



MEETING AGENDA
Library Board of Trustees
Special Meeting
Thursday July 25, 2019, Special
Meeting
2:00 p.m.
City Council Chambers

CALL TO ORDER

Roll Call: President Ron Guiles, Trustee Elmer Cameron, Trustee Mirek Gorny, Trustee Carolyn Clemens, Trustee John Schwab

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 June 20, 2019.

CURRENT BUSINESS

2. Trustee Clemens library visit recap
3. Motion to move August 8th meeting to August 15th
4. DVD rental costs - is further research needed?
5. Does the Board want fines and fees statistics included in the monthly report?
6. Understanding 80/20 ordering

OTHER REPORTS

Library Director's Report

ADJOURN



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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	August 8, 2019	2:00 p.m.	City Council Chambers
Thursday	September 12, 2019	2:00 p.m.	City Council Chambers
Thursday	October 10, 2019	2:00 p.m.	City Council Chambers

ADDRESS THE LIBRARY BOARD OF TRUSTEES

Please complete a *Speaker Form* and hand it to the City Clerk. 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 Library Director or scheduled on a subsequent agenda. Note: Depending on the number of requests, comments may be reduced to less than 3 minutes per speaker and limited to a total of 15 minutes. Any remaining speakers will be heard during Oral Communications at the end of the meeting.

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 City Clerk.

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.

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

ESCONDIDO PUBLIC LIBRARY HOURS

Monday – Friday:	9:30 a.m. – 7:00 p.m.
Saturday:	9:30 a.m. – 6:00 p.m.
Sunday:	1 p.m. – 5 p.m.

**Escondido Public Library
Board of Trustees
Board Meeting Minutes, Special Meeting
Thursday, June 20, 2019
2:00 p.m.**

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

Members Present: President Ron Guiles, Trustee Elmer Cameron, Trustee Mirek Gorny, Trustee Carolyn Clemens, and Trustee John Schwab

LS&S Staff Present: Dara Bradds, Library Director and Barbara Howison, Regional Director

City Staff Present: Joanna Axelrod, Director of Communications and Community Services; and Zack Beck, City Clerk

ORAL COMMUNICATIONS

None

APPROVAL OF MINUTES

Agenda Item #1. Approval of Minutes from the Library Board of Trustees Meeting on May 9, 2019.

Moved by Trustee Gorny and seconded by Trustee Clemens to approve the May 9, 2019 minutes with the following corrections: Heading date and the spelling of the last name of the new Library Director.

Approved: 5-0

CURRENT BUSINESS

Agenda Item #2. Update on Volunteer Community Outreach Liaison

Trustee Cameron provided an update on the Volunteer Community Outreach Program.

Moved by Trustee Gorny and seconded by Trustee Clemens to place the Volunteer Community Outreach Program on hold and review the program in 3 months.

Approved: 5-0

Agenda Item #3. Strategic Plan Progress

Dara Bradds, Library Director provided an update regarding the Strategic Plan Progress. Scheduling first round of interviews for the Librarian 2 position. Revisiting the logo design for the Library. Conducting community outreach through STEAM programs.

No action necessary on this item.

**Escondido Public Library
Board of Trustees
Board Meeting Minutes, Special Meeting
Thursday, June 20, 2019
2:00 p.m.**

**Agenda Item #4. Feasibility of revising rental fee charges for DVDs and books on CD.
Discussion and vote.**

Motion by Trustee Schwab and seconded by Trustee Cameron to draft a letter to the city recommending that the City of Escondido remove CD rental fees effective FY 2019-20.

Approved 4-1 (Clemens - No)

OTHER REPORTS

Director's Report:

Items Which Have Been Requested for Next Month's Agenda – None

Next Meeting: The next meeting is on Thursday, July 11, 2019 at 2:00 p.m. in the Escondido City Council Chambers.

ADJOURNMENT: Moved by Trustee Gorny and seconded by Trustee Cameron to adjourn the meeting 3:53 p.m.

Approved 5-0

Ron Guiles, President, Library Board of Trustees

Zack Beck, City Clerk



LIBRARY BOARD OF TRUSTEES

Agenda Item No. 2

Date: July 25, 2019

TO: Library Board of Trustees

FROM: Carolyn Clemens, Trustee

SUBJECT: Library Visit

Recommendation:

Receive information

Background:

Trustee Clemens will give a recap of her library visit.



LIBRARY BOARD OF TRUSTEES

Agenda Item No. 3

Date: July 25, 2019

TO: Library Board of Trustees

FROM: Carolyn Clemens

SUBJECT: Special Meeting

Recommendation:

Receive information

Background:

Trustee Clemens would like to request a change of meeting dates for August.



LIBRARY BOARD OF TRUSTEES

Agenda Item No. 4

Date: July 25, 2019

TO: Library Board of Trustees

FROM: John Schwab, Trustee

SUBJECT: DVD Fees

Recommendation:

Receive information and discuss

Background:

Is further research needed on the topic of DVD fees?



LIBRARY BOARD OF TRUSTEES

Agenda Item No. 5

Date: July 25, 2019

TO: Library Board of Trustees

FROM: John Schwab, Trustee

SUBJECT: DVD Fees

Recommendation:

Receive information and discuss

Background:

Is further research needed on the topic of DVD fees?



LIBRARY BOARD OF TRUSTEES

Agenda Item No. 5

Date: July 25, 2019

TO: Library Board of Trustees

FROM: John Schwab, Trustee

SUBJECT: Understanding 80/20

Recommendation:

Receive information and discuss

Background:

Trustee Schwab would like to share a blog from an LS&S employee forwarded by the library Director that explains how 80/20 should work.



LIBRARY BOARD OF TRUSTEES

Strategic Plan Update Library Board of Trustees Identified Priorities as of June 2019 Connect, Inspire, Grow

Goal (s): Connect Through Marketing; Connect Through Outreach; Connect Through in-Library Programming

Priority: Marketing

We are working on creating a new logo to help us brand the library. One was created in 2017 and placed on the backburner during the switch to LS&S it will be presented to the LBOT in August or September.

Priority: Program Development & Outreach

Today I have brought our new Head of Adult Services, Head of Technology & Support Services, and our Digital Services Specialist to talk about some of their recent outreach programs.

Priority: Hispanic Outreach

Rincón Literario Bilingual Book Club

Saturday, July 20 10:30–11:45 a.m. Board Room

Bilingual book discussion in English and Spanish will discuss *Life of Pi* / *Vida de Pi* by Martel Yan.

Toddler Tales Storytime

Tuesdays, July 2, 9, 16, & 23 10:30–11:30 a.m. Walkers–3 Years

Enjoy interactive bilingual stories and action songs. Seating is limited, arrive early for a spot! Complete a challenge to win a fabulous prize.

Priority: Literacy

As Part of SRC the Literacy Department have fun programs like Bingo Card Challenge, Writing Boot Camp, and Conversation and Craft class.

Priority: Safety & Security

An additional camera was installed last month to view areas of the parking lot previously out of the camera's line of sight.

DIRECTOR'S REPORT

MONTHLY STATISTICAL COMPARISON REPORT 2018-2019

CIRCULATION		May 2019	April 2019	March 2019	May 2018	April 2018	March 2018
By Format:	Print	23,827	25,130	25,783	24,994	25,601	27,797
	Media	8,248	8,382	8,555	8,340	8,469	9,437
	Electronic Devices (Equipment)	173	207	245	114	145	113
	Museum Passes	8	67	80	93	105	96
	eBooks & eAudiobooks	3,486	3,328	3,339	2,163	2,053	2,281
	eMagazines	690	650	666	241	249	255
	Total Circulation	36,432	37,764	38,668	35,945	36,622	39,979
	Holds Filled	1,907	2,284	2,167	2,838	2,861	2,943
SELF CHECKOUT CIRCULATION:							
	# Patrons Served	3,197	3,406	3,553	3,213	3,047	1,309
	# Items Circulated	17,668	18,580	19,037	17,031	16,063	6,557
	Percent of Total Circulation	48.50%	49.20%	49.23%	51.1%	47.1%	17.6%
PATRONS:							
	Total Patrons	68,214	67,614	67,080	62,675	62,127	62,737
	Total Active Patrons	33,241	33,377	33,520	22,526	22,464	23,236
	Percent Active	48.7%	49.4%	50.0%	35.9%	36.2%	37.0%
PC USE:							
	Chromebook Sessions	171	205	245	111	142	113
	Total PC users (adult, incl. parents)	3,627	3,610	3,854	4,425	4,238	4,185
	Total PC users (teens)	164	155	125	127	156	164
	Total PC users (kids)	339	338	407	534	445	610
	Total Wireless Sessions	7,969	13,597	14,604	12,424	11,556	12,412
PROGRAMS:							
	Total Programs	39	55	50	26	32	35
	Total Program Attendance	1,301	1,809	1,592	835	1,235	1,074
	Total Outreach/Tours	25	7	11	23	3	4
	Total Outreach/Tour Attendance	1,069	849	521	1,237	315	244
REFERENCE QUESTIONS:		8,535	8,157	8,922	6,871	7,227	7,586
VISITS:							
	Total Door Count	30,111	32,026	33,471	32,060	31,100	31,025
	Total Door Count: Daily Avg.	1,004	1,104	1,080	1,069	1,037	1,001
VIRTUAL:							
	Website and Catalog Sessions	25,287	25,495	26,082	26,126	25,866	25,967
VOLUNTEERS:							
	Total Volunteers	218	216	218	205	207	205
	Total Volunteer Hours	2,653	2,556	2,849	2,310	2,323	2,511