

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 February 13, 2020.

CURRENT BUSINESS

2. Update on Ranger Library Partnership.
3. LBOT update on metrics development.

OTHER REPORTS

Library Director's 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 | April 9, 2020 **Special Meeting** | 1:00 p.m. | City Council Chambers |
| Thursday | May 14, 2020 | 2:00 p.m. | City Council Chambers |
| Thursday | June 11, 2010 | 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.

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: 1:00 p.m. – 5:00 p.m.



**Escondido Library Board of Trustees
Special Meeting Minutes
February 13, 2020**

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

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

Members Absent: Trustee Mirek Gorny

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

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

ORAL COMMUNICATIONS

Christine Nava - Informed the Board of Trustees about an email received by a patron from the Library. Ms. Nava expressed concern about the manner in which the email was presented, relative to the possible cost-savings associated with using the Library.

Katherine Frahm - Expressed concern about how the Library provides books to the Friends of the Escondido Library.

APPROVAL OF MINUTES

1. Approval of Minutes from the Library Board of Trustees Meeting on January 9, 2020.

Moved by Trustee Schwab and seconded by Trustee Cameron to approve the January 9, 2020 minutes. Approved 4-0 (Gorny - Absent)

CURRENT BUSINESS

2. Developing Metrics

Presentation by Trustee Clemens and Trustee Schwab about developing metrics at the Escondido Public Library.

Motion by Trustee Schwab and seconded by Trustee Cameron for Trustee Schwab and Trustee Clemens to proceed with the proposed metric plan and provide monthly updates to the entire Board of Trustees. Approved 4-0 (Gorny - Absent)

OTHER REPORTS

Library Director's Report

Katy Duperry presented a monthly statistics report to the Board of Trustees. Dara Bradds presented survey results to the Board of Trustees.

Next Meeting: The next meeting is scheduled for March 12, 2020 in the Escondido Council Chambers.

ADJOURN

Motion by Trustee Schwab, seconded by Trustee Clemens to adjourn the meeting at 3:10 p.m. Approved 4-0 (Gorny - Absent)

John Schwab, Secretary

Zack Beck, City Clerk



Agenda Item No. 2

Date: March 12, 2020

TO: Library Board of Trustees
FROM: Aspen Hill
SUBJECT: Update on Ranger Library Partnership

Recommendation:

Receive information.

Background:

We are approaching the one-year mark of the partnership between the Park Rangers and the library. Aspen will share the positive effects that the Rangers' presence.



Agenda Item No. 3

Date: March 12, 2020

TO: Library Board of Trustees
FROM: Trustee Clemens and Trustee Schwab
SUBJECT: LBOT update on metrics development

Recommendation:

Receive information and provide direction.

Background:

Trustee Clemens and Trustee Schwab will present the first monthly update of the proposed metric plan.

| Monthly Library Board of Trustees Statistics | | January 2020 | December 2019 | November 2019 |
|---|---|---------------------|----------------------|----------------------|
| CIRCULATION: | Physical Materials (Books, media, museum passes, laptops) | 38,489 | 37,001 | 37,519 |
| | eMaterial (includes eBooks and eAudiobooks) | 3,349 | 3,060 | 3,062 |
| | eMagazines (Flipster) | 320 | 275 | 235 |
| | Total Circulation | 42,158 | 40,336 | 40,816 |
| | Children's Material (only juvenile, not teen- includes books, media, digital) | 11,661 | 11,676 | 13,225 |
| | Non-English Material (includes books, media, digital) | 924 | 922 | 1,111 |
| | Holds Satisfied | 2,369 | 2,155 | 1,932 |
| | ILLs Checked Out | 13 | 16 | 11 |
| INTER-LIBRARY LOANS: | Total Registered Borrowers | 67,101 | 66,461 | 66,003 |
| POPULATION & BORROWERS: | Total Reference Transactions | 8,963 | 8,042 | 7,597 |
| REFERENCE QUESTIONS: | Public Service Hours | 249.5 | 249.5 | 227.5 |
| LIBRARY SERVICES: | Library Visits | 25,760 | 26,379 | 19,150 |
| ELECTRONIC SERVICES: | Users of Public Internet Computers | 3,827 | 3,590 | 3,227 |
| | Wireless Sessions | 8,615 | 7,769 | 7,828 |
| | Number of Website Visits (website+catalog) | 25,548 | 22,063 | 21,463 |
| VOLUNTEERS: | Total Volunteers | 217 | 223 | 222 |
| | Total Volunteer Hours | 2,379 | 2,212 | 2,428 |
| PROGRAMS: | Kids Programs | 25 | 20 | 27 |
| | Kids Program Attendance | 1,022 | 899 | 925 |
| | Teen Programs | 6 | 5 | 7 |
| | Teen Program Attendance | 25 | 21 | 35 |
| | Adult Programs (including Literacy and Pioneer Room) | 9 | 7 | 10 |
| | Adult Program Attendance | 228 | 183 | 348 |
| | Offsite Programs (Outreach) | 6 | 2 | 5 |
| | Offsite Program Attendance | 192 | 31 | 594 |
| | Total Programs | 40 | 32 | 49 |
| | Total Program Attendance | 1,275 | 1,103 | 1,902 |

Please note- an error in Excel formulas led to incorrect data for *Reference Questions* from November-December 2019. The data presented in this sheet has been corrected. KDuperry 3/5/2020

Director's Report

I am pleased to announce that Vincent Rulien started in his new role as our full-time Library Associate 3 on Monday, March 2nd. He is filling the position that was previously held by Lorna Underwood prior to her retirement in January. We are in the process of setting up interviews to fill the part-time Library Associate 2 position that Vincent leaves behind. We received 20 applications.

I had the pleasure of attending the Public Library Association Conference from February 25-29. It was a wonderful informative event. I was glad that I was able to attend. I look forward to sharing what I learned with staff in upcoming meetings.

The Turrentine Room projector project has been tentatively scheduled for the week of May 11th.

The Friends of Literacy are hosted their annual Scrabble-thon on Saturday, March 7th. They had 70 players and over 80 participants. They raised \$4800.

In order to create a better patron experience within the library, staff will be shifting collection configurations. Audiobooks were relocated next to DVDs to keep the media together. Reference was relocated closer to the "Quiet Area" in order to provide quick access to those studying. Mystery was given an extra aisle in order to accommodate the popular collection. The Adult Graphic Novel Collection was also given an extra aisle in front of the Friends Bookshop to help highlight the diverse collection, and provide a more extensive display opportunity to capture patron interest. Currently, the fiction and non-fiction sections interweave through sections B and C of the library. In order to help both patrons and staff find books with ease, fiction will be relocated to section B, and non-fiction will be located in section C.

The library was a polling location for the Primary Election on March 3rd. We were the third most visited polling location in San Diego County with a turnout of over 3100.

With concerns of community health associated with Coronavirus, library staff are answering questions and putting the public in contact with reputable sources, like NIH and CDC. In addition to providing accurate information, we are encouraging staff to wash hands frequently, stay home if they are ill, clean work and public areas regularly, and use proper coughing and sneezing etiquette. We have also asked volunteers to use germ killing wipes to clean keyboards, and table surfaces in the public areas, in addition to the surface cleaning that Executive Cleaning Services does nightly.

In partnership with the City and the US Census Bureau, the library has been very involved in preparations for the upcoming Census 2020. The Census Bureau hosts a weekly information booth to provide information about the importance of participating in the Census as well as opportunities for high-paying temporary positions with the Census Bureau. By the end of March, the Library as well as the Park Avenue Community Center will serve as host locations for Questionnaire Assistance Kiosks (QAKs) that will be staffed by external, bilingual staff who are trained to assist the public with responding to the Census. Grants are also available for Community Based Organizations to do in-reach to Hard-to-Count populations. For more information, visit escondido.org/census.

February Programming

Youth Services Highlights for the month of February included the Dr. Seuss Reader's Theater program. There were over 80 in attendance to celebrate the fun and silliness of Dr. Seuss and his stories. Kids participated in the reader's theater, did crafts, and ate cake. We also held our usual Storytimes and reading programs which always tend to be highly attended. On Thursday, February 13 we had Anna from Frozen visit us for a special princess storytime during Toddler Tales.

Adult Services hosted two writers' groups with 27 people in attendance, three book clubs with a total of 31 attendees, the 2nd Saturday concert with 138 attendees (85 in library, 53 viewed on Facebook*), a Movie Matinee 36 attendees, and outreach at Cypress Court for 5 attendees.

*Our Adult Services staff consistently look for ways to reach out the community. Live streaming the concerts is a great example. This greatly expands the access to these programs for those who can't physically be present.

| GOALS | OWNER | MILESTONES | JANUARY |
|--|-----------------|-------------------|--|
| CONNECT- bring people and groups together | | | |
| Provide programs for people with shared interests | Katouzian, Wood | In Progress | Rincon Literario Bilingual Book Club |
| Provide programs for people out in the community- not just in the library | Katouzian, Wood | In Progress | Storytime @ SDCCM, Facebook Live |
| Provide programs where views and opinions can be shared | Katouzian, Wood | In Progress | Rincon Literario Bilingual Book Club, Escondido Writers Group |
| CONNECT- through marketing | | | |
| Raise public awareness through enhanced marketing plan | Bradds, Duperry | In Progress | Shared programs and events through Social Media, eNewsletter, and print resources. |
| CONNECT- through outreach | | | |
| Support education through partnership with local schools | Katouzian, Wood | In Progress | |
| Support the arts through partnership with California Center for the Arts | Katouzian, Wood | In Progress | |
| Support community events through continued partnership with Escondido Arts and City of Escondido | Katouzian, Wood | In Progress | |
| CONNECT- through in library programming | | | |
| Support enrichment with expanded | Katouzian, | In Progress | Fan Favorite Film |

| | | | |
|--|-------------------|-------------|--|
| programs | Wood | | |
| CONNECT- through economic development | | | |
| Support enrichment with expanded programs | Katouzian, Wood | In Progress | Animanga Karuba |
| Invite business community to provide and attend programs | Katouzian, Wood | In Progress | Career Fair and Career Planning Program |
| Offer workforce readiness and development programs | Katouzian, Wood | In Progress | Career Program |
| INSPIRE | | | |
| INSPIRE- quiet study through inviting space | | | |
| Reconfigure first floor to support quiet tutoring and group and individual study | Bradds | In Progress | Planning for possible remodel |
| INSPIRE- productivity through efficient space for meetings and business | | | |
| Enhance 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 | |
| Install additional power outlets | Duperry | Complete | |
| INSPIRE- through excellent collection | | | |
| Increase investment in eBooks and eAudiobooks | Katouzian, Woods | In Progress | |
| Provide career growth materials | Katouzian | In Progress | |
| Expand virtual library via improved website | Duperry | In Progress | New Skin coming soon |
| Invite business community to provide and attend programs | Katouzian | In Progress | Wellness Fair |
| Provide accredited online high school diploma program | Bradds, Wood | In Progress | Working with the Adult School |
| Analyze collection performance and weed as appropriate | Katouzian, Wood | In Progress | |
| INSPIRE- through support to school communities | | | |
| Offer programs that provide opportunities for students | Wood | In Progress | Del Lagos Academy Interns, Teen Advisory Board |
| 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 | Three staff working toward their MLS, one working toward a Bachelors, and two attending library leadership training through the State Library |
| Support technology learning by offering open lab time | Duperry, Katouzian | In Progress | |
| Support access by providing ability to print from mobile devices | Bradds, Duperry | In Progress | |
| 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 | LLC currently has 107 students. Eleven are new since July. |
| Continue English language tutoring | Wood | In Progress | |
| Continue to focus on materials in Spanish and other languages | Katouzian | In Progress | |
| 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 | In Progress | |
| 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 | |
| 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 | |
| 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, Elmer Cameron, 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.