



# ESCONDIDO PUBLIC LIBRARY BOARD OF TRUSTEES

## AGENDA

Thursday, August 12, 2010

2:00 p.m.

Board Room

### 1. CALL TO ORDER

**Election of President and Secretary of the Board**

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. (Please refer to the back page of the agenda for instructions.)

3. **APPROVAL OF MINUTES FROM PREVIOUS MEETING.** *Attachment 3a.*

### 4. BOARD ADMINISTRATIVE ANNOUNCEMENTS

5. **PROJECT UPDATES** – Nancy Beddingfield continues to work with staff on the online newsletter.

6. **BOARD NEWS/ISSUES** – "Navigating the New, Charting the Future Together" is the theme of the California Library Association (CLA) conference, November 12-15 at the Sacramento Convention Center. We have at least one presenter, Jo Ann Greenberg, who will be speaking about our Career Center partnership and program. Registration will open any day now.

The American Library Association Mid-Winter Meeting will be held at the San Diego Convention Center, January 7-11, 2011. The event features over 200 discussion groups covering a variety of hot topics; over 2000 committee meetings and events; entrance to the Exhibits, including the Opening Reception and the Technology Showcase; the ALA President's Program; the Author Forum; the Arthur Curley Memorial Lecture; and the Sunrise Speaker Series.

### 7. REPORTS FROM AUXILIARY GROUPS

- Serra Library System Advisory Board –Serra Administrative Council will next meet in late August.
- Friends of the Escondido Public Library – The Friends funded a scholarship, fall teen programs and two book trucks. A newsletter will be coming out in a couple of weeks, and the annual meeting is Sept. 2<sup>nd</sup>.
- Pioneer Room Friends – The PR Friends will have a table at the annual Grape Day celebration, where they will debut their new 2011 calendar. They continue to work with the History Center on the "Escondido Voices of the Past" oral history project.
- Escondido Library Endowment Foundation – The plaques for the ELEF donor tree have been delivered and are awaiting hanging.
- Friends of Library Literacy Services – information included in Josephine's report.

### 8. SIGNIFICANT UPCOMING EVENTS

<i>Date &amp; Time</i>	<i>Location</i>	<i>Event</i>
August 28, 10 AM–4 PM	Turrentine Room	Friends of the Library Book Sale
August 31, 6–9 PM	Turrentine Room	Planning Department public forum

### 9. CURRENT BUSINESS

- LIBRARY LITERACY SERVICES.** Report from Josephine Jones on literacy programs and events.

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- b. **STRATEGIC PLANNING.** Update on process; review and discuss SWOT developed by staff.
- c. **PHASED LIBRARY PLANNING.** Progress report on the new library vision project.
- d. **COUNTY OPERATION OF ESCONDIDO LIBRARY.** Review issues; determine recommendation to City Council.
- e. **PATRON REQUEST TO PURCHASE LIBRARY PAINTINGS.** Determine whether to sell paintings & under what conditions.

**10. CITY STAFF COMMUNICATIONS**

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

**11. CUSTOMER SERVICE COMMENTS.** Available at meeting.

**12. ADJOURN UNTIL September 9, 2010**

**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	September 9, 2010	2:00 p.m.	Library Board Room
Thursday	October 14, 2010	2:00 p.m.	Library Board Room
Thursday	November 11, 2010	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**  
**MEETING MINUTES**  
**Thursday, July 8, 2010, 2:00 p.m.**  
**Library Board Room**

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

**Members Present:** Elmer Cameron, Stan Levy, Diane Yerkes

**Members Absent:** Alex Galenes, Gary Knight

**Guests:** Justin Frankel, EHS Intern/Volunteer

**Staff Present:** Community Services Director Jerry Van Leeuwen, Deputy City Librarians Jo Ann Greenberg and Cynthia Smith, Board Secretary Janet Rulien

**WRITTEN/ORAL COMMUNICATIONS:** Mitchell introduced Justin Frankel to the Board; he is acting as volunteer/intern for the library. He is interested in a business degree.

**APPROVAL OF MINUTES FROM PRIOR MEETING:** **MSC Cameron/Levy to approve the minutes, Vote 3/0.**

**BOARD ADMINISTRATIVE ANNOUNCEMENTS:** Mitchell announced that the Mid Winter conference for ALA will be in San Diego this year. When we receive the conference agenda we will make decisions on who might attend.

**PROJECT UPDATES:** Mitchell reported on a grant from the Rotary Club for the purchase of three AWE computers, which have educational software geared to preschoolers. The Trustees agreed to fund half of this purchase. The total purchase price was \$7,800. Children's Services is overseeing the project.

**BOARD ISSUES/NEWS:** Trustee Levy commented on how much he appreciated the appearance of the "library giving tree" that ELEF put in the lobby.

Serra Library System Advisory Board: Patrick O'Donnell is our representative to Serra Administrative Council. We look forward to hearing a report from him in the future.

Pioneer Room Friends: The Board noted they are looking forward to seeing the new calendar.

Friends of Library Literacy Services: The Learner's Appreciation Reception was so inspiring. The Board would like to see the pictures of this event.

**SIGNIFICANT UPCOMING EVENTS:** The Board looked over the calendar and noted this is the second year that EUSD has not offered summer school for students.

**CURRENT BUSINESS:**

User Survey on Technology: Mitchell went over the plan to conduct a user survey for audio books and e-books, in order to gauge the need for these services for our own users. This is a technology trend but comes with some issues for public and staff. The Board suggested changes to the survey which were incorporated.

Branding/Marketing Project: Mitchell reported on the two meetings with Nancy Beddingfield, our public relations volunteer. Ms. Beddingfield is helping to develop a marketing plan and brand for our library and is even writing copy for our e-newsletter. The Board expressed appreciation for her willingness to share her expertise.

Library Planning: The Board is thrilled with the \$200,000 CIP funding that has been provided to the library. Yerkes reported on the meetings with Council members and thanked both VanLeeuwen and Mitchell for their guidance. The project team will be meeting in the next few weeks to get started.

San Diego County Library Letter: Staff has asked the Board to consider the issues involved in outsourcing library operations and advise the Council on this matter. The letters between the City and the County librarians were presented, and the Board requested that the item come back to the agenda next month when all five Trustees will be present. Staff will list the issues for the Board to consider.

Revisions of QOL Standards: Mitchell reported on the General Plan update and presented the proposed revisions to Library standards to the Board. Revisions included bringing technology into our standards and updating standards for collections, staffing, etc. **MSC Yerkes/ Cameron that the Board recommends the changes to the QOL as presented. Vote 3/0 in favor.**

**CITY COMMUNICATIONS:** VanLeeuwen noted that the new Marriott hotel project is moving forward, with the Council approving the plan 4-1. Van Leeuwen also noted that sales tax revenue has risen a bit and that the City will not be using as much of our reserves as we thought. The CIP and operating budgets have been adopted.

City Librarian: The renovation is winding down, with only a few tasks yet to be completed, and we are getting very positive feedback from the public on the improvements to the facility. The Chamber's *Escondido Magazine* will feature the new look of the library in August. The parking lot paving will be completed later this summer or early fall. Former Library Board president William Fark has passed away, and he has left the library \$10,000 to maintain and supplement his collection of drama materials.

Deputy City Librarians: Greenberg reported that the library has become very busy again. Technology is moving forward, and we have eight new computers that are being deployed throughout the library. Four of the new computers are Internet express stations with 15 minute time limitations. The reference area is working out very well with merging the reference and Internet desks. We are still ways to improve the business center, possibly with a scanner and two more computers. Food for Fines for the summer takes place this month and is going along well.

Smith reported that there has been a significant increase in branch traffic since the renovation and our reopening. Smith reported on the SRP; we have approx. 2100 children enrolled in this program. The kids are on track to do well in this program this year. Smith noted that we have some wonderful teen volunteers helping with the SRP. Attendance is up by 100% for summer children's and teen performances.

Adjourned: 3:45 p.m.

Respectfully submitted,

Elmer Cameron, Acting Secretary

**LIBRARY BOARD OF TRUSTEES MEETING****Date:** August 12, 2010**Agenda Item No. 9b****Strategic Planning**Recommendation:

Update on process; review and discuss SWOT developed by staff.

Background:

Since we updated our mission and vision statements with Nancy Beddingfield, we need to take advantage of this work to jump start our strategic planning process. We have met most of the goals of our prior plan of service (2007-09), and although we should look at the old plan and see if we still want to meet those few undone objectives, we now have new challenges.

There has been a major paradigm shift in our library world, caused by the recession, staff and service reductions and new reliance on technology. Things are not going back to the way they were before the recession, and we need to find ways to deliver effective services with fewer staff, constantly looking for how to be more efficient and take advantage of technology to meet changing needs.

You will remember that we had done a quick plan for restoration of services that were previously cut. That plan is now outdated, because we were able to add back open hours from the renovation. Implementation of new technology is also a big issue, as we debate how to add new resources such as e-books and downloadable audio books with limited funds and staff time.

The first step is to undertake the SWOT process. The M-Team has developed Escondido Library's SWOT analysis and we are making it available for the Board to review.

In future staff meetings, our M-Team will be defining and refining issues that face us, and we will be developing goals and objectives to address those issues. Some of the issues already discussed were:

- Lack of adequate staffing for many desired & needed activities
  - Aging staff impacts hours – too much furlough and vacation time accumulated
  - Substitute pool – how can this be funded?
- Materials budget – getting City funding restored
- Technology: what to add, when to add it, and how to pay for it
- How to be more efficient and effective with our present resources – working smarter

One possible solution to some staffing issues could be an organizational restructuring based on our service priorities, functions & needs. Staff listed the following preliminary priorities:

- Capturing young minds to create life long library users
- Technology implementation
- Outreach and marketing

We will keep you updated on the progress of our strategic planning.

## Escondido Library's SWOT – August 2, 2010

### *Internal Strengths—*

- **Staff:** experienced, service-oriented staff; diversity of expertise; staff open to additional training; all want the library to succeed; responsive to public; many trained in marketplace & roving.
- **Physical plant:** good centralized location; main library just renovated and looks great; EVB in good location for east side of town.
- **Collection:** abundant print collection, new data bases added, extensive media; free or low cost borrowing.
- **Fiscal Resources:** Friends of the Library Shop; ELEF, other support groups; Trust Fund.
- **Organizational Structure:** Library Board members are active advocates, knowledgeable, and work well together; CS Director a strong advocate; strong volunteer program.
- **Reputation:** positive reputation with public; strong reputation with other local libraries and key local agencies, including school districts, Chamber.
- **Technology:** strong use of technology and Internet resources; self-checkout machines are working out well; wireless access; new broadband connection.
- **Public Services:** restored some open hours, increasing electronic access services (e-newsletter, new web site being developed, Twitter & Facebook, etc.); marketplace displays working well.

### *Internal Weaknesses—*

- **Staff:** some public service areas understaffed; difficult to provide adequate staffing for illnesses & vacations; need better salaries for some positions; difficult to find time for training & all-staff meetings; inadequate staff orientation; some areas could have better use of volunteers; need more cross-training.
- **Physical Plant:** too little parking at main library; existing space in main library often inadequate for public service needs; cannot expand Main easily; insufficient meeting rooms; East Valley Branch needs refurbishing.
- **Collection:** insufficient funding (materials budget now dependent on capital); insufficient space to grow and arrange; little room for new, emerging formats.
- **Fiscal resources:** not enough; need to be resourceful; uncertain when annual budget will improve; it sucks up resources to look for resources.
- **Organizational Structure:** limited interaction with decision-makers in City; City Administration needs to be more visible to staff & come into the library more; ELEF directors lack training in fund raising; few promotional opportunities.
- **Reputation:** sample surveys indicate many think library is outdated; limited marketing at present; limited outreach (many don't know where we are located); home for the homeless.

- **Technology:** inadequate computers to meet needs of public; limited time to improve web site & devote to new technology; technology in danger of dictating the course of development, instead of the other way around; no tech support evenings & weekends; inadequate bandwidth on staff side; rely on Trust Fund for improvements.

#### ***External Opportunities—***

- **Political:** maintain presentations to & support with Mayor and City Council; partnerships with other city departments and private businesses or agencies; support with grass roots level and Board level at Council; support from Council to develop plan for library expansion; General Plan adoption; green technology.
- **Economic:** foothold in Escondido's economic community; ELEF is seeking funding sources for library expansion; grants; marketing project (success stories we can tell others); in-kind giving or partnerships (partnering with Career Center).
- **Social:** growing cultural diversity; promote as social center after renovation; orientation to the library by using technology instruction; partnering with public/private sector (CCAIE, etc.); engaging in community activities in a leadership role; targeted programming; strengthening ties with the school districts; use of City Talk & City Line; speakers' bureau; expanding use of volunteers; work with homeless.
- **Technological:** cooperation with other Serra libraries; broadband Internet access; technology outreach (new web site, social networking, e-newsletters); emerging formats to improve access and services; partnership with & assistance from City; external funding opportunities.

#### ***External Threats—***

- **Political:** sales tax limitations; perceived irrelevance of the library to people's lives; possibility that political tension over immigration will spill over into library policy; reluctance to put library on ballot & difficulty of passing such a measure; building expansion moving too slowly to meet existing needs.
- **Economic:** budget always a question--not stable; anticipated revenues are flat at best; competition among departments for City money; technology is claiming a larger share of our limited budget; library a target for budget cutting; potential of additional cuts if recession continues; perceived lack of job security.
- **Social:** not enough library information, programming or personnel getting our message out; need to increase credibility with public as a vital city service; complacency; trend to buy rather than borrow; some public views that libraries are not necessary; lack of services for chronic homeless and mental problems.
- **Technology:** cost of technology; Info Systems' security concerns & lack of staff limiting our ability to expand technology in some cases; growth of technology outstripping our knowledge and resources and ability to assimilate it.

**Competitors** identified by the library staff were the Internet; book stores that are now providing author visits, reading areas, coffee shops and comfortable chairs; online e-books, music & films (Kindles, Netflix, etc.); other departments' financial needs; privatization of services; large number of entertainment and recreational opportunities.

**LIBRARY BOARD OF TRUSTEES MEETING****Date:** August 12, 2010**Agenda Item No. 9c  
Phased Library Planning****Recommendation:**

Discuss progress on the new library vision project. Consider whether the new addition should be mixed-use, with retail, educational or dwelling units.

**Background:**

The Project Management Team met late last month to start planning the next steps in the process. Several City staff joined the original project team: Barbara Redlitz, Director of Community Development; Rozanne Cherry, Principal Planner; Ed Domingue, Director of Engineering Services; and Rob Zaino, Deputy Director of Engineering.

**Excerpts from the Minutes:**

Jerry Van Leeuwen led the meeting and noted that the trustees and foundation board have done a lot of work on this project in documenting the need and bringing it to the City Council. Now that the Council has allocated funding, the city staff will make the planning project a reality. The purpose of this first meeting was to brief new members, develop action steps, and draft a timeline.

Alex said the Trustees really appreciated City involvement in the project. He noted that we need to have this library able to incorporate future trends as well as meet present needs. Jack noted that the city staff has been given direction from the Council to plan for a physical building in the current location with expanded library services. We have parameters to create a phased library.

The group had some preliminary discussion about when to go forward with a bond issue; whether we need to do a NEPA study (federal of CEQA); how the parking would be affected. We need a functional analysis of how a "campus" would work, coupled with who has a vision for the future of libraries as well as knowing design functions. Selection of architects can take up to six months.

The first step is to issue a request for qualifications (RFQ) for an architect. We must select the correct architect, because they may (or may not) continue through construction of the project.

What we want now is the technical studies and project entitlements, CEQA approval; traffic/parking study; relocation plans for Mathes and the Women's Club.

**Action items from the meeting:**

- Think of a project name – the project name is important for marketing;
- Revise and send out the RFQ to appropriate architectural firms;
- Research NEPA and federal funding to keep working on the financing of the project;
- If we are thinking about mixed use in the building, such as a school or retail with the library, we will need to make that determination right away as it would really affect Phase I of the project—the Trustees should consider and decide on the scope of the project.



**LIBRARY BOARD OF TRUSTEES MEETING****Date:** August 12, 2010**Agenda Item No. 9d  
County Operation of Escondido Library****Recommendation:**

Review issues; determine recommendation to City Council.

**Background:**

This item was tabled by the Board until the August meeting.

Last March, two Council members met with Jose Aponte, Director of the San Diego County Library, to discuss the possibility of having the County Library take over operation of the Escondido Public Library. Our Council members stated in the press that the County Library Director told them he could operate our library for less money and be open longer hours. After this meeting, City Manager Clay Phillips met with the County Chief Administrative Officer, and they determined to refer the matter to staff for investigation.

Jerry Van Leeuwen and I followed up with Mr. Aponte and his financial officer, after which we sent Mr. Aponte a letter summarizing our impressions of the meeting and requesting a response. That letter and Mr. Aponte's response are attached.

As part of the Board's administrative and advisory responsibility, it is appropriate to make a recommendation to the City Council concerning the question of outsourcing operations to the County Library or to any other entity. Staff will have additional information and statistics on hand at the meeting to answer questions the Board may have.

Attachments to this report include:

1. Letter of April 27, 2010 from Laura Mitchell and Jerry Van Leeuwen to Jose Aponte, to recap the meeting they had with him.
2. Letter of June 4 to Van Leeuwen and Mitchell from Aponte, responding to the first letter.
3. Summary of issues, as prepared by staff.

**Cost Per Service Hour:**

According to Mr. Aponte's letter, operating cost per service hour at the San Diego County Library is \$455. Since the Library added hours back into our schedule of open hours, the cost per service hour for our library operation has been recalculated. The result works out to \$429 per hour. Thus, Escondido Library's cost per service hour is now less than the County Library's.

Service hours per week:

Main Library -	51
East Valley Branch -	24
Pioneer Room -	16
Literacy Annex -	30
Bookmobile -	8
Career Center -	<u>20</u>

Total service hours per week: 149

Total service hours per year: 7,748

Total Library budget for FY 2010-11: \$3,320,560

Budget divided by annual service hours: \$429 operational cost per service hour



Laura Mitchell, City Librarian  
Escondido Public Library  
239 S. Kalmia, Escondido, CA 92025  
(760) 839-4601  
[Lmitchell@escondido.org](mailto:Lmitchell@escondido.org)

April 27, 2010

Mr. Jose Aponte, Director  
San Diego County Library  
5555 Overland Ave., Bldg. 15  
San Diego, CA 92123

Dear Jose:

We appreciated our visit with you and your financial analyst, Don Knowles. I wanted to recap our conversation, to make sure it is an accurate account of what we discussed.

You began by saying that the County and the County Library have issues of your own. Your Library has experienced a 24% budget cut, and you have no magic to pull out of a hat for Escondido. You stated that, like other libraries around the country, the County Library staff is very lean, enough that it has caused nearly daily complaints to your office from the public about the service at County Library branches. We agreed that we are all in the same boat, with diminishing funds and increasing demands from the public who need information about jobs and finances.

#### **Political Jurisdiction**

You stressed that the main thing our City Council needs to acknowledge is that the County Board of Supervisors will be the Library Board if the County Library takes over our operation. This will diminish local control, and service levels will indeed be decided by the Board. We asked you what relationship the County Library maintains with officials in your contract cities, and you indicated there was virtually no contact. In effect, the Escondido Library under the County would be like the County Health Department, located in the City but not part of the City's service offerings.

#### **Cost of Operating Library Facilities**

You gave us information on how County branches are staffed and an estimate on what it costs to run them. For discussion only, you and your analyst gave us a draft staffing model and budget for the El Cajon Library, at 30,000 square feet, and the Valley Center Library, which is 14,000 square feet, and a very preliminary projection of what you might see as the comparable cost for Escondido's Main Library and our East Valley Branch. We are going to review this information with the Library Board of Trustees. We understood you to say that you would not be willing to incorporate our bookmobile, the computer center, the Pioneer Room, or the Literacy Annex into a County Library-run operation. You did offer to merge our adult literacy component with yours, but we did not discuss our family literacy and mobile literacy programs, and it seemed as though you have no comparable program to our family and mobile literacy. Obviously we need to separate these costs from our operations to adequately compare to the County system.

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### **Comparative Operations**

You did comment that our Escondido Library is well-run, and that the circulation we have of over 750,000 per year is outstanding. You stated that, if we implement the additional hours open that we are now proposing, our staffing model will be similar to yours.

### **Federating Options**

We discussed the possibility of “federating”—collaborating on selected services. You mentioned adding a couple of bookmobile stops (presumably using our bookmobile, but that was unclear), and absorbing our literacy services program. We brought up consortium purchases of databases and online services, but that discussion didn’t get far. We would like to pursue these ideas more when time allows.

### **Summary and Next Steps**

In summary, we sensed that due to the constraints your system is currently experiencing, it does not seem practical to explore a merger or consolidation at this time. It also appears, based on very preliminary data, that with the expansion of service hours at our facilities the operational expense of each of our systems is quite comparable. Since I didn’t take extensive notes at our meeting, I would appreciate having a confirmation from you that this is an adequate summary of our meeting. Please don’t hesitate to remind me of anything I’ve forgotten or to clarify any point. I will await your response.

Ultimately, we will provide a report about our meeting to the Library Board of Trustees for their further review and recommendations to the City Council.

Sincerely,

Laura Mitchell  
City Librarian

Jerry Van Leeuwen  
Director, Community Services

cc: Library Board of Trustees  
Clay Phillips

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# *County of San Diego*

JOSÉ A. APONTE  
LIBRARY DIRECTOR  
(858) 694-2415  
Fax: (858) 495-5658

## COUNTY LIBRARY

5555 Overland Avenue, Suite 1511, San Diego, California 92123

June 4, 2010

Mr. Jerry Van Leeuwen  
Director of Community Services  
City of Escondido  
201 North Broadway  
Escondido, CA 92025

Ms. Laura Mitchell  
City Librarian  
Escondido Public Library  
239 S. Kalmia Street  
Escondido, CA 92025

Dear Jerry and Laura:

Thank you for taking the time to write. We appreciated the opportunity to meet face-to-face and discuss our individual libraries and our current and future strategic workplans.

To recap, in reviewing the Escondido Library it was my professional opinion that the library and City of Escondido had four potential alternatives to consider:

- 1) Create a special tax district - an independent library district.
- 2) Affiliate with the San Diego County Library and function as branches of our branch library system.
- 3) Continue the current status within the City of Escondido's Department of Community Services while expanding the networking presence in the state and the region through the Serra Cooperative Library System consortium.
- 4) Privatization – outsource library services to a private contractor.

The San Diego County Library does not have an opinion relative to the City of Escondido's library services individual autonomy. That decision is best left to local leadership.

One point of clarification relative to your letter: while the Board of Supervisors are indeed the trustees/board of the San Diego County Library, all branch and city libraries have considerable input into individual library operations. For detail, please follow-up with city officials in Encinitas, El Cajon, Imperial Beach, Solana Beach, Lemon Grove, San Marcos, Del Mar and/or Poway.

Additionally, local libraries all have Friends of the Library boards to address local needs that meet regularly with their individual County Supervisor and San Diego County Library administration. Outside of San Diego, the Los Angeles and the San Francisco public libraries have strong Library Foundation Boards that are critical to operations in those systems and could serve as models for Escondido.

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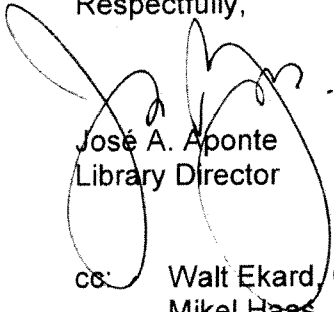
Mr. Jerry Van Leeuwen  
Ms. Laura Mitchell  
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Relative to our two libraries, according to the California State Library statistics of FY 2008-09, operating cost per service hour at San Diego County Library was \$455 (lower than average for comparable large California libraries), and our circulation of 8.3 million is higher than said comparable libraries. With regard operational cost, according to the same FY 2008-09 State report, Escondido Public Library's operational cost per hour was \$652.

Finally, our library operates 33 branches with a Library Director and one Deputy Director. Our literacy program has north, central and south county locations, and all San Diego County libraries have computer centers in their facilities. We have a model family literacy program, as well as two bookmobiles that cover the better part of the San Diego county.

It was a pleasure to meet and talk with you. If you have any outstanding questions, feel free to call or write.

Respectfully,



José A. Aponte  
Library Director

cc: Walt Ekard, Chief Administrative Officer, County of San Diego  
Mikel Haas, Deputy Chief Administrative Officer, Community Services Group  
Escondido Public Library Board of Trustees  
Clay Phillips, Escondido City Manager

## **Issues & Questions Relating to Outsourcing**

### **Advantages of County Operation for Escondido Residents**

- Most larger County Library Branches are open 7 days, longer hours
- County Library has a larger collection overall but not as in-depth as Escondido
- Member of the Circuit – can easily get books from university libraries (Escondido patrons can do this as well through interlibrary loan, but it takes longer)
- More online resources (Escondido residents with a County Library card can access these)
- For employees; higher salaries for the same job categories, better retirement benefits

### **No Advantage / Disadvantage – Approximately the Same Services**

- Children's programs – both have a wide variety of story times & crafts, class visits to library.
- Adult and teen programs would still happen but perhaps not as many.
- Literacy services – both have similar programs for adult literacy; our family literacy program is much better.
- Friends support groups could remain; probably the Library Foundation as well. (If the County were to close the Pioneer Room and move Literacy services to Vista, those two support groups would probably not survive.)
- City of Escondido would still own and operate library buildings, incl. maintenance, utilities, etc.

### **Disadvantages or Potential Disadvantages to Residents & City**

- Loss of local control
  - Board of Trustees would be dissolved.
  - Lines of communication with City would be lessened – what mechanisms will be in place to let the City Council & City Manager know what is going on?
  - Projected improvements (e.g., expanding the library) would have to be approved by the County Library and the Board of Supervisors if staffing levels, etc. are involved
  - Special projects, grants, etc. would have to have County approval
  - Possible loss of sufficient administrative staff needed to work on special projects & programs; would Escondido still get the same level of administrative attention? (Examples: Senior Experience Project; Re-Visioning Project; General Plan Update)
- Loss of revenue
  - Public Library Fund allocation would go to County Library
  - A portion of property tax collected in Escondido would go to County Library
  - Loss of fee revenue from circulating media items (County does not charge for DVDs, CDs or audio books)

- Loss of fee revenue from meeting rooms, interlibrary loan reimbursement
- Would competing with County residents slow down response times for getting best sellers, DVDs and other requested items, or would it speed it up?

## Questions/Issues To Be Addressed

- Who would own the contents of the library facilities, including the City's investments in
  - books, media items, etc.;
  - computers & servers, both for staff and public;
  - furniture & shelving
- Collection ownership
  - If Escondido retains ownership, what happens when the County Library begins purchasing books and media and the collection includes both owners?
  - If the County assumes ownership, will the City be compensated?
  - The County Library has a floating collection; will Escondido's books and DVDs end up in other County Branches, and theirs end up here?
- Computers
  - Who would provide computer support and maintenance?
  - Would library staff still be connected to Escondido's City network, or would they be on the County network?
  - If computers programs used by the County are different, who bears the cost to change Escondido computers over to County programs?

## Implementation Issues

- Integration of circulation – who would bear the cost for the integration?
  - County Library uses a different computer system than Escondido, so Escondido's patron database would need to be reformatted and merged with the County Library patron data – cost unknown
  - All 280,000+ collection items would need to be re-barcoded with the County Library bar codes and re-scanned into the County system – cost unknown
  - SD County Library is converting to RFID circulation; all 280,000+ Escondido collection items would need to have RFID labels and re-scanned into the County system, plus our self check machines would have to be converted to RFID capable – cost unknown.
  - Escondido would save approximately \$50,000 per year on cataloging and computer system maintenance; would the County's increased costs for adding a large collection and 750,000 transactions be charged back to Escondido?
- Several employees in Administration, Tech Services, Pioneer Room and Literacy would most likely lose their jobs. Other employees would be let go with the possibility, but no guarantee, of being hired back under the County. There may be some issues with the Escondido City Employees Association.

**LIBRARY BOARD OF TRUSTEES MEETING****Date:** August 12, 2010**Agenda Item No. 9e  
Request to Purchase Library Paintings****Recommendation:**

Determine whether to sell paintings and under what conditions.

**Background:**

A number of paintings by local artists have been donated to the Library over the years. Some of these are displayed in the Library, but many are stored because they are incompatible with hanging in the public area or no one wishes to use them in offices.

A local resident, who lives in a house formerly owned by one of our artists, has expressed interest in purchasing some of the paintings we have by that artist (Alta Smith Happ). As the paintings were donations to the Library, it is appropriate for the Trustees to exercise their right to dispose of them as you see fit.

The Library's art was appraised for insurance purposes in 1999, and this is the only indication we have of the value of the paintings. Staff recommendation is that, if you choose to allow sale of the paintings, that they be offered at the appraised value and the proceeds be deposited into the Trust Fund.

Here is a list of the paintings by Ms. Happ and their appraised value. We will have the paintings available for you to inspect at our Board meeting.

1. Sunflowers – oil on canvas, 38 x 28, \$175
2. Navaho Sheepherdess – oil on canvas, 24 x 18, \$250
3. Woman's head in an abstract background – oil on panel, 36 x 28, \$250
4. Mexican man eating watermelon – oil on canvas, 32 x 36, \$325
5. Woman watering a plant with pitcher – oil on canvas, 30 x 24, \$650
6. Green sunflowers – oil on canvas, not appraised.