



ESCONDIDO PUBLIC LIBRARY BOARD OF TRUSTEES

AGENDA

Thursday, February 9, 2012

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-Business Fax Machine

6. BOARD NEWS/ISSUES

7. REPORTS FROM AUXILIARY GROUPS

- a. Serra Library System Advisory Board – The SAB and Serra Administrative Council held their first all virtual meeting, Thursday, February 2, 2012 from 10 am to 12 pm.
- b. Friends of the Escondido Public Library – The Friends had a half price book sale in the Turrentine Room and the bookstore, Saturday January 21, 2012 from 10-4 pm. They made \$646 upstairs and \$330 in the bookstore. The next book sale will be Saturday, February 25 at 10 am.
- c. Pioneer Room Friends – They are looking through the photo archives in preparation for the 2013 Pioneer Room Calendar.
- d. Escondido Library Endowment Foundation – The fundraising subcommittee of the ELEF met Wednesday, February 1st to prepare the 18-month plan.
- e. Friends of Library Literacy Services-The Literacy Friends and staff hosted their 8th annual Scrabblethon, Saturday February 4th, 2012 at Emmanuel Faith Community Church.

8. SIGNIFICANT UPCOMING EVENTS

<i>Date & Time</i>	<i>Location</i>	<i>Event</i>
Sat, Feb 11 @3:00 pm	Turrentine Room	Alexandra Tibbits - Harpist
Mon, Feb 20	Library Closed	Presidents' Day
Wed, Feb 22 @4:00 pm	Turrentine Room	Skype Author Chat w/Sheila Welch
Sat, Feb 25 @10:00 am	Bookstore	Friends half-price book sale

CURRENT BUSINESS

- a. **ALA CONFERENCE** – staff update
- b. **TRUST FUND REPORT** – July 1, 2011 through December 31, 2011
- c. **WORLD BOOK NIGHT** – information

- d. **CALIFORNIA PUBLIC LIBRARY SUMMIT** – report
- e. **VOLUNTEER LUNCHEON** – request for fund approval

9. CITY STAFF COMMUNICATIONS

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

10. CUSTOMER SERVICE COMMENTS *Available at meeting*

11. ADJOURN UNTIL March 8, 2012

12. 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	March 8, 2012	2:00 p.m.	Library Board Room
Thursday	April 12, 2012	2:00 p.m.	Library Board Room
Thursday	May 10, 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, January 12, 2012, 2:00 p.m.
Library Board Room

CALL TO ORDER: Board Secretary Yerkes called the meeting to order at 2:12 pm.
Members Present: Elmer Cameron, Mirek Gorny, Diane Yerkes
Members Absent: Gary Knight
Staff Present: City Librarian Jo Ann Greenberg, Deputy City Librarian Cindy Smith,
Digital Librarian Viktor Sjoberg, Intern Timmie Gibson and Janet Rulien,
scribe

Cynthia Smith introduced Timmie Gibson, an intern from University of Texas at Austin, who will be here until May 2012 working primarily in the reference department. Donna Feddern introduced Viktor Sjoberg, our new full time permanent digital services librarian. They are very welcome additions to our staff.

WRITTEN/ORAL COMMUNICATIONS: None.

APPROVAL OF MINUTES FROM PREVIOUS MEETING: Greenberg reported that she had confirmed Jack Anderson's statement that Mayor Abed "wants a strong central library" as accurate. **MSC Cameron/Gorny to approve the November 2011 minutes as written. Vote 3/0.**

BOARD ADMINISTRATIVE ANNOUNCEMENTS: None.

PROJECT UPDATES:

Project Updates: Feddern introduced our new grant project LibraryYou - a university for the people by the people, sharing local knowledge on podcasts and webcasts. This is a way of teaching the public how to communicate in digital formats. These podcasts/webcasts will be added to our catalog for use by the public. If you know of any public groups that might be interested, please refer them to Donna.

Board News/Issues: None.

Reports from Auxiliary Groups: Greenberg reported on the status of Serra and the limited services they can provide. All library directors want to keep the delivery services in place. The second level reference service might be able to work through a website. Serra would develop a database of different experts in libraries and direct second level reference questions to those experts.

The Friends are experiencing a large volume of donations. They will be having a sale about once a month now. Their sales have been very successful.

Pioneer Room Friends received a bequest from the Stockslager Family Trust in the amount of \$13,118.09 and ELEF received a bequest also in the amount of \$65,590.44.

SIGNIFICANT UPCOMING EVENTS: The Board commented on various events.

CURRENT BUSINESS:

Scrabblethon Team Sponsorship: Literacy is asking for the Board to sponsor two teams in the amount of \$240. **MSC Cameron/Gorny to fund the Scrabblethon for \$240, Vote 3/0.** Yerkes commented that the Board is quite happy to do this. Cameron noted that this is a great program and that perhaps we should ask ELEF to fund a team.

PLA Conference: Greenberg asked the Board to approve funding two staff members to attend the conference in Philadelphia, PA. The Board discussed going to conferences in general and how beneficial they can be. **MSC Cameron/Gorny to fund the two staff member trips to PLA at a cost of approximately \$1,210. Vote 3/0.**

State Library Update: Unfortunately the trigger bill was pulled and have lost all funding for three different library services, including PLF (Public Library Funding) and literacy services. Greenberg will be attending a meeting later in the month with the state library on how we will keep libraries alive in these difficult economic times. Greenberg explained how this affects our general fund budget because we have projected monies coming in for PLF (the library's operating budget) and the literacy program and we did not receive them.

Library Board Vacancy: The deadline to apply is February 16, 2012.

Strategic Reality Check Workshop: Greenberg reported on her workshop with library futurists. She explained the new way of looking at strategic plans as a community based service. Ask the community "what do you want" from the library vs. what can the library do for you. We will be talking about this approach with our staff and will come back to the Board.

CITY STAFF COMMUNICATIONS:

City Librarian: Caltac is having a Spring 2012 workshop. This is a workshop for Trustees, Friends, etc. Annual State of the City address is February 8th at the CCAE at 8:00 a.m.

Deputy City Librarian: A team of librarians are working on the Collection Policies and updating them. We are also updating our Emergency Procedures manual. We are starting training for our management team in change management. Joanna Axelrod and Lalitha Nataraj are both attending the Dallas conference. The symphony will be here on February 1st. We are also doing ebook training for the public to learn to download library books on the 18th. Our programming is going full steam ahead. Our Fines for Fees program was totally great and we had 132 boxes for interfaith.

Adjourned: 3:55 p.m.

Respectfully submitted,

Diane Yerkes, Board Secretary

Recommendation:

Receive report from staff who attended the midwinter ALA conference

Background:

The Library Board of Trustees has approved funding for staff to attend the ALA midwinter conference in Texas this past January 20 – 24. Two librarians are on committees that provide resources for their libraries.

The staff are very appreciative of the Trustees commitment to staff training and conferences and will be presenting a brief summary of the Texas conference.

LIBRARY BOARD OF TRUSTEES MEETING
Date: February 9, 2012

Agenda Item No. 9b
Trust Fund Account

Recommendation:

Receive July 2011 to December 31, 2011 Trust Fund report. *See attached*

Background:

The Board requested a six month Trust Fund Report in order to track revenues and expenditures. After the City budget process, the City Librarian will recommend a budget from the Trust Fund for FY 2012-13 in Special Projects and Technology.

Last year, April 2011, the Board approved the following for FY 2011-12:

- \$35,000 for Special Projects (memberships, training, printing, sponsorships, supplies, conferences, staff development and travel)
- \$5,000 for Technology Upgrades

**CITY OF ESCONDIDO
TRUST FUND REPORT
as of December 31, 2011**

TOTAL REPORTED FUNDS AS OF DECEMBER 31, 2011 \$398,071.42

RECEIPTS 7/1/2011 THROUGH 12/31/2011

4119	PRIVATE ORGANIZATION GRANTS	\$0.00
4126	LOCAL GOVERNMENT GRANTS	\$0.00
4127	STATE GRANTS / TBR REIMBURSEMENT	\$0.00
4128	FEDERAL GRANTS / LSTA	\$31,500.00
4600	INTEREST EARNED	\$278.07
4601	DIVIDENDS RECEIVED FROM STOCK	\$2,983.29
4602	GENERAL DONATIONS, MEMORIALS	\$32,412.00
4990	OTHER REVENUE	\$18.23
4991	CLEARING ACCOUNT/TRANSFER OUT	\$31,500.00
	TOTAL REVENUE	\$98,691.59

DISBURSEMENTS 7/1/2011 THROUGH 12/31/2011

EXPENDITURES FOR LIBRARY TRUST

400509	LIBRARY TRUST SPECIAL PROJECTS	\$7,345.95
400819	LIBRARY TECHNOLOGY	\$1,342.38

EXPENDITURES FOR PASS-THROUGH PROJECTS

400029	LIBRARY BOOKS - ADULT CIRCULATING	\$80,652.71
409101	LIBRARY YOU	\$2,196.64
	TOTAL EXPENDITURES	\$91,537.68

Recommendation:

Receive information on Escondido Public Library's role in World Book Night

Background:

World Book Night (WBN) is a charity dedicated to the promotion of literacy and the celebration, sharing and enjoyment of reading among teenagers and adults. More than 50,000 volunteers across the USA, the UK, and Ireland will be giving away free copies of 20 select titles on April 23, 2012 in order to share the joy and love of reading with millions of non-readers in their community.

The Escondido Public Library will be celebrating World Book Night 2012 by serving as a location for book givers to pick up their boxes of free books. Individual staff members will also be serving as book givers. The library will also be hosting a WBN reception for their book givers. A staff subcommittee headed by Joanna Axelrod will be sending out more information on the library's website, <http://library.escondido.org> in the following weeks.

The deadline to register as a book giver was February 6, 2012. We hope that many people (over 16 years old) have registered and chosen such facilities where they will find light or non-readers such as shelters, detention centers, laundromats, bowling alleys, church, and boys & girls clubs to name a few.

Recommendation:

Receive March 2011 update and January 17, 2012 Summit Report

Background:

The City Librarian attended the one-day California Public Library Summit January 17, 2012. Library directors from the state came together to build consensus for proactive strategies that will have a continuing positive impact on public libraries and on the people of California.

This was part II; part I, the Sustainability Summit, was held in March 2011.

Library Message Update (this task was chartered during the March 2011 Sustainability Summit)

The purpose of the Library Messaging Project was to craft a compelling message that all librarians can use to speak with one voice. Consultants Joe Rodriguez and Jane Gardner gathered research data for interviews with 20 library stakeholders. The interviews revealed the stakeholders' perceptions about and awareness of public libraries which in turn validated both the need for a fresh library message as well as the need to bring stakeholders into the library. Two concepts that emerged from the research were:

- As a potential long-term vision: "Libraries as a community gathering place for head and heart"
- As a personal benefit for all audiences: "Libraries as a starting place for whatever you need to do next"

As a next step, the State Librarian will contact the library messaging task force about the path forward for continuing the work on the library messaging project.

State Funding for Libraries

Librarians were asked to develop a prioritized list of topics for which the State of California should provide funding support. Participants were provided an opportunity to recommend a topic developed around the following questions:

What specifically should the state fund for public libraries?

Why is this important to the state?

Who will benefit from this funding?

Each topic was presented to all participants. The participants then prioritized the list of ten topics by selecting their **top three topics** based on the following criteria.

"What state-funded topic will have the greatest positive impact on California public libraries?" The top three were:

1. Digitize California Libraries Content

in order to share virtually and preserve precious content.

All Californians will benefit as well as those with challenges in accessing resources, whether physically or geographically.

- Start with local history, local stories, unique preservation/access

-7-

- Libraries as publishers
- Accessibility for all Californians (example-visual disabilities)
- Workforce development
- Easy win – visible results
- Make all content available and accessible to all

2. Technology Infrastructure (Economic and Social Equalizer)

Vital to citizens for equal access and competitive edge

All Californians will benefit including small business, educators, job seekers, health care, tourism.

- Fiber, broadband access
- Must be statewide
- Minimum standards
- The “HUB”

3. Literacy (Digital Literacy, English to Speakers of Other Languages and Every Child Starts School Read to Read)

For the economic stability of the state, a prepared workforce, crime prevention, informed voters, great equalizer, increases the value and competitiveness of the state and country and breaks the cycle of illiteracy. Those who benefit are those who may not fit into traditional and educational institutions

- Libraries serve all members of the family
- Literacy for all is a starting point
- Direct effect on economic development
- Learner-centered

The full report on the California Public Library Summit: A Report on Summit Proceedings is available upon request.

LIBRARY BOARD OF TRUSTEES MEETING
Date: February 9, 2012

Agenda Item No. 9e
Volunteer Luncheon

Recommendation:

Save the date and a request for fund approval

Background:

The annual Volunteer Luncheon will be Thursday, April 12, 2012 from 12-2 pm at the California Center for the Arts. In the past years, the Escondido Library Endowment Foundation and the Library Board of Trustees have funded the luncheon. The Hegyi Volunteer Trust account also provides funding. Each board is asked to contribute \$2,000 for the luncheon.

Please note the date and time for the luncheon. As in the past, the Board of Trustees will be asked to present the Volunteer of the Year awards to each volunteer that is nominated by their department.

-9-