



ESCONDIDO PUBLIC LIBRARY BOARD OF TRUSTEES

AGENDA

Thursday, October 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** – A new pilot project, *Text A Champion*, has been launched. Now residents can get quick info on the go by texting Escondido Public Library's librarians. Save (760) 237-8853 on your cell phone and text during the library's open hours.

6. **BOARD NEWS/ISSUES** – Change November meeting date to November 18.

7. REPORTS FROM AUXILIARY GROUPS

- a. Serra Library System Advisory Board –Serra Administrative Council will next meet on November 18th.
- b. Friends of the Escondido Public Library – The Friends this month gave us a check for \$35,000 for books, plus funding children's programs through the end of the year and continuing Rincon Literario for another six months. We love them!
- c. Pioneer Room Friends – The PR Friends calendar sales at the annual Grape Day celebration were brisk. Their annual meeting is on Tuesday October 19th at 6:00pm at the Mathes Center, with featured speaker Lucy Berk.
- d. Escondido Library Endowment Foundation – The ELEF decided to postpone their street event fund raiser till March, because the time was just too short to do one in October.
- e. Friends of Library Literacy Services – The Friends' wine & cheese reception was canceled because of low response. They will begin discussions on Scrabble-thon in the coming month.

8. SIGNIFICANT UPCOMING EVENTS

<i>Date & Time</i>	<i>Location</i>	<i>Event</i>
October 11	All locations	City holiday – library open!
October 12, 6 p.m.	Turrentine Room	New Voter Workshop, pres. by Literacy with LWV
October 16, 10 a.m.	Turrentine Room	Book Publishing 1-2-3, workshop with editor
October 19, 1 p.m.	Turrentine Room	Workshop: Winning in Tough Financial Times
October 19, 6 p.m.	Mathes Center	Author Lucy Berk, Grape Day Festivals
October 30, 3:30 p.m.	Board Room	Author J. P. Santos, biography book discussion
November 2, 6 p.m.	Turrentine Room	Author James Huston, military thrillers
November 3	Main Library	Wall of Stars, remembering veterans

9. CURRENT BUSINESS

- a. **SNAPSHOT DAY.** Report on a day at the library, including statistics and photos.
- b. **SOFTWARE FOR SUMMER READING PROGRAM.** Approve purchase of Evanced Summer Reader module from the Trust Fund Technology Account in the amount of \$2200.
- c. **LIBRARY & TECH CENTER PLANNING.** Progress report; architect short list.
- d. **FINE FREE FRIDAYS.** Discuss concept of waiving fines one Friday every month.

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 November 18, 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	November 18, 2010	2:00 p.m.	Library Board Room
Thursday	December 9, 2010	2:00 p.m.	Library Board Room
Thursday	January 13, 2011	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, September 9, 2010, 2:00 p.m.
Library Board Room

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

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

Guest: Patrick O'Donnell, Serra Administrative Council Representative

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

ELECTION OF PRESIDENT & SECRETARY OF THE BOARD: Diane Yerkes is unable to serve as President of the Board at this time. **MSC Galenes/Cameron to nominate Gary Knight as the new President. Vote 4/0 in favor with Knight abstaining.** Diane Yerkes volunteered to act as Secretary.

WRITTEN/ORAL COMMUNICATIONS: The Board discussed the recent letter of complaint from a patron that was unhappy about the removal of a particular author's books. The Board directed Mitchell to send a letter from the Board and describe our weeding criteria and thank her for her interest in the library. The Board generally discussed our policies for keeping the collection current. The Census Bureau thanked us for our assistance with the 2010 census.

APPROVAL OF MINUTES FROM PRIOR MEETING: **MSC Levy/Cameron to approve the minutes, Vote 5/0.**

BOARD ADMINISTRATIVE ANNOUNCEMENTS: None.

PROJECT UPDATES: Two of our Board members are still not receiving the Library's electronic newsletter. We will continue to work on this problem.

BOARD NEWS/ISSUES: The ALA Mid-Winter Conference is in January. Galenes volunteered to attend a one day session called "Beams & Bytes." **MSC Levy/Yerkes to fund Galenes to attend the ALA "Beams & Bytes" session and two staff members to the overall conference. Vote 5/0 in favor.**

REPORTS FROM AUXILIARY GROUPS: Patrick O'Donnell, our Serra System Advisory Board representative, attended the meeting to give a report on the Serra Administrative Council meeting. He is appointed for a two year term. He noted that the library should be proud of the support the City gives to us. Cameron reported that The Friends made \$1100 at its recent sidewalk sale. The Board commented on the condition of the library grounds and landscaping and noted many deficiencies due to short staffing.

CURRENT BUSINESS:

Audio Book Survey: Mitchell went over the results of the survey and a broad discussion was held on the use of electronic resources and cutting edge technology. This item was

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placed on the agenda to give the Board technical information and get their input. The Board concurred with need to add online services and directed Mitchell to continue researching the cost of downloadable e-book and audiobook systems. The Board is considering paying for this cost from the trust fund once we have determined a price.

Technology & Tech Center Planning: Feddern gave a presentation on how we are using the new iPad in reference and how we are using different electronic devices to educate and train our staff and the community as well. Mitchell requested funding for the Centurion Smart Shield manager we use to keep the public computers clean of viruses. **MSC Galenes/Yerkes to fund this upgrade for \$2,352.00, Vote 5/0 in favor.** A lengthy discussion was held on the concept of incubators and the future of libraries, especially as it relates to our new library building.

Holiday Hours for Fall & Winter: The City holiday schedule is not conducive to public service and our library. We have contacted Human Resources and the Employees' Association and have changed the City holiday schedule for the library to the day after Thanksgiving, November 26th instead of Columbus Day October 11th, and the Christmas holiday will be observed on Friday, December 24th and not Thursday, December 23rd. **MSC Levy/Yerkes to approve the modified holiday schedule, Vote 5/0 in favor.**

Report on Library Career Center: Greenberg reported on her presentation to the California Workforce Association meeting in Monterey on partnering between workforce groups and libraries. Our partnership with the North Inland Career Center has been recognized as a model for other libraries, and Greenberg will also be speaking at the CLA Conference in November.

CITY STAFF COMMUNICATIONS:

City Librarian: Mitchell noted that Nancy Beddingfield, our volunteer marketing consultant, is moving to Idyllwild. She has been a great asset.

Deputy City Librarians: Smith reported that we are negotiating for the children's senior librarian position. Greenberg reported that we would be working with the state library on "Snapshot Day" and gave a brief overview. We now have two librarian volunteers working with us, one at the Pioneer Room and one in Media.

Adjourned: 4:07 p.m.

Respectfully submitted,

Diane Yerkes, Board Secretary

LIBRARY BOARD OF TRUSTEES MEETING**Date:** October 14, 2010**Agenda Item No. 9a****Library Snapshot Day****Recommendation:**

Receive report on California Library Snapshot Day.

Background:

California Library Association asked all California libraries to collect usage data, photos, and patron testimonials on California Library Snapshot Day: Monday, October 4 or another day that week.

The purpose was to help CLA capture data to create a compelling picture of library services in California. The results, which will show how many people use California's libraries on a given day, will provide a critical and invaluable advocacy tool for us all. CLA plans to use the data to advocate with legislators at the state and local level, and to demonstrate the value and importance of libraries to California's citizens. We will also be able to use the statistics and photos in local advocacy efforts.

Here at Escondido Library, we participated on Tuesday, October 5th, in order to include the East Valley Branch and the Pioneer Room. Here are some of the statistics we collected.

Snapshot Day Statistics – October 5, 2010

	Main Library	East Valley Branch	Pioneer Room / Career Center	Bookmobile	Total
Door count	1,998	396	16	23	2,433
Items checked out	1,975	520	0	19	2,514
Items renewed	377	33		4	414
New cards added	39	6		7	52
Programs	4	1		1	6
Reference questions					274
Web site accessed					946
Library card holders	91,340	14,857			106,197
Internet card holders	2,976	622			3,598

We will also have a slideshow of photos taken during the day which will be presented at the Board meeting. We are looking at refining this information to comprise the Board's desired report to the City Council.

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LIBRARY BOARD OF TRUSTEES MEETING

Date: October 14, 2010

**Agenda Item No. 9b
Evanced Summer Reader Program**

Recommendation:

Approve initial purchase of Evanced *Summer Reader* module from the Trust Fund Technology Account in the amount of \$2200. Subsequent years will be paid with City funds.

Background:

This year, the Children's Department had 3,000 children and teens participating in the Summer Reading Program, and it is probable that next year will surpass this year. With these record numbers, it has become increasingly difficult to manage the summer reading program manually.

The Children's Department would like to purchase a new software module, *Summer Reader Program Management* from Evanced Solutions. The library currently uses Evanced Solutions for *Calendar and Event Management* as well as *Room Reserve Scheduling* and have found this software to be very useful and time saving.

Summer Reader boosts participation in the summer reading program by offering online registration option and facilitates in-house registration, streamlining the staff workflow. It provides comprehensive statistics collection and reporting, manages registration forms, and provides certificates of participation and completion.

The annual cost is \$2,200 per year which includes all hosting fees, installation, support, upgrades, free training, and all tools and widgets to run as many programs we need. The regular City budget will pay for subsequent years.

LIBRARY BOARD OF TRUSTEES MEETING

Date: October 14, 2010

**Agenda Item No. 9c
Library & Technology Center Planning**

Recommendation:

Review progress report on the new library project; architect short list.

Background:

Requests for statement of qualifications were sent to 20 architectural firms which have accomplished significant library construction projects within the past few years. Of those, we received 15 responses, and we have since narrowed the field, and the four top-scoring firms at this point in time are:

- Carrier Johnson
- Group 4 Architecture
- Rob Wellington Quigley
- Tetra IBI

The packet sent in by these four will be available for perusal at the Board meeting. Interviews will be scheduled with 3-4 of these, and negotiations will begin with the firm chosen to determine the exact scope of work and the cost. If we cannot come to an agreement with the top firm, we are able to go to our second choice.

By the time of the November Board meeting, we should have chosen a firm. Most of the firms that submitted a schedule showed this project ending between April and June of 2011.

LIBRARY BOARD OF TRUSTEES MEETING**Date:** October 14, 2010**Agenda Item No. 9d****Fine Free Fridays****Recommendation:**

Discuss concept of waiving fines one Friday every month; provide direction to staff.

Background:

Fine Free Friday is a program in use by San Diego County Library; it has been in place for about 2 years now. It started as a pilot program and was successful so they decided to continue it. Any overdue items brought in on the last Friday of each month are accepted and forgiven all fines.

Our Senior Customer Services Supervisor, Emiko Kauz, researched the program by interviewing Bertha Huertero, San Diego County Library Circulation Services Manager, and several managers at nearby County Branches. What she found was very positive, and we would like to try this at our library. If approved, the plan is to start in January.

Especially during these difficult economic times, it permits patrons who have fallen on hard times and cannot afford to pay even fines of \$10 to return as a patron in good standing and begin to borrow materials for work, school or entertainment once again. County staff were amazed at the number of patrons that are coming back to the library after 4 or 5 years, because they can no longer afford to buy books, they cannot afford internet service, and they cannot afford DVD rentals. This program eases their return.

Positive results of their program:

- Return of long lost materials
- Good customer service and public relations
- Permits "flexibility" for truly hard luck situations while still holding the patron minimally responsible.
- They have found the FFF program to be revenue neutral.
- Staff perception vs. reality—frontline staff felt that the same people would abuse the system and that circulation stats would be affected negatively by FFF, because people won't bother to renew their items.
 - They found that, while there will always be scofflaws who take advantage, many more patrons are tremendously grateful for this opportunity to clear their accounts.
 - Statistics do not reflect a negative impact on renewals.

Issues with implementation:

- First 6 months were very stressful—both staff and public had to be retrained.
 - Only materials returned on Fine Free Fridays are eligible for this program. Initially, this was the biggest argument that staff had with patrons—eventually, the public grasped the concept, but this needs to be clearly stressed in all publicity materials and by staff.
 - FFFs include items that were dropped into bins after closing on Thursday night and after closing on Friday since there was no way to know whether these items had actually been returned on Friday.
 - Patrons are still responsible for previous fines/fees on their library accounts.

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- Wiggle room—as always, leeway is given to frontline staff to make judgment calls. (Example: Patron leaving for military duty on Friday who brings in materials on Thursday.)
- Initially, the fine-clearing process was time consuming

Branch Staff Comments:

Sandy, Valley Center Library librarian:

- **Upside:** Get materials back; get people back in and using the library once again; patrons seem to like it a lot; program creates a lot of good will.
- **Downside:** Some patrons will hold items until FFF (though, this is not a big problem in Valley Center); patrons immediately catch on to this “loophole;” doesn’t “change” patron behavior—bad patrons are still bad patrons, but it gives good patrons a break.

Rick, Valley Center Library circulation:

- From a circulation perspective, it is very busy on FFFs and it is getting busier all the time.

Angelica, San Marcos Library reference:

- A “lot” of lost items are returned on FFFs; customers really seem to appreciate this program; they see a lot of patrons they haven’t seen in a long time—it gets patrons back into the library; FFFs are one of their busiest days.