

Escondido Public Library Board of Trustees
SPECIAL BOARD MEETING MINUTES
Tuesday, May 23, 2017, 2:00 p.m.
Library Board Room

CALL TO ORDER: Trustee Guiles called the meeting to order at 2:00 p.m.

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

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, Library Division Coordinator; Katy Duperry, Digital Services Librarian

Written/Oral Communications: None

Agenda Item #1: Approval of minutes: April 11, 2017 meeting

Trustee Gorny made a motion to approve the minutes as written. The motion was seconded by Trustee Salazar. The motion was approved unanimously.

Current Business

Item #2: New Book Alerts Demonstration

Digital Services Librarian, Katy Duperry, demonstrated *New Book Alerts*, a new service featured on the Library's home page. She explained how *New Book Alerts* showcases the latest items added to the Library's catalog with graphics displayed for easy browsing and selection. By clicking on the *New Book Alerts* widget, patrons can view and reserve new titles and search according to their interests, favorite genre, author, or subject. This product also allows patrons to personalize their preferences and sign up to receive notifications when new items are added to the collection.

New Book Alerts was added as an enhancement to the Library's website and also in response to patron requests. With the addition of *New Book Alerts*, the Library's webpage was also updated and has a new look.

New Book Alerts backend tools will provide librarians with the ability to create reports and analyze data to track usage and patron preferences. The Friends of the Library generously funded the first year subscription. Library Administration is planning to add this service to the annual operating budget next year, assuming positive feedback and strong use from patrons.

Item #3: Library Board of Trustee Bylaw Update

Assistant Director Smith reviewed the recommendation to change the election of Library Trustees officers from March to April each year to accommodate the appointments of Boards and Commissioners by City Council each March. The proposed change to the Library Board of Trustees Bylaws is to Section 4.5, as indicated in the staff report.

Trustee Cameron also asked for clarification on other content in the Bylaws and discussion ensued. Director McKinney noted that the information sought is available in the *Boards and Commissions Handbook* that is provided to each Trustee.

Trustee Salazar made a motion to amend the Section 4.5 of the Library Board of Trustees Bylaws to change the election of officers date from March to April, annually. The motion was seconded by Trustee Gorny. The motion was approved unanimously.

Item #4: Library Budget Update

Assistant Director Smith reported that the City Council received a preliminary overview of the FY 2017-2018 Annual Operating budget and the proposed Capital Improvement Project (CIP) budget at City Council meetings on May 3, 2017 and May 10, 2017, respectively. The City Council will receive the FY 2017-2018 Annual Operating Budget line item detail on May 31, 2017. Formal discussion and adoption of the Annual Operating Budget will take place at the City Council Meeting on June 14, 2017. The FY 2017-2018 CIP budget will be discussed and adopted at the June 21, 2017 City Council Meeting.

Trustee Guiles asked if the Library was required to reduce its operating budget. Assistant Director Smith replied that City staff were instructed to "hold the line." The Library reviewed vendor contracts and worked to reduce costs wherever possible. Cost savings will be realized in the Professional Services category by hiring entry level librarians to fill current vacancies.

The CIP budget requests are for new books and supplemental books funded through a donation by the Friends of the Library. A request for funds to procure a digital security system for the Library was submitted; however, it will be held as an unfunded project for future consideration.

Item #5: Automated Materials Handling (AMH) and Radio Frequency Identification (RFID) Systems Project Update

Assistant Director Smith reported that a site visit with the AMH and RFID vendor and the Library project team was conducted on April 25, 2017. Building Maintenance, Finance, and Information Systems staff attended part of the meeting to discuss the building modifications required to make room for the AMH and self-check equipment, and security gates. Library staff are preparing to tag items, and this is anticipated to

begin in June 2017. Though some adjustments will need to be made, there are no plans to shut down the Library for this project. Assistant Director Smith is currently working on finalizing a Public Service Agreement with the vendor. Once the agreement is in place, a Project Implementation Plan will be fully developed.

Item #6: Mission, Vision, Values Statements update

Principal Librarian Axelrod shared the final Mission, Vision, and Values statements. These were previously shared with the Board of Trustees. The Library's management team took feedback to the staff where some final suggestions were made and incorporated. An unofficial tag line of "*Connect.Share.Learn*" has now been adopted to support these statements. As a next step, staff will start the rebranding process and will use these statements to help guide the creation of a new Library logo.

Item #7: Report on Grant Activities

Assistant Director Smith provided a summary of current grant activity that includes a Virtual Reality Grant from the California State Library; Escondido Rotary Community Grant; FY 2017-2018 California Library Literacy Services (CLLS) grant, Escondido Charitable Foundation Grant in partnership with the San Diego Futures Foundation (SDFF); and Serra Cooperative Library System 3D printer grant. Staff consider grants selectively and prepare applications in-house. Grants are pursued when they meet the Library's mission, vision, and values, and if they can be supported by staff and sustained financially and/or programatically. Currently, the Escondido Charitable Foundation Grant and Escondido Rotary Community Grant are pending with decisions coming this summer.

Trustee Salazar recommended partnering with Classical Academy which runs a yearly STEM program to promote a Girls Who Code Club, in partnership with the SDFF.

Other Reports

Presented by Director of Library & Community Services and Assistant Library Director

San Diego County Grand Jury Update: Library Administration has submitted information to assist the City Attorney in preparing a response to the Grand Jury report that was issued on March 21, 2017. A response is due to the San Diego County Grand Jury within 90 days of being issued.

Communications Audit: The City Manager commissioned a communications audit with all City departments to survey how communications are conducted internally and externally. A consultant has been hired to evaluate this process and make recommendations to achieve positive public relations and coordinate effective communications between groups. Library staff met with the consultant and City

Manager's team and presented a comprehensive overview of marketing and advertising strategies, as well as documented workflows. The Trustees were presented with samples of Library marketing materials, including a new Pioneer Room brochure, as examples.

Summer Reading Challenge: Assistant Director Smith provided an overview of the 2017 Summer Reading Challenge. She presented promotional materials and described programs that are planned for babies, children, teens, and adults. Programs are funded by the Friends of the Library and some prizes are sponsored by local businesses.

Legislation: Assistant Director Smith provided an update on SCA3 – DODD. This is the proposed change to the California Constitution to lower voter approval for Library building projects to 55%. The measure, co-sponsored by CLA, is still under consideration. In addition, the new federal budget proposes to eliminate the Library Services and Technology Act (LSTA) funding and the Institute of Museum & Library Services (IMLS). The IMLS distributes federal LSTA funding to State Libraries. LSTA funds are granted to California library consortiums, the CLLS program, and many other avenues. If the federal budget is passed with the proposed cuts, Escondido Public Library will feel this impact through diminished grant benefits, particularly to Literacy Services.

Trustee Cameron commented that it is appropriate for staff to provide direction on how to contact appropriate legislators. Assistant Director Smith responded that City employees may provide factual information to the Trustees so they may take whatever action they see fit. If further information is requested, staff will be glad to provide it.

Next meeting on June 13, 2017

Adjourned: Trustee Guiles adjourned meeting at 3:38 p.m.



Mayra Salazar, Library Board of Trustees Secretary/mb