



ESCONDIDO PUBLIC LIBRARY BOARD OF TRUSTEES

AGENDA

Thursday, January 14, 2010

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. (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** – We have received proposals for e-rate reimbursement from vendors and will be following up to take advantage of the e-rate discount.

6. **BOARD NEWS/ISSUES** – The terms of two of our trustees, Diane Yerkes and Gary Knight, will be expiring on March 31, 2010. An application can be found at www.ci.escondido.ca.us/government/boards/ex302.doc.

7. REPORTS FROM AUXILIARY GROUPS

- a. Serra Library System Advisory Board – Serra will meet on February 25. We have a new representative to the Serra Advisory Board from Escondido, Patrick O'Donnell.
- b. Friends of the Escondido Public Library – At their last meeting, the Friends Board funded two author programs, teen programs at the Branch, and a mural for the Teen area at Main. They plan on sending out the newsletter at the end of the month.
- c. Pioneer Room Friends – The Board did not meet in December, but they are meeting this month to work on their budget for the coming year.
- d. Escondido Library Endowment Foundation – The December Board meeting was canceled.
- e. Friends of Library Literacy Services – The Friends are working hard to organize Scrabble-Thon, scheduled for Saturday, February 13, 2010. The Trustees are invited to sponsor one or two teams, as in the past.

8. SIGNIFICANT UPCOMING EVENTS

<i>Date & Time</i>	<i>Location</i>	<i>Event</i>
Jan. 13, 4 p.m.	Council Chambers	Report to City Council on the budget shortfall
Jan. 18	All locations	Closed for Martin Luther King, Jr. holiday
Jan. 21, 12 noon	CCAE Conference Center	Annual Volunteer Luncheon – please RSVP!
Jan. 23, 2 p.m.	Turrentine Room	Mariachi Ole with author Gil Sperry
Jan. 27, 4 p.m.	Council Chambers	Possible date for Board report to Council on new library
Jan. 30, 2 p.m.	Turrentine Room	Lecture by Doris Martin, Holocaust survivor
Feb. 3, 4 p.m.	Council Chambers	Alternate date for report to Council on new library
Feb. 13, 8-5	Emmanuel Faith Church	Scrabble-Thon

9. CURRENT BUSINESS

- a. **RENOVATION PROJECT.** Review of progress to date & current plans.
- b. **LIBRARY PLANNING.** Update from staff regarding the Renewed Library Vision Project.
- c. **CITY AND LIBRARY BUDGET.** Update on budget situation and potential consequences.
- d. **SENIOR EXPERIENCE PROJECT.** Report on meeting with program director and update on progress.
- e. **ACCOMPLISHMENTS FOR 2009.** Review of library accomplishments for the past year, including basic statistics.

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 February 11, 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	February 11, 2010	2:00 p.m.	Library Board Room
Thursday	March 11, 2010	2:00 p.m.	Library Board Room
Thursday	April 8, 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
MINUTES
Thursday, December 10, 2009, 2:00 p.m.
Library Board Room

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

Members Present: Elmer Cameron, Alex Galenes, Diane Yerkes, Gary Knight, Stan Levy

Members Absent: None

Staff Present: Community Services Director Jerry Van Leeuwen (2:35 p.m.), City Librarian Laura Mitchell, Deputy City Librarians Jo Ann Greenberg and Cynthia Smith, Board Secretary Janet Rulien

WRITTEN/ORAL COMMUNICATIONS: None.

APPROVAL OF MINUTES FROM PREVIOUS MEETING: MSC Yerkes/Knight to approve the minutes from the prior meeting. Vote 5/0 in favor.

BOARD ADMINISTRATIVE ANNOUNCEMENTS: None.

PROJECT UPDATES: Greenberg reported on the e-rate application which would subsidize our broadband access for next fiscal year. It is a complicated process which involves preparing a new technology plan, approved vendors, etc. Knight reported on a meeting with Cox Communication's CEO regarding our pipeline, which is now at 15 mb and we need at least 50 mb.

BOARD NEWS/ISSUES: Mitchell reported she will be attending a workshop in Sacramento on broadband issues and connectivity for libraries in the state. This workshop is sponsored by and fully paid for by the Bill and Melinda Gates Foundation.

REPORTS FROM AUXILIARY GROUPS: Mitchell reported that Patrick O'Donnell from the Friends has volunteered to serve on the Serra System Advisory Board. There will be a meet and greet for author Richard Lederer at 10:00 a.m. this Saturday and then his program will begin at 10:30 a.m. He is promoting his new books *A Treasury for Dog Lovers* and *A Treasury for Cat Lovers*. The Board commended the Ray Bradbury book signing event as a significant program for our library to present.

SIGNIFICANT UPCOMING EVENTS: Mitchell encouraged the Board to attend our holiday pot luck on December 16th and also invited them to donate toward the family we are adopting for Christmas through North County Interfaith.

CURRENT BUSINESS:

Renovation Project: The media area has been cleared of materials and shelving. Our librarians are moving forward to plan the reference librarian office area. The north reading room will be getting a low wall with electrical outlets to allow the public to plug in their computers. The west wall mural in the Children's Room is finished, and Julia will be starting on the lobby.

Library Planning: The Board discussed the renewed vision for a library and viewed the latest slide show. Levy spoke of the meeting with the various community members and said it was a very engaged meeting. The Board discussed trying to get this renewed vision plan into the action phase. Van Leeuwen reported on a discussion with a professional fundraiser and the possibility of getting a contract with her for our benefit. Mitchell reported that we have found space for ELEF to have an office here in the library. A meeting of the library vision project management team is scheduled for next week.

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Agenda Item No. 3a
Minutes from Previous Meeting

Report on the Trust Fund: Levy gave background on his mission to define expenditures that are appropriate to the trust fund. He went over the Board's Bylaws and what it directs the funds be spent on. Currently we have about \$324,804. Levy does not want to limit or restrict the Board by making a list of what our priorities are for spending monies. Instead, he wants to leave it open to spend monies as determined by the Board at any particular time. Trust fund income from transaction-based reimbursement (TBR) has gone down from \$70,000 to \$1,700 per year. Levy said TBR compensates libraries for serving people who live outside of their service area. It appears that the imbalance between our residents using libraries outside of Escondido and people from outside using our library has gone way down. The Board would like to look at a review of trust fund expenditures at least four times a year.

Senior Experience Project: Mitchell spoke about her findings for this project and recommended a project to determine the library's image in the community and how to change it, if needed. This needs to be firmed up to meet a deadline next week. There is a reception at the CCAE next week where the students will present what they have already done in this program and several trustees and staff will attend. **MSC Levy/Knight to authorize payment of \$1500 to CSUSM and direct the Senior Experience Project to undertake a survey to determine the image of the EPL and make recommendations to change that image, if necessary. Vote 5/0 in favor.**

Equipment for Digital Services Librarian: The City has determined we will be unable to refill our digital librarian position. Donna Feddern, our current media/teen senior librarian, is willing to assume this job but needs to reduce her other work load. We will be promoting Joanna Axelrod to Librarian II and will have her take over teen duties in both libraries. We can also hire a part time librarian to fill in for Donna's time on the public desks. In order to revamp the website, we need a separate laptop for testing new programs. **MSC Levy/Cameron to fund a non-networked laptop computer not to exceed \$2,000. Vote 5/0 in favor.**

CITY LIBRARIAN COMMUNICATIONS: Mitchell said PLA conference is coming in March, 2009. It will be held in Portland, OR. Mitchell would like to fund at least three librarian's attendance. Mitchell also felt a Board member should attend. The Board was supportive and said to register Laura Mitchell, Jo Ann Greenberg and Cynthia Smith for the conference.

DEPUTY CITY LIBRARIAN COMMUNICATIONS: Greenberg reported that we have moved some events to January due to the postponement of closing the library for renovations. On January 23rd Mariachi 101: Mariachi for Gringos will be presented by author Gil Sperry. Holocaust survivor Doris Martin and her husband will be presenting her story on January 30th at 2:00 p.m. Smith said on January 9th the Pomerado Saxophone Quartet will perform at 3:30 in the afternoon. Margaret Esther will be taking over all of children's services, both here and at the branch, as far as collection development and programming.

Cameron noted that at the last general plan meeting they discussed quality of life standards and issues and he thought Mitchell did an excellent job educating the public and answering questions. He gave a brief synopsis of the meeting. Mitchell will be preparing new information on quality of life standards including technology, and will share this with the Board before presenting at future general plan meetings.

Adjourned: 4:08 p.m.

Respectfully submitted:

Gary Knight, Secretary

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LIBRARY BOARD OF TRUSTEES MEETING

Date: January 14, 2010

**Agenda Item No. 9a
Renovation Project Update**

Highlights:

- We are still scheduled to close for the air conditioning, etc., on either February 8 or 15. I hope to know later this week which is the correct date.
- Work will begin this week on the old video area, to turn it into the new reference office. We hope to have the librarians move there on January 29. Then we will clean and repair their old office to prepare for the new shelving for the Friends' Book Shop. The shelving is due to be installed the week of Feb. 15th.
- The carpet bid has been awarded to Workplace Services (Kuske), a local company. They actually did the carpet replacement back in the 1990's. The carpet job start date will depend on how long it takes the factory to make the carpet, but it could be as late as mid-April. If that is the case, we will probably have to reopen after the air conditioning job and close again for a shorter time for the carpet job. Not ideal, but we may not have a choice.
- An updated Task List is attached.

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Renovation Task List

Rev. 1/12/10 (Highlighted – need Building Maintenance or other City assistance)

HVAC

- Planned start date and library closure – Feb. 8 or Feb. 15

Carpet

- Bid awarded to Workplace Services (Kuske Company). Contract was approved by City Council on January 6th. We do not yet have a start date for the work.

Miscellaneous

- Write specs for painting interlocking ceiling tiles & ducts, get quotes; schedule in February
- Order and install stack lighting
- Order display units
- Finalize sign specs; prepare spec package, get three quotes, schedule work for February
- Lori Asper will order modular units & partitions; install partitions/cubicles in Tech Services, Customer Services, Literacy, Media – February
- Order boxes as needed to move/store books & materials
- Plans for public service desks finalized; Formica choices sent to Jerry. Work completed by Feb. 1

AREA PLANS

Children's Room

- Julia now working on Lobby mural – finish mid-January
- Prepare east wall for new mural – mid-January
- Upholstering chairs – complete by late January
- Research vendors for tent and jeep, get quotes, order (research decals)

Patio Area & Outside

- Get quotes for banners & order – Laura
- Schedule PW to install banners
- Get quotes for painting the outside of the library – Ira

Marketplace Area

- Install 4 sections new shelving behind old media desk – vendor, February 16-18
- Purchase new silk plants for area

Renovation Task List

Rev. 1/12/10 (Highlighted – need Building Maintenance or other City assistance)

Media Services Work Room

- Clean out Media work area and cupboards & get rid of unwanted equipment, etc. – February
- Clear out media work room wall area for painting – Media staff
- Install and move into new media work stations - February

New Reference Office Area

- Repair walls & paint for new Reference office area – before January 29
- Schedule electrical, cable drops & phone – before January 29
- Install new doors to make new office areas
- Cover windows into offices with film, bulletin board or vertical blinds
- Build wall & door to Paul's new office
- Glue down orange carpet strip temporarily
- Move reference librarians to new offices – January 29
- After Friends Shop is moved to new location, drywall over empty doorway
- Move fire extinguisher to other side of doorway to office
- Break up shelving to have three sections starting at door to office and space for end of desk
- Install new Reference Desk – February

Friends Book Shop

- Repair walls, paint area, cap off unneeded cable & phone drops – before February 12
- Install new shelving – vendor – February 16-18
- Move books from Friends Book Shop into new area; signs needed?
- Demo yellow shelving, move some to Shop work room (?), and surplus the rest

Media/Teen Public Area

- Move Internet computers & carrels to new area on other side of library – February/March
- Finish painting walls; cap off unneeded cable drops from old Internet area
- Install new Media Desk with cabinets behind
- Move CD display units to new location
- Move Spanish books and free-standing shelving to North Reading Room
- Move audio books to wall shelving, starting at end of Shop window and moving around wall
- Get oak shelving from pod & assemble; move feature films; demo old shelving

Renovation Task List

Rev. 1/12/10 (Highlighted – need Building Maintenance or other City assistance)

- Rotate booths to face other direction – February/March

Study Area – North Reading Room

- Surplus EUHSD bust – Janet

Spanish / Literacy Area

- Break up current audio book shelving into two units & move into Spanish area – February/March
- Determine layout of Spanish & Literacy books/media items and shift

Business Center

- Install new shelving on east wall; move business collection
- Reassemble old CD shelving (now in pod) and move into place
- Move copiers to new location
- Use old PR carrels and Teen Internet computer tables for database & new computers

Closing Procedure

- Develop handouts, press releases, signs, etc. to inform public
- Staff – develop plan for deploying staff while library is closed
 - develop list of clerical and physical tasks for staff & assign appropriately
 - Develop & schedule training for marketplace; i.e., roving (Cindy), displays (Emiko), etc.
- Plan & publicize grand opening

LIBRARY BOARD OF TRUSTEES MEETING**Date:** January 14, 2010**Agenda Item No. 9b****Library Planning****Recommendation:**

Receive progress report from staff regarding the Renewed Library Vision Project and discuss.

Background:

We had an interesting discussion at the Project Management Team meeting last week with a representative from Lowe Enterprises Real Estate Group. This firm has been funding development in various ways. One of the most recent was a 96,000 sf senior center and community center for the city of Compton including a 500 car parking garage, using Recovery Zone Facility Bonds and New Market Tax Credits, with the end result being a lease-leaseback arrangement for the City.

Our group was pretty energized by this presentation, as you can imagine. One issue with using RZFB is the short time line. Our City needs to pass a resolution identifying a "Recovery Zone" by January 31st. Then specific projects must be identified and be "shovel-ready" by summer. We have also asked our architects at Group 4 for an estimate of how long it might take to produce construction documents for phase 1 of our library project and how much that might cost.

Also, the Project Management Team has made an appointment for a phone conference with the architects for this Thursday, January 14 at 4:00 p.m., immediately after our Board meeting.

I've attached some handouts presented by the Lowe Group, for your information.

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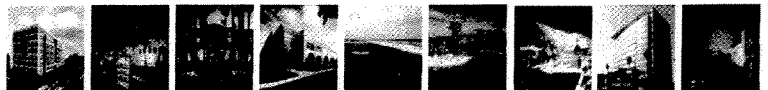
Lowe
Enterprises
Real Estate
Group



City of Escondido Presentation
January 7, 2010

About Lowe Enterprises

- Lowe is a thirty-eight year-old real estate development, investment and management firm headquartered in Los Angeles with 5 offices nationwide.
- Lowe has an executive staff of 250 persons
- Lowe operates within three groups
 - Lowe Enterprises Real Estate Group
 - Lowe Hospitality Group - *build hotels*
 - Lowe Enterprises Investors - *invests Calpers + Stirs funds*



Capital

- Funds
 - Six public pension funds.
 - Three existing co-mingled investment funds with over \$650 million in equity.
 - Lowe California Community Fund. A full discretion, Urban Infill fund with \$240 million in capital available.
 - Northwestern Mutual Life Insurance
 - US Bank
 - Teachers Insurance and Annuity Association (TIAA)
 - New Markets Tax Credits
 - \$45 million in allocation in 2009
 - Financial relationships for development and investment with:
 - Cascade Investment LLC
 - Shamrock Holdings
 - Government of Singapore
 - Kohlberg, Kravis and Roberts (KKR)
 - GE Capital Real Estate

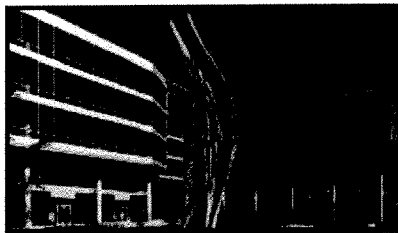


Capital Invested

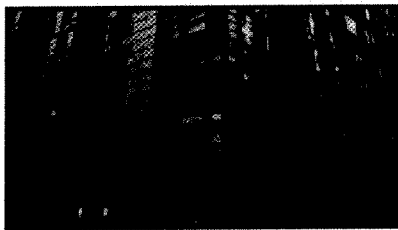
- Since its inception, Lowe has been responsible for developing and managing over \$8 billion in assets nationwide.
- Lowe has developed projects totaling \$2.2 billion.
- Lowe currently has \$2.5 Billion of commercial and hotel/resort properties under development.
- In the past 5 years, Lowe has acquired or is developing \$5.2 billion in real estate assets nationwide.
- Lowe has 9.5 million square feet of commercial properties and over 8,000 hotel rooms currently under management totaling in excess of \$3 Billion



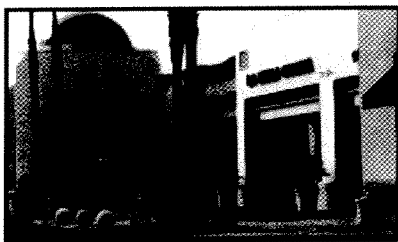
Lowe California Community Fund



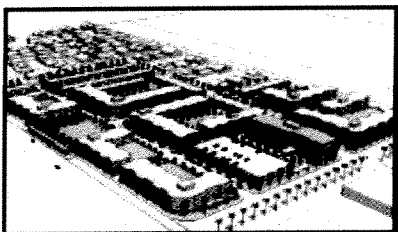
Mission Bay



City Vista



Desert Crossing



Duarte Towne Center

www.LoweEnterprises.com

LOWE CALIFORNIA COMMUNITY FUND

Lowe Enterprises Real Estate Group has significant discretionary capital to acquire \$300 million of value-added transactions in select markets. The fund seeks urban infill opportunities in California that are located in census tracts with less than 80% of the MSA median income and positively impacted by redevelopment trends. Our investment program capitalizes on the firm's vertically integrated operating and development capabilities together with an expanded investment platform which includes discretionary funds.

INVESTMENT CRITERIA:

Property Types: Mixed Use, Multifamily, Retail, Industrial, Office

Discretionary Capital: Transaction process and timing consistent with fully discretionary capital and current market standards

Investment Profile: Distressed, underperforming properties or whole loans/notes with a clear path to property ownership

Existing value added investments including unfinished developments, properties with extensive leasing exposure and/or demanding repositioning or capital program requirements

Redevelopment, adaptive reuse and/or assets with opportunities for additional development

Joint ventures considered

Size: \$15M to \$50M+ gross; larger transactions will be considered

Target Locations: Urban infill locations in low-moderate income census tracts

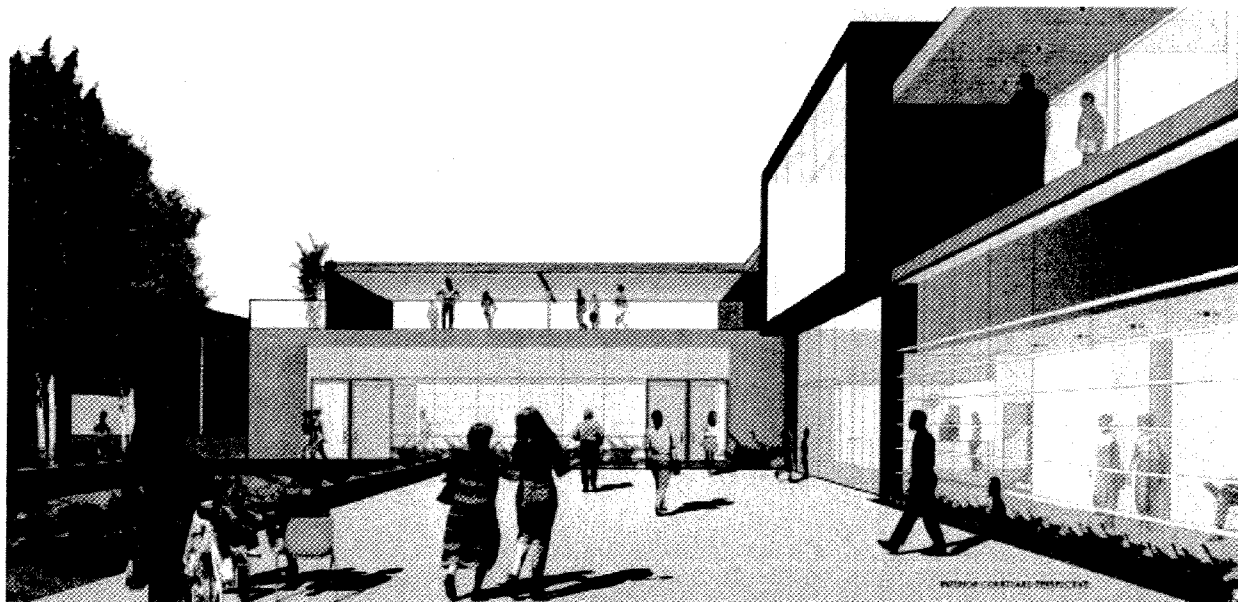
Target Markets: Los Angeles, Orange County, San Diego and Bay Area.

Target Returns: Upper-teen+ IRR (leveraged)

Operating Experience: Lowe Enterprises is headquartered in Los Angeles. The company has extensive investment and operating histories in these markets and we will invest in other target markets as opportunities warrant



Compton TOD



Compton Senior Center and
Community Center
Compton, CA.

In July 2009, Lowe Enterprises was awarded an Exclusive Negotiating Agreement for the financing and development of the Compton Community and Senior Center. The project, which is located at the Blue Line Station in the City, is considered a cornerstone in the redevelopment of the City. The project includes the construction of a 500 car parking garage for the use of both transit patrons and Seniors.

The conceptual plan calls for 96,000 feet of a community center and senior center space in a transit oriented setting plus an above grade parking structure. The site is located on two sites located near Willowbrook and Compton Blvd.

Lowe's investment strategy will focus on creating strong returns by developing an accessible, state of the art facility that brings a transit oriented., LEED development to the City of Compton.



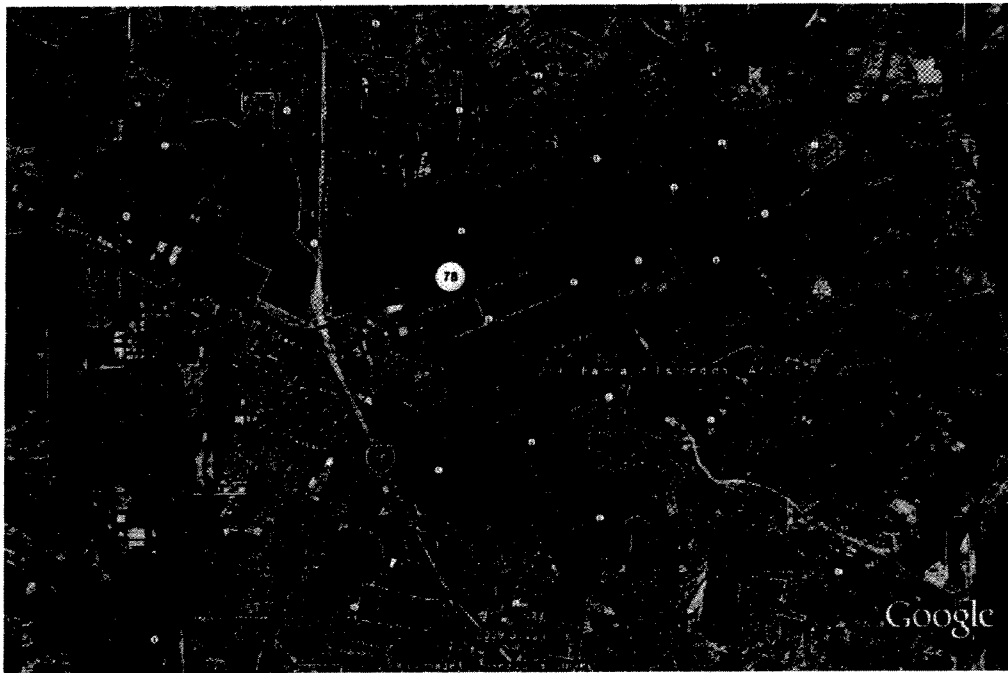
RZFB Update

- Recovery Zone Facility Bonds are for private projects
- Allocations were given by Treasury to Cities in excess of 100k population and Counties
- Escondido was not awarded allocation in initial round
- CDLAC is requiring all cities/counties with allocations to designate projects by Jan 31 or revert unused allocation
- Cities which did not receive allocation are 2nd priority to receive redistributed RZFB
- Projects must be CEQA and permitted by Summer 2010 and funded by 12/31/2010



New Markets Tax Credits

- Lowe Enterprises is a CDE and was awarded \$45 million by US Department of Treasury.
- Lowe has discretion on investing this capital
- Criteria is site specific and determined by census block group
- Lowe has analyzed Escondido and determined Escondido Central Library site is qualified and could receive NMTC funding



Lowe Concept

- Library can benefit from RZFB reallocation and NMTC leverage
- Lease Revenue Bonds can be used if RZFBs cannot be secured
- Develop Library as public-private partnership between Lowe and City of Escondido to specifications developed by City.
- Lowe will build and finance the project and utilize NMTC benefits. NMTC could bring as much as 25% of total project budget as benefit
- Lease the site back to City of Escondido on a 25 year zero amortization lease structure
- Affordable Housing could be placed above the site



LIBRARY BOARD OF TRUSTEES MEETING

Date: January 14, 2010

Agenda Item No. 9c
City & Library Budget

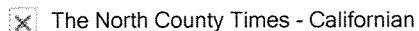
Recommendation:

Discuss update on budget situation and potential consequences.

Background:

I'm sure you've been reading the newspaper accounts of the City's loss of tax revenue and the resulting shortfall. The City Council will receive the full report at their 4:00 p.m. meeting tomorrow, and you may want to attend that Council meeting to hear the report first-hand.

I wish I could reassure you that the library will not be subjected to more cuts, but the truth is we still do not know how it will affect our budget. We should know more by the time of our Board meeting. We will, of course, do our best to minimize the impact on our employees and operations. In the meantime, I've asked the staff to stay positive and continue to put our best foot forward, as always.



ESCONDIDO: Plummeting revenue leading to emergency budget cuts, layoffs

Trims equivalent to \$8M required in \$80M annual budget

By DAVID GARRICK - dgarrick@nctimes.com | Posted: Saturday, January 9, 2010 5:35 pm

With tax revenue falling much faster than predicted, city officials say they must make roughly \$4 million in emergency budget cuts this winter.

Because the cuts will only affect the second half of the fiscal year that ends June 30, officials said last week they will be equivalent to \$8 million in cuts from the city's \$80.3 million annual budget ---- about 10 percent.

No decisions have been made, but Escondido City Council members said a significant number of employee layoffs would definitely be part of the mix.

The cuts could be softened with \$17 million that was set aside to subsidize a downtown luxury hotel, which city labor unions have been suggesting for nearly two years. But council members have balked, contending the money is for economic development that would increase revenue and help alleviate the budget crisis.

The city saved \$2 million per year by laying off 25 of its roughly 800 employees last winter, so about 100 layoffs would be required to save \$4 million over six months. Most employees have already taken 5 percent voluntary pay cuts, had scheduled pay increases cancelled and had their retirement funds slashed.

Possible considerations include cutting recreation programs, libraries, money given to local nonprofits, code enforcement and parking enforcement, and hiring outside firms for tree trimming and street repairs.

City officials vowed not to cut libraries any deeper last spring, when weekly hours were reduced from 57 to 42 at the downtown library and from 36 to 15 at the East Valley branch.

But that was before sales tax revenue began falling even faster than expected. Sales tax revenue has been falling at a rate of roughly 20 percent when 2009 is compared with 2008, but city officials predicted a drop of roughly 7 percent. And sales tax revenue has tumbled from \$25.6 million per year to less than \$19 million per year since 2006.

City officials closely monitor sales tax revenue because Escondido, which has nearly 20 auto dealers and the Westfield North County regional mall, relies on that money more than most cities to pay for police, fire, libraries and other services.

City officials have strived to avoid cuts to police and firefighting, but Mayor Lori Holt Pfeiler said that may be impossible this time around because police and firefighting make up 70 percent of the city's budget.

The city could soften the cuts by dipping further into savings, but city reserves have dropped from \$40 million to less than \$20 million in three years. The only reserves still available are \$17 million, which had been set aside to subsidize a luxury downtown hotel.

Council members said last week that some of the hotel money would almost certainly be part of the solution, but they also said it would be a much sounder approach for the long term to significantly reduce expenses.

The possible cuts will be tackled next month by the council's budget subcommittee, which will have a new member: Councilwoman Olga Diaz will replace Pfeiler at Pfeiler's request.

Pfeiler said she made the switch to increase the chances that the full council would approve the proposed cuts after they are crafted by the subcommittee.

Last year, the cuts that Pfeiler and Councilman Dick Daniels selected on the subcommittee were rejected by a council majority of Diaz, Sam Abed and Marie Waldron. Pfeiler said having Diaz on the committee might prevent another stalemate.

"My thinking was that if we continued down the same path as last year that we'd end up in the same place," the mayor said.

But Abed said Pfeiler's decision was politically motivated and that she was bailing on the subcommittee just when her experience and expertise were most needed.

"She put us in this situation by not making enough cuts last year, and now she's leaving," said Abed, who has previously lobbied to dissolve the subcommittee and have the full council craft the cuts.

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Diaz said she was eager to put her accounting background to work on the budget crisis, but she also said she was expecting a particularly unpleasant process.

"There are going to be some unsavory cuts on the table," she said. "Rather than hoping things will get better, we've got to prepare for it being several years before we get back to where we were."

Diaz said she planned to target code enforcement, driver's license checkpoints, parking enforcement and the Police Department SWAT team. She also suggested that tree trimming and street repair work should be "outsourced."

Daniels said that "any and all options will be explored," but he declined to cite any specifics.

Both subcommittee members said they could not imagine a scenario that didn't include layoffs.

Abed, who consistently lobbies for deeper cuts than his colleagues, suggested further recreation cuts, less money for nonprofits and narrowing the city's focus on core services such as police, fire and public works.

Call staff writer David Garrick at 760-740-5468.

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LIBRARY BOARD OF TRUSTEES MEETING**Date:** January 14, 2010**Agenda Item No. 9d
Senior Experience Project****Recommendation:**

Receive report on meeting with program director and discuss how we will proceed.

Background:

Dr. James Hamerly from CSUSM met with me, and we agreed on the following parameters for the library's Senior Experience Project.

Project Name: Escondido Public Library Market Research

Sponsor Contact: Laura Mitchell; Email: lmitchell@escondido.org; Phone: 760-839-4834

Administrative Project Description: Market and customer research for Escondido Public Library leading to marketing recommendations.

Problem Statement: The Escondido Public Library's image may be outdated and detrimental to future fund raising and balloting efforts. The library has been trying to find a way to build a larger facility for nine years. Several plans have surfaced and the City government is supportive. However, funding to complete the project has not materialized and the City's finances are in bad shape with the current economy. The Board of Trustees and the Escondido Library Foundation feel that mixed sources of funding for the project are needed, including some money from the City capital reserve, some from a capital campaign to raise donations, and some perhaps from a local ballot measure (which would need a 2/3 vote to pass). In order to raise millions of dollars or pass a bond measure, the residents of Escondido need to be behind the project. However, there seems to be a perception among some residents that libraries are outdated with the onset of technology and that they are dusty, outmoded, and a haven for the homeless. We need to find out if this is really true and, if so, how widespread it is, as well as figure out a way to counter this perception.

Key Objectives: Here are some possible objectives - certainly subject to revision:

- a. Determine how Escondido residents view the library now & in the past – both the good and the bad, by conducting surveys, focus groups, etc. and comparing to the library's 1997 random phone survey results.
- b. Determine what services & features people want from the library now and in the future.
- c. If time permits, develop a marketing plan to brand the library with a positive, up-to-date image (might include logo, slogan, elevator speeches, PR plan).

Timeline: The Senior Experience teams will be shortly reviewing the project proposals, and they expect to begin matching teams to projects in the upcoming weeks. Here is the detailed timeline:

- Monday January 25th: All projects matched; when we should expect to receive notification.
- Week of January 25th: Our student team will contact us to arrange the first meeting.
- Monday February 1st: First possible meeting date with our team.

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LIBRARY BOARD OF TRUSTEES MEETING**Date:** January 14, 2010**Agenda Item No. 9e
Library Accomplishments for 2009****Recommendation:**

Receive progress report regarding Library accomplishments.

Background:

Even though our personnel and hours were cut, we still made a lot of progress during the past year. I'm very proud of our staff for the way they continued to provide excellent services in the face of all the obstacles with which we had to deal.

Overall

- Weathered budget cuts resulting in decreased staffing and fewer materials; fewer service hours
- Developed cross training & new assignments to counteract short staffing due to budget cuts
- Established the new library vision: ELEF & Library Board collaborated with Group 4
- Participated in Hire a Youth Summer Work Force Program
- Joined the Escondido Collaborative and participated in Mark Twain Week
- Received a grant to restore online homework help (Brainfuse)
- Regularly sent out E-Newsletter via Constant Contact
- Published articles in Escondido Magazine & Downtown DBA Magazine
- Opened the Library Career Center by working with the San Diego Workforce Partnership & the North Inland Career Center
- Library Renovation – ceiling tiles, paint, upholstery, lights; stairwell, restrooms renovated; Renovation Project Team Meetings; new displays, furniture (teen & children) & CD display; new AV equipment in Turrentine Room; upgraded network cabling; reading room pony wall; increased electrical outlets for plans for partitions and media workstations
- Received Picturing America Photo Gallery grant from National Endowment for the Humanities
- Participated in Take Our Daughters & Sons To Work Day & Escondido COMPACT Job Shadow Day
- Partnered with Patio Playhouse to present two productions at the Library
- Streamlined fines, fees & loan periods
- Summer & Winter Food for Fines (a record of 83 boxes in December)
- Library Stimulus Program – to forgive 50% of fines owed during one month; received many returned items as a result
- Streamlined statistics data collection and reporting
- Participated in Volunteer Match online volunteer recruitment program resulting in a dozen new high level volunteers
- Reinstated Volunteer Appreciation Program (Volunteer Luncheon), thanks to support groups

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Customer Services/Circulation:

- Installed and tested self-check machines; reconfigured and reorganized Checkout & Customer Service Area; staff training; patron education on self checkout system
- Began integration of Marketplace concepts; began "Greeter/Roamer" functions
- Interviewed, processed, and added 40 new volunteers to the general Library work force and 50 teen volunteers for the Summer Reading Program
- Provided Senior Outreach services to 3-4 local retirement homes
- Provided Pre-K outreach to local school
- Undertook a major shifting and relocation of the library's collection; Integration of oversize materials into the regular collection
- Placed new bar-codes on thousands of front covers of books & media items

Adult

- Hot Summer/Cool Concert Series
- Book Discussion Groups: 2nd Tuesday Book Club & Rincón Literario
- Digital Story Station Grant Project
- Author Visits: Cloris Leachman, Ray Bradbury, Paul Walker, NCAP Local Author Extravaganza, Susan Lankford, Richard Lederer
- New library databases with Gale

Children

- Día de los niños – community event; partnered with City's Neighborhood Services Division and community organizations
- Children's Room renovation: paint, new lights, shifting materials, mural, created distinct areas for children geared toward stages of child development
- Successful Summer Reading Program: increase in participation and completions
- Successful Teen Volunteer Program
- Partnership with Escondido COMPACT at Main & EVB
- Children's Room Mural
- School tours continued at Main & EVB
- San Diego Symphony visit
- Regular Children's Programs: Miss Nona Storytime, Miss Merilee Storytime, Cowboy Charlie, Bilingual Storytime, Chess Club

Teen

- Successful Summer Reading Program
- In Be(T)ween Book Club
- Crafty CATS

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- Increase in teens reading

Literacy

- Scrabble-thon
- Families For Literacy Summer Series
- Bookmobile outreach: Jaycee's Parade, Escondido Street Fair, Macy's Program
- Reading Is Fundamental book giveaway program
- Adult tutoring
- Reinstate/continue ESL classes
- Born to Read Program
- Jr. Scrabble Tournament
- Guys Read Program
- Book discussions at Senior Center

(Note: Loss of Americorps volunteers will heavily impact the Literacy Services in the coming year.)

East Valley Branch

- Weathered decrease of 58% of hours & loss of part time staff
- Increased usage of branch services per hour by almost 100%
- With help from the City's recycling program hired two part-time staff, which significantly relieved staff workload
- Continued to offer teen & children's programs on every open day
- Weeded children's, teen & adult collection; preparation to integrate oversize books with rest of collection