



ESCONDIDO PUBLIC LIBRARY BOARD OF TRUSTEES

AGENDA

Thursday, October 13, 2011

2:00 p.m.

Board Room

1. CALL TO ORDER

2. **WRITTEN / ORAL COMMUNICATIONS.** At this time the public may comment on items not appearing on the agenda. State law prohibits the Board from discussing or taking action on such items, but the matter may be referred to the staff or scheduled on a subsequent agenda.

3. **APPROVAL OF MINUTES FROM PREVIOUS MEETING.** *Attached.*

4. BOARD ADMINISTRATIVE ANNOUNCEMENTS

5. **PROJECT UPDATES** – LibraryYou Grant from State Library has been approved by City Council for \$35,000. Digital Services Librarian I/II position will open October 10 and close October 31, 2011.

6. BOARD NEWS/ISSUES

7. REPORTS FROM AUXILIARY GROUPS

- Serra Library System Advisory Board – The Serra Administrative and Advisory Boards met October 6 to discuss Serra's future financial picture.
- Friends of the Escondido Public Library – The Friends made \$3,688.40 at the two day September EVB library book sale. There will be a half-price book sale in the Friends' Shop on October 28 and 29.
- Pioneer Room Friends – Annual meeting will be held Tuesday, October 18 in the Turrentine Room at 5:30 pm. Special speaker, Jeffrey Harmon will be presenting a PowerPoint on Historic Highway 395. Raffle and refreshments.
- Escondido Library Endowment Foundation – The fundraising subcommittee of ELEF will be meeting October 12 at 11:00 am to discuss fundraising/friendraising strategies with the goal to revive the project to expand the library. Cristina Coleman was nominated for Volunteer of the Year for Philanthropy Council.
- Friends of Library Literacy Services – The Literacy Friends will be giving out books and making bookmark crafts with literacy staff and the Altrusans at the October 18 Street Faire. They are making plans for the February Scrabble-thon.

8. SIGNIFICANT UPCOMING EVENTS

<i>Date & Time</i>	<i>Location</i>	<i>Event</i>
October 20 3:30 p.m.	Turrentine Room	Love on a Leash Children's Program
October 15 2:00 p.m.	Turrentine Room	Duffy Hudson as Edgar Allan Poe
October 26 4:00 p.m.	Turrentine Room	Skype to Author Alexander Gordon Smith

9. CURRENT BUSINESS

- LIBRARY STAFF RESTRUCTURING PLAN.** Receive report on staff changes.

**Library Board of Trustees
Meeting Agenda
October 13, 2011
Page 2**

- b. **ALAN SMITH LETTER TO BOARD AND ACQUISITION AND DISPLAY OF ART POLICY.** Edit and discuss.
- c. **APPROVAL OF FUNDING FOR LAURA MITCHELL'S RETIREMENT GIFT.** Approve
- d. **APPROVAL FOR CONFERENCE FUNDING.** Approve
- e. **FINE FREE FRIDAYS PROGRAM.** Discuss and approve
- f. **CITY LIBRARIAN'S VISION AND GOALS.** Review and discuss

10. CITY STAFF COMMUNICATIONS

- a. Community Services Director
- b. City Librarian
- c. Deputy City Librarian

11. CUSTOMER SERVICE COMMENTS. Available at next meeting.

12. ADJOURN UNTIL November 10,2011

13. UPCOMING MEETING SCHEDULE. Regular meetings are the 2nd Thursday of each month at 2 p.m.

<i>Day</i>	<i>Date</i>	<i>Time</i>	<i>Location</i>
Thursday	November 10, 2011	2:00 p.m.	Library Board Room
Thursday	December 8, 2011	2:00 p.m.	Library Board Room
Thursday	January 12, 2012	2:00 p.m.	Library Board Room

TO ADDRESS THE BOARD: The public may address the Library Board of Trustees on any agenda item. Please complete a Speaker's form and give it to the Administrative Assistant. Comments are generally limited to 3 minutes. If you wish to speak concerning an item *not* on the agenda, you may do so under "Oral Communications." Please complete a Speaker's form as noted above.

Handouts for the Library Board should be given to the Administrative Assistant. To address the Board, STATE YOUR NAME FOR THE RECORD. **Please turn off all cell phones and pagers while the meeting is in session.**

Escondido Public Library Board of Trustees
MINUTES
Thursday, September 8, 2011, 2:00 p.m.
Library Board Room

CALL TO ORDER: Board President Gary Knight called the meeting to order at 2:10 pm.

Members Present: Gary Knight, Elmer Cameron, Alex Galenes, Mirek Gorny

Members Absent: Diane Yerkes

Staff Present: Community Services Director, Jerry Van Leeuwen; Deputy City Librarian, Cynthia Smith; Senior Library Associate Lorna Underwood (minutes)

WRITTEN/ORAL COMMUNICATIONS: None.

APPROVAL OF MINUTES FROM PREVIOUS MEETING: MSC Gorny/Cameron to approve the minutes of July 14, 2011, as written. Vote 4/0

BOARD ADMINISTRATIVE ANNOUNCEMENTS: Galenes announced the Chamber of Commerce *Escondido Magazine* will carry a major story on former City Librarian Laura Mitchell's. Reporters for the magazine may come to the library to interview staff members.

Knight related that he appreciated the opportunity to present Mitchell's recognition to her at her retirement party.

PROJECT UPDATES: None.

BOARD NEWS/ISSUES: None.

REPORTS FROM AUXILIARY GROUPS: Smith reported that the Serra administrative council is concerned about the Serra's financial status and inter-library delivery service could be affected in the future. The council libraries are committed to continue some level of delivery service and pledged to work cooperatively.

CURRENT ISSUES:

Appointment of Jo Ann Greenberg to the position of City Librarian: Deputy City Librarian Jo Ann Greenberg has been appointed as Acting City Librarian upon the retirement of Laura Mitchell. Van Leeuwen stated that, with City Manager Clay Phillip's approval, Greenberg was made 'Acting' City Librarian pending confirmation by the Board of Trustees. With the City Manager's approval, Van Leeuwen recommended appointing Greenberg to the position of City Librarian. He also recommended not replacing the vacant Deputy City Librarian position and re-instating the critically needed Digital Services Librarian position.

MSC Galenes/Cameron to appoint Jo Ann Greenberg to the position of City Librarian, re-instate the Digital Librarian position, and vacate the Deputy City Librarian position. Vote 4/0.

Strategic Plan for the Library: Smith states the discussion of the Strategic Plan for the library was started within the Management Team a year ago resulting in the SWOT analysis. The vision, values, and mission of the library have been developed and the next steps in the process are to identify a strategic plan focus and conduct a needs analysis. The needs analysis could include focus groups, web survey, and employee poll. The library could partner with local groups, such as Neighborhood Services to maximize community involvement. The Trustees agreed the library should use experienced, professional facilitators to lend credibility to the process.

EVB Closing: The East Valley branch is closed and the remaining assets include books and shelving units. Smith reports that closing the Branch has made the Main library busier overall. Summer Reading Programs were inundated and the entire library continues to be very crowded. Other effects: reserve items have increased significantly, the wait time for public computers is much longer, and patrons are complaining about the increased noise level throughout the library. The main library has absorbed approximately four-fifths of the EVB collection.

Shelving units: Smith reports there were few offers for buying the shelving. Van Leeuwen stated that although we have an offer to store the shelving for five years at a greatly discounted rate, without intent to re-use the shelving in the future, the best options are to either donate the shelves to another government agency, such as EUHSD or have the "Books for Libraries" cleanup company come. The Board agreed. Van Leeuwen stated the use of the EVB space is still under consideration.

Sunday Hours and Budget: Smith said it would cost an estimated \$106,000 a year to extend library hours and include Sundays. The study, conducted by Laura Mitchell, was done for informational purposes and could be difficult to implement given the current library budget. Knight said he would like to involve Greenberg in this and have the presentation added to the City Council agenda.

End of Year Holiday Schedule: After discussion of the City holiday schedule the Board agreed to close library facilities as follows: **MSC Cameron/Galenes to close the library on Saturday, December 24 and close at 3:00 p.m. on Saturday, December 31, 2011. Vote 4/0.**

CITY COMMUNICATIONS: Van Leeuwen clarified the \$200,000 capital budget allocation for the library expansion project was de-obligated and returned to the capital fund balance. He also stated that plans are underway to repair/replace library roofing in the near future.

A power outage occurred approximately 3:40 p.m. that curtailed detailed discussion of the remainder of the agenda because the library was evacuated:

Respectfully submitted:

Gary Knight, Board President

LIBRARY BOARD OF TRUSTEES MEETING**Date:** October 13, 2011**Agenda Item No. 9a
Library Staff Restructuring Plan****Recommendation:**

Receive report on changes to staff structure.

The Library is being reorganized to reflect Jo Ann Greenberg's new set of responsibilities as City Librarian. Her position as Deputy City Librarian will be eliminated; instead, the library will be hiring a much needed digital services librarian which was put on hold several months ago. Randolph Hood, a 25 year part-time library associate will be leaving his position to move out of California. This position has been approved for hire in Adult Services.

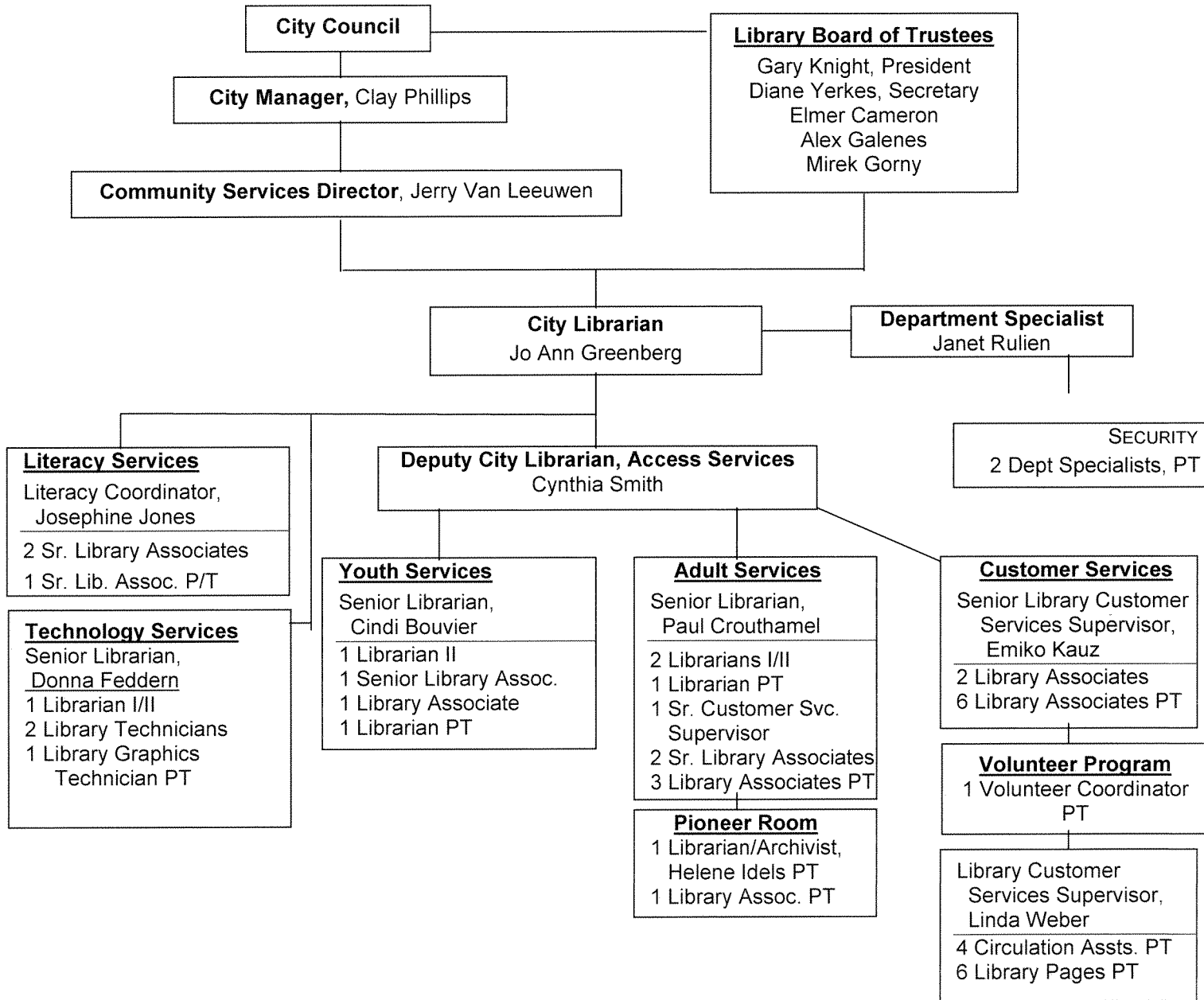
Detailed Plan:

1. Jo Ann will now be directly supervising Deputy City Librarian, Technology Services, Literacy Services and the Department Specialist.
2. Cindy will be supervising Youth Services (Children & Teen), Adult Services, Customer Services/Circulation.
3. The Pioneer Room will now be under Paul's supervision. Paul and Cindy will share responsibility for working with the Friends of the Pioneer Room.
4. Barb Hasseler will supervise Adult Services' paraprofessional staff (Lorna, Beth Julie, Francine and the now vacant part time library associate person) She will report to Paul.
5. Plans are being made to hire a Librarian I/II for digital services who will be assigned to Technology Services as well as working on the reference desk. The graphics artist will now report to Donna Feddern in Technology Services.

Please see attached organizational chart

ESCONDIDO PUBLIC LIBRARY

Organization Chart – 2011-12



Senior Librarian Position to Community Svc.
Management Analyst

LIBRARY BOARD OF TRUSTEES MEETING**Date:** October 13, 2011**Agenda Item No. 9b**

Alan Smith Letter and Acquisition and Display of Art Policy

Recommendation:

Read Alan Smith letter and review and edit Acquisition and Display of Art Policy.

Background:

Alan Smith, the son of local artist Alta Smith Happ has written a letter to President Gary Knight and members of the Escondido Library Board of Trustees. He also sent copies to the City Attorney, Jeff Epp, Purchasing Agent, Blanca Wolf and Jo Ann Greenberg, the City Librarian.

After some research, it was found that the library does not have a specific policy regarding acquisition and display of art policy although the library has a collection development policy for the selection of library materials, a Pioneer Room "deed of gift" policy and a Public Use of Library Display Space Policy.

The following is a draft policy for the acquisition and display of art policy that may be edited and approved by the Library Board of Trustees:

The Escondido Public Library Board of Trustees recognizes that the display of art in the Library or on the Library grounds is a valuable service to the community. The term "Art" in this Policy refers to works in many media, including but not limited to paintings, drawings, sculpture, photography, maps, charts, posters, textiles, crafts, models, etc. All gifts of art will be made pursuant to an Escondido Public Library Deed of Gift or other document mutually agreed upon by both the donor(s) and the Library. The Library staff does not determine the market value of any donated item; the value of any gift for tax purposes must be determined by the donor.

Work will be accepted for acquisition only if it meets general accepted community standards and is suitable for public display in the Library. The Library Board of Trustees and the City Librarian reserves the right to decline to display any specific work or body of work if such work does not meet the conditions put forth in the Library's Collection Development Policy.

The Escondido Public Library reserves the right to use, retain, display or dispose of any gifts of works of art in any fashion as the Library sees fit. The Library is free to display the donated work of art or not, and to select the location and the manner of display. It may also determine that if such work of art is no longer appropriate for the collection, the work may be sold, donated to another institution, returned to the donor or disposed of in any other way determined to be in the best interest of the Library. The Library cannot be regarded as liable to the donor if the item is destroyed, damaged or stolen. Art placed on display will be identified by a label which states the artist's name, title of the work, date executed and a donor credit line (if desired).

Temporary Art Exhibits:

In addition to those works donated to or purchased by the Library, the Escondido Art Association can exhibit works by artists who have agreed to display their work at the Library for a certain period of time. Items displayed will be hung in accordance with the Library's available space and are to remain at the Library for a full period of the exhibit. Works displayed in temporary exhibits may be for sale.

Adopted by the Board of Trustees,

-5-

September 27, 2011

Jo Ann Greenberg
Acting City Librarian
239 S. Kalmia
Escondido, CA 92025

Dear Ms. Greenberg,

Pursuant to our discussion last week regarding the missing oil portrait titled *Navajo Girl with Lamb* painted by my mother Alta E. Wertz, I have included here a copy of the letter which I have sent to Mr. Gary Knight, Escondido Library Board of Trustees, requesting that the Library Board look into the matter to discern if any inappropriate actions took place.

Regards,



Alan M. Smith

Enclosure

September 27, 2011

Gary Knight, President
Escondido Library Board of Trustees
239 S. Kalmia
Escondido, CA 92025

Dear Mr. Knight and Members of the Escondido Library Board of Trustees,

I. I am the son of notable artist Alta E. Wertz, formerly of Escondido, and a past donor of various works of art to the City of Escondido under the names Alta, Alta Smith, and Alta Smith Happ. Mrs. Wertz was a founding member of *The Showcase of the Arts* (presently known as the *Escondido Art Association*), a group of dedicated local artists especially active in the early 1960s through the 1970s. These highly creative individuals shared the combined vision and purpose to promote the arts throughout the region and especially within the Escondido elementary and secondary school districts. Many of the works were donated either directly to the Escondido City Library or came to reside there from other city venues.

The purpose of my writing to the Board of Trustees is to inform you of a disturbing situation that has come to my attention. For many years a lovely portrait donated by my mother titled *Navajo Girl with Lamb* hung in the Children's Room of the Escondido Public Library and later in the first floor circulation area. Because this was an early example of my mother's work, of which I have none to share with my own family, I always wished that I could have possession of it. Knowing, however, that it was donated to the young patrons of the library for their enjoyment, I was content to admire it on my many visits to the library with the belief that it would remain within the library and on public view. Recently, though, I discovered that it might be possible to purchase this painting from the library. Since it was no longer on public display, I felt no regret at taking possession. Even though I believed I had the right to claim this and any other of my mother's donated works not utilized as intended, I chose to pay for them instead. After receiving approval from the Board of Trustees at their September 2011 meeting, I agreed to purchase this painting, along with two others, and wrote a check for their assigned value.

At that time Ms. Janet Rulien, secretary to the Acting City Librarian Jo Ann Greenberg, presented two of the paintings for which I had just paid, but was then informed by her that she could not locate *Navajo Girl with Lamb*. She stated, however, that she thought she knew where it might be located and would notify me the following Monday if it had been recovered. The following week Ms. Rulien informed me that *Navajo Girl with Lamb* had been sent to the city warehouse for disposal and that I could contact Blanca Wolf, City Purchasing Agent, who might have more information.

-9-

(Interestingly, when I asked if all three paintings were readily available, Ms. Rulien affirmed that they were. The third painting was clearly removed from the library unbeknownst to her.) The next day I spoke at length with Ms. Wolf who explained the policies and procedures by which city property is disposed of and that if I obtained authorization from the city attorney, she would release any documents on file which might tell me the fate of *Navajo Girl with Lamb*. At this point I believed that my mother's painting might still be recoverable—until I learned that this all had occurred three years prior with little likelihood that the painting could be recovered.

It was a subsequent visit to Ms. Rulien and a discussion with her and Ms. Greenberg, that new information emerged to cause me to question the actual manner in which *Navajo Girl with Lamb* came to be removed from the city library and its current whereabouts. Hearing that the painting had been chosen for removal from the library's collection and sent to a warehouse for disposal caused me to imagine all sorts of terrible outcomes for what in my mind was a family treasure. Within a few days of getting this news, however, my wife and I began to question why such a fine painting with a Native American theme would be culled from a collection that includes many less worthy items. The more thought we gave to this, the less likely it seemed that we were told the full story. My first question to Ms. Greenberg was the identity of the city employee responsible for the painting's removal and what qualified her to make that determination? (I also inquired of Ms. Wolf how the purchasing department makes the determination to dispose of publically donated art. Do they, in fact, have an art appraiser at the warehouse to determine the value of donated public art and the manner in which it is to be disposed? While this was said with "tongue in cheek," I was closer to the truth than was thought. Further questioning revealed that someone employed by the city who has art appraisal "bone fides" was involved in the identification and removal of *Navajo Girl with Lamb* from the library. The question, then, is this: Why, By Whom, and Under Whose Authority was a publically donated painting by a professional, established, and respected artist removed from the library's collection—and then claimed to have been disposed of by the city's purchasing department?

Our logical assumption, then, is that *Navajo Girl with Lamb* would not have been bundled with other city government cast-offs and sold or auctioned off. Without credible documentation that provides a name and description of the missing art work, other than just "picture," it will be assumed by us that *Navajo Girl with Lamb* is in the possession of a city employee, city office, or passed to some individual outside of city government. My family and I are requesting that the Escondido Library Board of Trustees do everything within its mandated authority to investigate this matter and help us recover my mother's painting so that our family's future generations can also share this wonderful family heirloom. We have not as yet determined the nature and monetary loss this represents to our family.

II. I would like to also bring to the Board's attention a related issue concerning the members of the Escondido Art Association who donated public art to the City of Escondido and various public institutions. Many of these individuals, my mother included, were professional, working artists whose work and reputations were known beyond the confines of North San Diego County. A highlight of these painters, sculptors, and mixed media artist was their strong commitment to art awareness and appreciation. To that end, these artists donated many fine examples of their work to the City of Escondido and the Palomar Hospital Association. The general stipulation was that this collective body of donated art was to be on display in public venues and available to all of the citizens of the region. Unfortunately, due to the passage of time—and perhaps changes in public taste—many of these art works have been removed from public access.

This situation originally came to my attention at the Founders Recognition Awards presentation held on June 10, 2006 at the Escondido Art Association's gallery on Grand Avenue. The association president at that time, Marti Tiedeman, explained that she had taken on the task of locating some of the City's donated works of art which were missing or unaccounted for. To that end she discovered a collection of donated works in the attic of the City Hall building on Valley Parkway and Broadway. Of the works of art known to have been stored at City Hall, some had been damaged (including an oil portrait painted by my mother), and some were missing. My mother and I both were disturbed by this disclosure with my mother going so far as to state that she wanted her donated works returned to her. I then informed Ms. Tiedeman that I would follow-up with her to decide which paintings of Mother's were recoverable; those which had remained on public display should remain in place, those in storage—or had been unavailable to public viewing—would be returned to me and my family. Although my mother passed away in March of 2010, I remain committed to that goal. It should also be noted that upon explaining this situation to Jim and Marge Gray (prominent members of the Association, former owners of Gray's Gallery, and close friends of my mother's), asked that I also try to recover any works of theirs which were not being used as originally intended. I am currently in the process of gathering the names and addresses of other donors or their families to discuss this situation so that they also might make informed decisions regarding whether to reclaim their families' heritage.

In addition to the issue stated above, the policy of past library administrators to hang donated public art in private offices or other areas not regularly visited by the public needs to be re-examined. This includes the Trustees' boardroom and the office of the City Librarian, whose walls are adorned with an estimated 12 or more pieces of donated public art. Many of these works were donated over the years by notable children's book writers and illustrators, including several Caldecott winners. These were clearly intended to be displayed in the Children's Library Room for the enjoyment

of young patrons and parents. For these donated works to hang in the private offices of library staff is contrary to the purpose for which these donations were originally made. It is hoped that by bringing this to the attention of the Library Board of Trustees and other relevant parties within city government, policies will be put in place to protect those works donated to the public and which will provide donors and their families the peace of mind which they deserve. To do otherwise would possible stifle the future flow of public arts donations to the city.

Regards,

A handwritten signature in black ink, appearing to read "Alan M. Smith", written in a cursive style.

Cc: Jeffrey R. Epp, Escondido City Attorney

Cc: Blanca Wolf, Purchasing Department

Cc: Acting City Librarian, Jo Ann Greenberg

Jo Ann Greenberg
City Librarian
Escondido Public Library
239 S. Kalmia St., Escondido, CA 92025
Phone: 760-839-4834 Fax: 760-741.4255

October 10, 2011

Alan Smith
2355 Royal Crest Drive
Escondido, Ca 92025

Dear Mr. Smith:

I have received a copy of your letter to Mr. Gary Knight, President, and members of the Escondido Library Board of Trustees. My Administration Assistant, Janet Rulien, made me aware of your concerns regarding your mother's paintings, one titled *Navajo Girl with Lamb* and two other paintings, *a Mexican Man Seated Eating a Watermelon* and *a Woman Watering a Plant With a Pitcher*. I also had a conversation with you on September 23rd, 2011 regarding your views that are now outlined in your letter. The Board of Trustees will be taking this under consideration.

Meanwhile, the library is holding your check for \$1,225.00. If you wish, we can return it to you until the situation is resolved.

Sincerely,

Jo Ann Greenberg
City Librarian

-11-



City of Escondido
Escondido Public Library
247 S. Kalmia Street
Escondido, CA 92025

Deed of Gift

The Escondido Public Library gratefully acknowledges receipt from

Donor's Name _____

Donor's Address _____
of the following materials:

The donor hereby gives these materials and transfers legal title to the Escondido Public Library as an unrestricted gift. The donor also transfers to the Escondido Public Library the copyright and literary property rights in these materials in so far as such rights are held by the donor.

Researchers who conform to the rules for researchers established by the Escondido Public Library may have full access to these materials, including the right to make copies of them. Items not retained by the Escondido Public Library shall be given appropriate disposition as determined by the Escondido Public Library, unless the donor specifically requests in this agreement that items not retained be returned to the donor.

Donor signature:

_____ Date: _____

Accepted by:

_____ Date: _____

-12-



ESCONDIDO PUBLIC LIBRARY

POLICY

PUBLIC USE OF LIBRARY DISPLAY SPACE

As part of its mission to meet informational, educational, and recreational needs of Escondido's diverse public, the library makes available designated display and exhibit areas to local non-profit organizations engaged in educational, cultural, intellectual or charitable activities, and to individuals who wish to display, in an attractive and informative manner, collections, memorabilia, crafts, art objects, and other collectibles.

The provision of display space for public use does not constitute library endorsement of the beliefs or viewpoints advocated by the displays, or the organization responsible for the displays.

Conditions For Use Of Display Space:

1. **Space:** Displays shall be limited to the library's locked display cases and to designated wall space. No table top displays can be accommodated, due to space and security considerations.
2. **Prohibited Content:** No currently available commercially produced items or politically partisan or religious items will be permitted unless they are part of a privately-owned collection. Displays may not contain explosives, biologically or chemically hazardous material, firearms, perishables, or speech which is not Constitutionally protected.
3. **Sale of Display Items:** Handmade arts or crafts which are for sale may be displayed by the artist or craftsperson with price or point of sale information permitted at the discretion of the City Librarian.
4. **Liability:** The Library does not take responsibility or assume liability for materials in a display and will require the exhibiting organization or individual to sign a document releasing the Library from responsibility. The exhibiting organization or individual will be held liable for any damage to Library property resulting from the act or method of mounting or removing a display.
5. **Identification:** Each display must include a clearly visible sign which states the name of the organization or individual.
6. **Publicity:** Displays may not be publicized in a manner which suggests Library sponsorship or affiliation.

-13-

7. **Limitation:** The period of display is usually one calendar month. Organizations or individuals may have only one exhibit on the schedule for display in the Library, although more than one case may be reserved for a large display. Future exhibit space may be requested following the removal of the current exhibit.
8. **Installation and Removal:** The sponsoring organization or individual is responsible for setting up and removing his/her own display at a time and in a manner specified by the Library.
9. **Violations:** The Library retains the right to deny space to any user whose use or planned use of the space does not comply with these conditions. Violation of these conditions may result in removal of the display at the direction of the City Librarian and/or denial of future access to the Library display spaces. The decision of the City Librarian may be appealed in writing to the Library Board of Trustees.
10. **Reconsideration and Appeal:** Patrons concerned about material in, or scheduled for, display spaces are welcome to discuss those concerns with a professional staff member and/or the City Librarian. Anyone wishing to protest a scheduled or current display will be given a Request for Reconsideration form and informed of the reconsideration procedure. The display being challenged will remain in place during the reconsideration process.
11. **Vacant Display Space:** If there is no display scheduled, or if one unexpectedly cancels, the library will provide the display. This can be done with either new art or by reusing previous displays. Books may be included in the display (especially pictorial types) with a sign indicating where other similar materials may be found. To facilitate this, the scheduling library assistant will let the graphic artist know when a display is needed. If voluntary displays are not forthcoming, these avenues will be explored:
 - put a sign in or near the cases;
 - place a notice in the newspaper, possibly in club news;
 - ask for displays through City of Escondido employee media.

Adopted by the Escondido Library Board of Trustees, October 10, 1991;
revised February 13, 1997

LIBRARY BOARD OF TRUSTEES MEETING

Date: October 13, 2011

Agenda Item No. 9c

Objectives 2011-12

Recommendation:

Approve Funding for Laura Mitchell's Retirement Gift.

Background:

The Library Board of Trustees purchased an engraved clock which was presented to retiring City Librarian, Laura Mitchell on August 31st. The bill for \$48.49 is attached and ready for your approval.

Recommendation:

Approve attendance for one staff person to go to the California Library Association Conference in Pasadena in November 2011 and the Mid-Winter (January 2012) American Library Association Conference in Dallas and the American Library Association Conference in Sacramento in June 2012 and authorize payment from Trust Fund Special Projects for that purpose.

Background:

Our teen services librarian, Joanna Axelrod, will be representing the Escondido Public Library as a presenter for teen topics at the November California Library Association meeting. She continues to serve on the American Library Association's committees as well. Conference attendance is mandatory for committee members.

Normally the City does not permit out-of-state conference attendance, (mid-winter conference) but Jerry Van Leeuwen has agreed that Joanna may attend. We are asking the Trustees to fund these three conferences for Joanna; we estimate it will cost around \$1,500.00.

LIBRARY BOARD OF TRUSTEES MEETING**Date:** October 13, 2011**Agenda Item No. 9e****Fine Free Fridays****Recommendation:**

Review and recommend phase out of Fine Free Fridays Program. Continue Food for Fines and increase dollar limit amount.

Background:

The Board of Trustees had approved Fine Free Fridays in October 2010 for a six-month trial period which ended in October 2010. After careful consideration, staff recommends phasing out this program for the following reasons:

1. We have gotten very little material back. In 6 months, only 47 items were returned.
2. The material that is returned is often outdated or ruined in some way which precludes adding these items to our collections. Of the 47 items returned, 35 were discarded and only 12 were added to the collection.
3. Some patrons are "gaming" the system. They know they can keep dvds for a whole month and then not pay for any fines.
4. Some patrons forget the last Friday and then hold the item for another month. Sometimes these items are on Hold and other patrons are impatiently awaiting their return. This does not promote the good will that we are seeking for this program.
5. We already have systems in place to work with hardship cases on an individual basis.

Therefore, the staff would like to replace Fine Free Fridays with a reinvigorated Food for Fines Program which runs from November 28 through December 31 and another program in July 2012. The staff would like to increase the amount of fines patrons can clear with food from \$10.00 to \$15.00. Over the years, fines have increased and the fine limit has increased to \$15.00 which would enable patrons to clear their entire record while providing more food for needy families and individuals.

Recommendation:

Review and discuss City Librarian's goals for the coming year.

Background:

As the new City Librarian, I have 10 goals to accomplish in the 2011-2012 year. These goals are intended to meet the needs of our users and set the groundwork for the library's future in the form of a Strategic Plan. The guiding framework is within the library's mission statement which is to enrich, empower and educate our community through universal access to quality resources, services and programs as well as the SWOT analysis that was recently presented. I welcome input from the Board and City staff.

Fiscal year 2011-12 Goals:

1. Enhance organizational effectiveness. The library will implement an organizational structure and a staff training program that supports the delivery of high quality services to the Escondido community.
2. Continue the strategic planning process - three year strategic plan. (Activity-attend Joan Frye-Williams strategic planning institute in November 2011)
3. Create and implement a three year Technology Plan based on issues and trends. The plan will follow the strategic plan process and implementation using community surveys and focus groups.
4. Strive for efficiency and service by extending hours the library is open to the public. This goal is based on financial feasibility and the will of the City Council.
5. Increase visibility and stature of the library in the community through press releases, City Council updates, partnerships with other organizations and library articles in local magazines. .
6. Maintain regular and open communications with all governing bodies, boards, city and library staff and the general public.
7. Review and update library policy and procedures.
8. Continue networking with other public, academic, and special libraries in the southern California counties of Imperial and San Diego in order to share resources and improve services through interlibrary cooperation.
9. Support and maintenance of physical plant (Escondido Central Library) including book drop bins, roofing, and possible library expansion.
10. Monitor California's "trigger bill" in regard to the California State Library Literacy Program. Make recommendations and changes to Escondido's literacy program as dictated by the legislative outcome.

-19-