens reported on a library visit while on vacation in Washington

Trustee Schwab reported on the children's section and staff assistance while visiting the Escondido library

ADJOURNMENT

President Clemens adjourned the meeting at 2:06 p.m.

PRESIDENT

CITY CLERK

Agenda Item No.2

Date: August 11, 2022

TO: Library Board of Trustees
FROM: Nicholas Ivins
SUBJECT: Library Marketing

Recommendation:

Receive information.

Background:

Marketing Coordinator Nicholas Ivins will give an overview of the library's marketing and branding initiatives.

Agenda Item No. 3

Date: August 11, 2022

TO: Library Board of Trustees

FROM: Dara Bradds, Library Director and Michelle Collett, Senior Accountant

SUBJECT: Library Trust Q4 Update and Timeline Review

Recommendation:

Receive information

Background:

Receive update to funds available in the trust and review line item restrictions and schedule for updating trust allocations.

Agenda Item No.4
Date: August 11, 2022

TO: Library Board of Trustees
FROM: Dara Bradds, Library Director
SUBJECT: Strategic Plan Review/Tracking

Recommendation:

Review Strategic Plan prior to the Board meeting; bring questions and comments ready to discuss.
Make recommendations for measuring goal achievement in monthly Board agenda packets.

Background:

The library completed its five-year strategic plan that the trustees will review and make suggestions for implementing and measuring the completion goals.

Agenda Item No.5

Date: August 11, 2022

TO: Library Board of Trustees
FROM: Katy Duperry, Assistant Library Director
SUBJECT: Collection Development Update/Review

Recommendation:

Review proposed update to materials challenge procedure in the Collection Development Policy and vote to approve change.

Background:

In recent years, there has been a large increase in challenged and banned materials in libraries, specifically on multicultural materials, LGBTQ+ materials, and materials created by and about people of color. In the interest of streamlining procedures in the respect for both library staff and Board member time, an item that has been challenged and reviewed, may not be reviewed again for one year.



Patrons may raise an objection to an item in the library's collection. If a complaint cannot be resolved informally, after the complainant has talked with a librarian and has seen the *Collection Development Policy*, the following procedure will be used to consider the opinions of those persons in the community who are not directly involved in the selection process.

1. The Library's department heads and administrators will assist patrons in accessing the *Statement of Concern About Library Resources* form at www.escondidolibrary.org/reconsideration.

Approved by the Escondido Public Library Board of Trustees July 15, 2021

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2. The Library Director or designee shall review the submitted form with the Library's management staff for reevaluation of the material in question. The management staff shall recommend disposition to the Library Director or designee within 30 days.
 3. The challenged material will not be restricted during the reconsideration process.
 4. The management staff will have an initial meeting to:
 - Review copies of the completed *Statement of Concern About Library Materials* form.
 - Review copies of the challenged material, as available.
 - The management staff will make its recommendation and draft a response with the Library Director who will review it and send it to the complainant.
 5. If not satisfied with the decision, the complainant may appeal to the Escondido Public Library Board of Trustees, which has the authority to elevate the decision to the Escondido City Council.
- [5.6. An item that has been challenged and reviewed through this procedure, will not be reviewed again for 12 months.](#)



Monthly Library Board of Trustees Statistics		June 2022	May 2022	April 2022
CIRCULATION:				
	Physical Materials (Books, media, museum passes, laptops)	39,979	35,476	35,709
	eMaterial (includes eBooks and eAudiobooks- OverDrive, CloudLibrary, Biblioboard, eMagazines (Flipster), and Hoopla digital media.	6,976	6,971	6,179
	Total Circulation	46,955	42,447	41,888
	Holds Satisfied	2,529	2,163	2,300
INTER-LIBRARY LOANS:	ILLs Checked Out	1	19	13
POPULATION & BORROWERS:	Total Registered Borrowers	76,532	75,900	75,478
REFERENCE QUESTIONS:	Total Reference Transactions	8,055	6,393	6,576
LIBRARY SERVICES:	Public Service Hours	262	251	258
	Library Visits	22,136	17,603	16,977
ELECTRONIC SERVICES:	Users of Public Internet Computers	2,180	1,930	1,885
	Wireless Sessions	26,719	26,089	25,259
	Number of Website Visits (website+catalog)	19,590	16,381	15,884
VOLUNTEERS:	Total Volunteers	125	125	127
	Total Volunteer Hours	1,459	1,473	1,515
PROGRAMS:	# of live, in-person programs	36	41	43
	Live, in-person attendance	1510	1554	1304
	# of live, virtual programs	0	0	2
	Live, virtual program attendance	0	0	8
	# of pre-recorded programs	0	0	2
	# of views of recorded program content	0	0	2
	# of live, off site programs (outreach)	1	1	1
	Live, off site program (outreach) attendance	38	52	49
	# of take home kits given out	144	80	80

Director's Report

We wrapped up another success Summer Reading Challenge. This one felt special because it was in person for the first time in two years. Our total participation of 1,461 (Babies – 175, Kids – 546, Tweens – 287, Teens – 169, Adults – 284) was double the number of participants compared to last year.

We've had 58 babies (9 activities), 75 kids and 70 tweens (20 hours read), and 89 teens (10 hours read) complete the summer reading challenge, with many more completing 5 or more hours read.

Highlights of the summer for kids included Traveling Tide Pools (210 attended), Wild Wonders animal show (157 attended), and Marc Griffiths Inspirational Ventriloquist (92 attended). We also ran several Oceans of Possibilities themed crafts Snapping Shark & Fish Windsocks, Air Dry Sea Creatures, Ocean Zone Upcycling, and for our grand finale Sea Slime.

Teens had amazing programming that included Gameology (play a wide variety of games!), Anime Your Way (learn to draw Anime and Manga!), and a Summer Camp Out party that will celebrate the end of the summer reading challenge. All teens that read at least ten hours received an invite to the party.

Adult programming included a very successful Succulent Swap, Gardening Workshop, and summer concerts.

Overall patrons have been very excited to be back in the library participating in programming and the summer reading challenge.

GOALS	OWNER	MILESTONES	June
CONNECT- bring people and groups together			
Provide programs for people with shared interests	Katouzian, Wood	In Progress	Escondido Writers Group, Knights Realm Chess Club
Provide programs for people out in the community- not just in the library	Katouzian, Wood	In Progress	Storytime @ SDCCM, Author Chats, Between the Covers Book Club
Provide programs where views and opinions can be shared	Katouzian, Wood	In Progress	Writers Group
CONNECT- through marketing			
Raise public awareness through enhanced marketing plan	Bradds, Duperry	In Progress	Social Media marketing, planning for coordinated campaigns in fall 2022
CONNECT- through outreach			
Support education through partnership with local schools	Katouzian, Wood	In Progress	We have had two CSUSM professors reach out to verify that we will have Hoopla through the upcoming school year, so they could pick reading materials available to their students for free.
Support the arts through partnership with California Center for the Arts	Katouzian, Wood	In Progress	We are working with MAGEC to share our programs and stream through each other's social media to expand our audiences. We will also be doing this with the Escondido History Center.
Support community events through continued partnership with Escondido Arts and City of Escondido	Katouzian, Wood	In Progress	
CONNECT- through in library programming			
CONNECT- through economic development			
Support enrichment with expanded programs	Katouzian, Wood	In Progress	



Invite business community to provide and attend programs	Katouzian, Wood	In Progress	RLSL letters received and partners confirmed for 2022; focus groups for business leaders
Offer workforce readiness and development programs	Katouzian, Wood	In Progress	
INSPIRE			
INSPIRE- quiet study through inviting space			
Reconfigure first floor to support quiet tutoring and group and individual study	Bradds	In Progress	Strategic Plan Focus Groups touched on this and will brought the Infrastructure Grant to City Council in March to address some of this
INSPIRE- productivity through efficient space for meetings and business			
Enhance the business center with technology, books and electronic resources.	Katouzian	In Progress	This is part of monthly book ordering considerations
Provide quiet space for remote workers, small business and entrepreneurs	Bradds, Katouzian	In Progress	We are open to full capacity, allowing more people to return to the building for quiet space.
Install additional power outlets	Duperry	Complete	
INSPIRE- through excellent collection			
Increase investment in eBooks and eAudiobooks	Katouzian, Woods	Complete	
Provide career growth materials	Katouzian	In Progress	
Expand virtual library via improved website	Duperry	Complete	
Invite business community to provide and attend programs	Katouzian	In Progress	
Provide accredited online high school diploma program	Bradds, Wood	In Progress	
Analyze collection performance and weed as appropriate	Katouzian, Wood	Complete	Ongoing monthly weed/analysis schedule
INSPIRE- through support to school communities			
Offer programs that provide opportunities for students	Wood	In progress	
Provide books, publications and materials that support home school curricula	Wood	In Progress	
INSPIRE- new skills through basic emerging technology			
Support staff competency through training and tools to better assist patrons	Bradds, Guiles	In Progress	Five staff are working toward their MLIS
Support technology learning by offering open lab time	Duperry, Katouzian	In Progress	
Support access by providing ability to print from mobile devices	Bradds, Duperry	Completed	.
GROW- services for patrons of all educational and socioeconomic levels			
GROW- Services to nonusers			
Continue to provide access to government services	Katouzian, Wood	In Progress	
Provide programs to help immigrants acclimate	Wood	In Progress	Maureen continues to plan events for the Innovation Lab grant. It provides

			resources and programs to immigrant families
Continue English language tutoring	Wood	In Progress	Addition of ESL classes to Literacy offerings in 2022
Continue to focus on materials in Spanish and other languages	Katouzian	In Progress	Spanish language collection spotlight in March eNews
GROW- services to low-income patrons			
Remove fees to check out DVDs and books on CD	Guiles, Schwab, Bradds, Duperry	Complete	
Provide early literacy programs at WIC Offices	Wood	On Hold	
GROW- services beyond EPL's neighborhood			
Provide library services outside downtown	Katouzian, Wood	In Progress	
Action Step/ Kaizen Events (Any action whose output is intended to be an improvement to the existing process)			
Provide quality storytimes, training and materials to children, parents and caregivers	Wood	In Progress	
Provide quality literacy and STEAM programs	Wood	In Progress	CSUSM STEM program for tweens
Teach how to find, evaluate and use information	Katouzian, Wood	In Progress	
Provide healthy learning and social opportunities for middle grade students	Wood	In Progress	Two tween book clubs offered (graphic novel and fiction), CSUSM STEM starting in March, TAB, Teentastic FunTime, Animanga, etc.
Provide engaging life skills programs for teens	Wood	In Progress	

Improvement Priority Title: Key Areas of Operational Quality Improvement

Core Objective: Sustain and improve quality library service to patrons through excellent patron service, outreach, collections, programs, marketing, technology and facilities.

Action Step / Kaizen Events (Any action whose output is intended to be an improvement)

Management Owners: Dara Bradds, Katy Duperry, Dan Wood, Azar Katouzian, Ron Guiles, Mirek Gorny, Virginia Bunnell, John Schwab, Carolyn Clemens Trustees

"Complete" = Action Step is Complete

"In Progress" = progress being made toward completion

"On-Target" = Action Step on-target

"Past Due" = Action Step is behind original plan. New date should be in "Planned Dates" field with original planned date reflected in Timeline fields (shading of cells). Provide descriptive remarks if appropriate. Ex. "delayed due to supplier problem", "quality defect causing delays", etc.

Core Objective: Sustain and improve quality library service to patrons through excellent patron service, outreach, collections, programs, marketing, technology and facilities.