



ESCONDIDO PUBLIC LIBRARY BOARD OF TRUSTEES

AGENDA
Thursday, March 10, 2011
2:00 p.m.
Board Room

1. CALL TO ORDER

- 2. WRITTEN / ORAL COMMUNICATIONS.** At this time the public may comment on items not appearing on the agenda. State law prohibits the Board from discussing or taking action on such items, but the matter may be referred to the staff or scheduled on a subsequent agenda.

- 3. APPROVAL OF MINUTES FROM PREVIOUS MEETING.** *Attached.*

4. BOARD ADMINISTRATIVE ANNOUNCEMENTS

- 5. PROJECT UPDATES** – The preparation continues for downloadable audio books. Expected start has been delayed because our vendor is merging with another company.

- 6. BOARD NEWS/ISSUES** – The City Council will be making appointments for the Library Board and the Historic Preservation Commission at their March 16 meeting. Since the Council has already interviewed the applicants last year for the two boards, there will not be any interviews this year.

7. REPORTS FROM AUXILIARY GROUPS

- a. Serra Library System Advisory Board – Serra Administrative Council will be meeting again in March at the upcoming Sustainable Libraries conference to assess the budget situation. Also, Serra will receive funding to start downloadable e-books for system members. There will be a pool of e-books at a web site, and patrons at all the Serra libraries will have access; this will begin later this year after details are completed.
- b. Friends of the Escondido Public Library – The Friends reviewed their Shop book selection policy at their last meeting because they received a complaint about a book. They are developing a complaint form which will refer complainers to their Board. If the Friends Board can't mollify the person, the complaint may be referred to the Library Board of Trustees, as the final arbiter of what goes into the library.
- c. Pioneer Room Friends – The PR Friends are still recruiting additional Board members.
- d. Escondido Library Endowment Foundation – The ELEF put on a donor recognition event on Sunday, March 6th to dedicate the "Library Giving Tree." The "boulders" and plaques are now installed.
- e. Friends of Library Literacy Services – The Scrabble-Thon had another successful event, with proceeds about \$7000.

8. SIGNIFICANT UPCOMING EVENTS

<i>Date & Time</i>	<i>Location</i>	<i>Event</i>
March 6-12	Main & Branch	Teen Tech Week programs
March 12, 3 p.m.	Turrentine Room	Concert: Semisi & Fulabula (Polynesian)
March 16, 4:30 p.m.	City Council Chambers	Budget discussion & Board appointments
March 25, all day	All locations	Fine Free Friday

9. CURRENT BUSINESS

**Library Board of Trustees
Meeting Agenda
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- a. **STATE BUDGET.** Update on how proposed state budget cuts may affect our library.
- b. **CITY AND LIBRARY BUDGET.** Review and discuss draft library budget.
- c. **LIBRARY PLANNING PROJECT.** NC Times editorial and discussion.
- d. **RECOGNITION FOR LIBRARIAN AXELROD.** Council presentation March 16.

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 April 14, 2011

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	April 14, 2011	2:00 p.m.	Library Board Room
Thursday	May 12, 2011	2:00 p.m.	Library Board Room
Thursday	June 9, 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, February 10, 2011, 2:00 p.m.
Library Board Room

CALL TO ORDER: Board President Knight called the meeting to order at 2:04 p.m.

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

Members Absent: Diane Yerkes

Staff Present: Director of Community Services Jerry Van Leeuwen, City Librarian Laura Mitchell, Deputy City Librarian Cynthia Smith, Board Secretary Janet Rulien

WRITTEN/ORAL COMMUNICATIONS: None.

APPROVAL OF MINUTES FROM PREVIOUS MEETING: MSC Cameron/Galenes to approve the minutes as written, Vote 3/0.

BOARD ADMINISTRATIVE ANNOUNCEMENTS: The Board of Trustees appointments will be in March. The appointment process was discussed and Galenes would like to review applications on an informal basis. Knight announced that SDNEDC will be moving into the old police department building next month.

PROJECT UPDATES: Mitchell announced the downloadable audio books will be available for check out at our library very soon. We are finalizing some technical issues. Cameron noted he used the county system and that it is very difficult to use, especially the first time. Our audio book vendor is also setting up an audio book tutorial program, so we are hoping that will make it easier for our patrons. Knight asked about the status of the library roof and was told that the specifications are now being prepared.

BOARD ISSUES/NEWS: A CALTAC conference announcement is in the reading folder and all trustees are invited to attend if they wish.

REPORTS FROM AUXILIARY GROUPS: The Board reviewed the groups' activities. Mitchell spoke briefly about a customer complaint about the types of books The Friends sell. They have developed a policy and a complaint form. If a complainant is still not happy, the LBOT would be the governing body to make a decision.

SIGNIFICANT UPCOMING EVENTS: The Board was notified that the City Council will be discussing the budget direction at their meeting on February 16th at 4:30 p.m.

CURRENT BUSINESS:

State Budget: Mitchell discussed the California Library Association's position regarding budget cuts and noted that most libraries are expecting the cuts. Cuts to state library funding would also mean losing matching federal funds for libraries. Escondido Library could stand to lose \$48,000 in literacy funds and \$50,000 in PLF in the worst case scenario. We are hoping for more information from the state by March 1st.

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City & Library Budget: Mitchell thanked Galenes for putting together the City Council members' comments from their January 26, 2011 budget discussion. Mitchell said she was directed to develop an estimate on how much we would save by closing EVB, which she turned in on Monday. Her scenario was to find maximum savings, including gutting the building. The Council has made it very clear that they want the library to be efficient and be open on Sundays and are willing to look at outsourcing library services to the County or LSSI. The Finance Director will be presenting budget scenarios on the 16th of February for the entire city; several Board members indicated they will be in attendance.

Library & Technology Center Planning: Mitchell talked about the scope of work and project implementation. The February 23rd meeting will involve an expanded Task Force, including people who can contribute to the vision and people that are vested in the project.

Staff Expenses for ALA in June: Joanna Axelrod is a finalist for the American Library Association's top "Movers and Shakers" in public and academic libraries and is being appointed to a teen committee in ALA. The Board expressed appreciation for her work and approved reimbursement for Axelrod to attend the ALA Conference in June. They requested she attend a Board meeting afterwards and make a presentation, including the future of teens in libraries. **MSC Cameron/Galenes to fund expenses for Axelrod to attend the ALA New Orleans conference, Vote 3/0.**

Support for Volunteer Luncheon: **MSC Cameron/Galenes to finance up to \$1,500 for the volunteer luncheon, Vote 3/0.** The Board said that this was an extremely important event that they want to support every year.

City Staff Communications:

Deputy City Librarian Smith: Knight suggested that the Board do some type of commemoration for Joanna Axelrod's recognition in Library Journal as a "Mover and Shaker." Staff is planning on recognizing Alexrod at a City Council meeting. East Valley Branch has had quite a bit of work done to replace the roof and HVAC systems. Next week Smith will be at Library Leaders/Community Conveners in Sacramento. This April 9-16 is National Library Week; we will have a resolution at City Council on April 6th and we would like a trustee to receive it and speak on the importance of libraries. Smith is also working with the Chamber of Commerce and others to present a forum on educational resources in the area. Please save the date – the forum is scheduled for April 5th from 8:30 to 10:30 a.m.

Adjourn: 3:45 p.m.

Respectfully submitted,

Diane Yerkes, Board Secretary

**SPECIAL WORKSHOP
ESCONDIDO PUBLIC LIBRARY BOARD OF TRUSTEES AND THE
ESCONDIDO LIBRARY ENDOWMENT FOUNDATION
MINUTES**

**Friday, February 18, 2011, 10:30 a.m.
Library Board Room**

CALL TO ORDER: Board Secretary Yerkes called the meeting to order at 10:35 a.m.

Members Present: Elmer Cameron, Alex Galenes, Diane Yerkes

Members Absent: Gary Knight

Staff Present: City Librarian Laura Mitchell

Others Present: Escondido Library Endowment Foundation members Jack Anderson, Chairman, Shirlee Downey, Marta Palmerton, Judi Anderson, Jerraldeane Quon, Hannah Gailey, Jet Gailey, Cristina Coleman

WRITTEN/ORAL COMMUNICATIONS: None.

APPROVAL OF MINUTES FROM PREVIOUS MEETING: Minutes from meeting of February 10, 2011 not yet available.

WORKSHOP:

Library & Technology Center Planning: Board members present discussed the direction provided by Council in not approving the proposed contract with Group 4 Architecture to proceed with the Library planning project. The Council had indicated that they wished to postpone the project until the budget situation was more settled, because of the concern that any plan developed would be outdated before the City is able to proceed with constructing the library addition.

Members discussed that important avenues of financing, such as fund raising, depend on completing the conceptual plan and obtaining deliverables associated with the work product. Trustees and members of ELEF Board agreed that they should return to Council in a few months to better explain the need for the project and to request that the proposed contract be approved. Funding for the planning project is authorized from the Public Facilities Fee revenue, which is reserved solely for infrastructure needs related to new growth in Escondido and is not related to the City's operating budget.

Accordingly, all work on the project will be suspended pending the outcome of a future appeal to the City Council.

Adjourn: 11:00 a.m.

Respectfully submitted,

Diane Yerkes, Board Secretary

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LIBRARY BOARD OF TRUSTEES MEETING**Date:** March 10, 2011**Agenda Item No. 9a****State Budget****Recommendation:**

Receive briefing on proposed state budget cuts and how they may affect the Escondido Public Library.

Background:

Last week the 10 member Budget Conference Committee acted on a massive reduction and revenues package, addressing the Governor's plan to close the state's \$26 billion budget deficit. One of their final actions was approving a "Conference Compromise" to spare the three library programs – the Public Library Foundation, the California Library Services Act, and the State literacy program, from elimination. You will recall that the Governor's January Budget recommended complete elimination of \$30.4 million for these three programs, which would also jeopardize millions in federal dollars associated with the CLSA. The Assembly Version of the Budget sought to spare the three programs from deep cuts, while the Senate initially agreed to accept the Governor's proposal to eliminate the programs. And so, when the Conference Committee met this afternoon, they formally approved an action to keep half the dollar amounts in these three programs:

"Conference Compromise"

- * \$8.5 million in the California Library Services Act (at this funding level, also allows the State Library to maintain its federal MOE/match),
- * \$3.7 million in the California Library Literacy Services program
- * \$3 million in the Public Library Foundation

Recognizing the incredibly daunting deficit situation, there was an understanding by the California Library Association (CLA) that keeping the library program budgets whole would be nothing short of impossible, particularly when the Governor was proposing total elimination. Over the last several weeks, CLA leadership worked to craft a compromise that would preserve the basic integrity of the programs and give us something to build on when California's economy recovers.

CLA thanked members and library supporters who continued to call and write their legislators, encouraging them to save the three library programs from elimination. This was a constant lobbying effort that ultimately resulted in a bi-partisan vote of the Budget Conference Committee today (a 5-0 vote of the Senate Conferees, and a 5-0 vote of the Assembly Conferees). This is an important footnote in that many of the items being voted on in the Conference Committee have received votes that are split along party-lines. Library leaders believe that the strong bipartisan vote on our three items will certainly help to encourage the Governor to leave the \$15.2 million in the Budget for these programs.

LIBRARY BOARD OF TRUSTEES MEETING

Date: March 10, 2011

**Agenda Item No. 9b
City & Library Budget**

Recommendation:

Review and discuss draft library budget.

Background:

Attached is the draft line item budget for the library, together with the budget narrative.

Bottom line, we have been directed to cut approximately \$230,000, the cost we figured we would save by closing the East Valley Branch Library. This budget assumes that the Branch will be closed. It will reflect reductions in utilities, phone, etc. with that in mind, but most of the reductions are from necessity related to staffing.

Our Digital Services Librarian II job, which we had received permission to fill, recruited, interviewed and selected, will disappear from our budget. The appointee rescinded his acceptance of the position on learning about Escondido Library's budget situation.

In addition, we will go from 5 Senior Librarians to three. One of the two lost is the position we eliminated earlier this year because of Chris Reeske's retirement. The other is our Senior Librarian for Children's Services. We have no choice in this, because the incumbent will still be on probation on July 1st, the start of the new budget year. According to the agreement the City has with the Employees' Association, persons on probationary status are laid off first, before any employees who have passed probation. I've tried to structure the budget to keep her, but I still come out \$30,000 short even with taking out all funding for anything at all discretionary, including zeroing out our online subscriptions.

As with the Librarian II position, both these positions will disappear from the Library's budget with the start of the new fiscal year, making all three positions permanently cut, not frozen.

More details of department reductions will be presented to the City Council on March 16th and there will also be an opportunity for public and Board comment at that time.

Fiscal Year 2011-12 Operating Budget Executive Summary

Department Name: Library **Department Number:** 104
Preparer: Laura Mitchell **Phone Extension:** X4834
Total Budget Submitted: \$3,279,940 (preliminary)

Department Priorities:	
1.	Maintain basic library services, including providing new materials for the public, maintaining efficient customer service, continuing to implement new technology to meet needs.
2.	If the East Valley Branch Library is closed, implement a smooth and efficient transition, including extending hours open to seven days a week.
3.	Participate in the General Plan Update process, assisting with the development of revised Quality of Life Standards to meet Escondido's library needs into the future.
4.	Develop a strategic plan to provide for adaptation of existing library facilities and services to meet the information and reading needs of Escondido residents into the future.

Major Budget Impacts:

5001 – Decrease of \$219,975 in Employee Services due to the following:

- Elimination of the Senior Librarian for Technical Services position;
- Leaving unfilled the vacant Digital Services Librarian II;
- Laying off the Senior Librarian for Children's Services, who will still be on probation on July 1, 2011;
- Ending the Recycling Project currently at the East Valley Branch, funded with federal (outside) funds at \$23,500.

5126 – Increase of \$11,375 for increases in current maintenance agreements and the addition of annual maintenance for the self-checkout machines.

5170 – Decrease of \$35,905 because of savings from new HVAC equipment and lighting fixtures in the Main Library and elimination of utilities costs for the East Valley Branch.

5190 – Increase of \$2,000, but expense for volunteer recognition is offset by outside revenue.

5193 – Increase of \$22,840 for adding new database subscriptions for the public.

Note: Additional reductions will be realized when Internal Services Charges are adjusted for closing the East Valley Community Center.

Proposed program/service level cuts:

1. Closure of the East Valley Branch Library, which serves an average of 460 persons per day and circulated over 100,000 items last year. We estimate that approximately 60% of current Branch users will use the Main Library instead, although at a reduced rate.

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Computer use for the public will be adversely impacted, since there is little room at Main to add new computers.

2. Loss of the Senior Children's Librarian will leave no one to provide leadership for children's library services. Part time staff will fill in, and the Deputy City Librarian will undertake to include more children's work in her schedule. Programs for children will be reduced, as will visits to schools and class tours. Children's book and media selection will be slower.
3. Leaving the Digital Services Librarian II position unfilled will restrict the library's opportunities to take advantage of new technologies. Adoption of new technology services will take longer, and upgrades to library-related computer systems will be delayed.
4. The library anticipates adding hours back into the schedule to achieve seven-day service; however, customer service will be somewhat compromised because staff will be deployed more sparsely over a longer work week. Library users will have to wait longer for needed help. Staff will continue to seek efficiencies to mitigate this situation.

Allocation Justifications & Formulas: None

Outside sources of revenue for the Library's annual operating budget:

Source of Revenue	Projected Amount	Comments
Public Library Foundation (PLF)	\$50,455	Goes to General Fund to support library operations.
Revenue From Fines & Fees	70,000	Goes to General Fund balance.
Media Fees	45,000	Goes to General Fund balance.
Pioneer Room: Ryan Trust Interest & Principal	42,760	Used to offset part time temporary Librarian and Library Associate.
Hegyí Trust Interest & Principal	2,000	Used for volunteer recognition.
Income from Rental Properties	?	Still checking
Total General Revenues	\$210,215	

Literacy Revenues. In addition to the revenues above, the Library may continue to receive the state matching funds for the California Library Literacy Services Program as well as some grants from private sources, as follows:

Source of Revenue	Projected Amount	Comments
California Library Literacy Services (CLLS)	\$47,810	\$20,000 offset for Senior Library Associate (FT); \$26,000 offset for Sr. Library Associate (PT); \$4,125 for books and programs.
Friends of Library Literacy	<u>7,620</u>	Used to offset PT Sr. Library Associate above.
Total Literacy Grant Revenues	\$55,430	

Library Support Groups

Although not reflected with specific dollar amounts in this budget, many library activities, programs and projects for the coming year rely on either the Trust Fund or the Friends of the Library for implementation.

- ✧ The Friends of the Library will fund a significant portion of library books and materials purchases. They also provide program financial support; e.g., summer reading and book clubs.
- ✧ The Pioneer Room Friends will also be asked to fund materials and projects for the Pioneer Room, although theirs is a relatively small contribution.
- ✧ The Friends of Literacy group has helped to fund additional part time staffing for Literacy Services.
- ✧ Library Trust Fund revenue is now almost totally dependent on gifts and bequests. The Trust Fund will concentrate on funding capital items to support implementation of the Library Technology Plan, on funding smaller special projects, and will help with limited training money for staff.

CITY OF ESCONDIDO
FY 2011-12 Operating Budget
Line Item Detail

	<u>2010-11 REVISED BUDGET</u>	<u>2011-12 BUDGET</u>
001-104 LIBRARY/BRANCH LIBRARY		
5001-001-104 REGULAR FULL-TIME		
1 City Librarian	95,540	95,535
1 Administrative Assistant	39,715	41,700
2 Deputy City Librarians	151,170	151,170
4 Librarian I/II's	222,455	222,455
3 Library Associates	117,400	117,395
2 Library Customer Service Supervisor	101,800	101,800
1 Literacy Services Coordinator	65,115	65,115
2 Library Technicians	94,530	94,530
4 5 Senior Librarians	319,535	254,415
5 Senior Library Associates	228,370	228,370
1 Senior Library Customer Service Supervisor	56,215	56,215
Bilingual Pay	6,500	6,500
Adjustments:		
1 Librarian II (Vacant)		(53,510)
1 Senior Librarian (Vacant)		(59,065)
Pay Reductions	(84,655)	(77,940)
	1,413,690	1,244,685
5003-001-104 REGULAR PART TIME		
1 Library Volunteer Coordinator (0.75)	34,585	34,585
Adjustments:		
Pay Reductions	(2,295)	(2,295)
	32,290	32,290
5004-001-104 TEMPORARY PART-TIME		
4 Circulation Assistants	44,525	44,525
2 Department Specialists - Security (57 hrs weekly)	24,670	24,670
3 2 Librarians	42,690	60,005
10 Library Associates	168,830	168,830
5 7 Library Pages	52,360	43,895
1 Sr. Library Associate (w/PERS)	26,140	26,140
1 Graphics Technician	18,155	18,155
Recycling Exhibit	23,500	0
Bilingual Pay	2,600	2,600
	403,470	388,820
5020-001-104 OVERTIME		
Overtime	3,500	3,500

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CITY OF ESCONDIDO
FY 2011-12 Operating Budget
Line Item Detail

	<u>2010-11 REVISED BUDGET</u>	<u>2011-12 BUDGET</u>
001-104 LIBRARY/BRANCH LIBRARY		
5025-001-104 EMPLOYEE OVERHEAD		
Existing Staff	711,005	733,575
Temporary Positions	43,575	46,530
Overtime/Bilingual Pay	2,455	2,455
Adjustments:		
2 Vacant Positions: Senior Librarian & Librarian II		(57,770)
Pay Reductions	(26,820)	(26,735)
	<u>730,215</u>	<u>698,055</u>
5030-001-104 FLEXIBLE BENEFITS		
Flexible Benefits	31,880	29,740
Adjustments:		
Vacant Senior Librarian		(2,020)
TOTAL, EMPLOYEE SERVICES	2,615,045	2,395,070
5101-001-104 OFFICE/OPERATING SUPPLIES		
Book Jackets, Postage, Art, Computer Supplies, Misc.	15,000	15,000
5126-001-104 MAINTENANCE OF EQUIPMENT		
Office Machine Maintenance	1,550	1,550
Mailing Equipment Service Agreement	850	2,440
Library Computer Maintenance Agreement	33,000	40,120
Other Equipment Repairs	2,200	2,700
Cataloging System	25,000	17,750
Main Library Security System	4,000	3,875
Micro Fiche Reader Maintenance	1,300	1,300
Calendar/Room Reserve Agreement	1,200	3,240
Filtering/Internet Reservation Management	1,500	2,000
Self Checkout Maintenance Agreement	0	7,500
	<u>70,600</u>	<u>82,475</u>
5131-001-104 PROFESSIONAL SERVICES/CONTRACTS		
Literacy Program	1,000	1,000
Internet Access	8,000	8,000
	<u>9,000</u>	<u>9,000</u>

CITY OF ESCONDIDO
FY 2011-12 Operating Budget
Line Item Detail

	<u>2010-11 REVISED BUDGET</u>	<u>2011-12 BUDGET</u>
001-104 LIBRARY/BRANCH LIBRARY		
5160-001-104 TRAINING AND MEETINGS		
Seminars, Conferences, Workshops	100	150
5162-001-104 DUES AND SUBSCRIPTIONS		
Serra Membership	6,070	6,070
Professional Organization Dues	150	0
Califa Purchasing Consortium		400
	<u>6,220</u>	<u>6,470</u>
5166-001-104 OUTSIDE DUPLICATING		
Library Brochure, Cards, Stationary	100	100
5167-001-104 ADVERTISING AND PRINTING		
Miscellaneous	100	100
5170-001-104 UTILITIES		
Gas/Electric	137,500	107,000
Mathes Center (50%)	8,200	7,600
Rental Properties Annex	7,200	2,205
	<u>152,900</u>	<u>116,805</u>
5172-001-104 TELEPHONE		
Fax Machine	445	0
5173-001-104 OTHER TELEPHONE		
Call Processing/Repairs	150	150
Cell Phones	1,365	720
	<u>1,515</u>	<u>870</u>
5175-001-104 MAIL SERVICES		
Postage	5,000	5,000
5190-001-104 OTHER EXPENSE		
Volunteer Recognition	100	2,100

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CITY OF ESCONDIDO
FY 2011-12 Operating Budget
Line Item Detail

	<u>2010-11 REVISED BUDGET</u>	<u>2011-12 BUDGET</u>
001-104 LIBRARY/BRANCH LIBRARY		
5193-001-104 SOFTWARE		
Computer Software Maintenance & Subscriptions	16,530	39,370
TOTAL, M & O	277,610	277,440
5125-001-104 BUILDING REPAIRS/MAINTENANCE	246,575	246,575
5164-001-104 EQUIPMENT EXPENSE	8,125	8,125
5165-001-104 DUPLICATING CENTER	16,870	16,870
5172-001-104 TELEPHONE	37,615	37,615
5178-001-104 OFFICE AUTOMATION	0	209,570
5183-001-104 INSURANCE		
Liability Insurance	50,150	50,150
Property Insurance	38,525	38,525
	<u>88,675</u>	<u>88,675</u>
TOTAL, INTERNAL SERVICE CHARGES	397,860	607,430
TOTAL, LIBRARY/BRANCH LIBRARY	3,290,515	3,279,940

LIBRARY BOARD OF TRUSTEES MEETING

Date: March 10, 2011

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

Recommendation:

Review status of project and discuss editorial.

Background:

Now that the Project has been shelved, the Boards need to develop a plan and response to patrons and the media as to the Board's position.

An editorial which recently appeared in the North County Times is a case in point. The piece brings up old, discredited ideas about locating the library in Grape Day Park which would take us back to square one. The editorial and accompanying news article are attached.

ESCONDIDO: City delays library expansion plans

Money problems prompt rejection of architecture contract

By DAVID GARRICK - dgarrick@nctimes.com | Posted: Wednesday, February 23, 2011 11:00 pm

Plans to nearly double the size of the Escondido Library suffered a setback last week when the City Council unanimously voted against paying architects \$189,000 to create conceptual designs for the expansion.

Moving forward with the design work would have continued momentum behind the project, which was generated last winter when city officials decided to expand the existing library instead of building a new facility all at once.

But council members said it made no sense to have design plans drawn when those blueprints would probably be outdated and obsolete by the time enough money is available to pay for the expansion, which would cost an estimated \$25 million.

"If we do this prematurely, the design will be obsolete and we'll have to spend more money changing it," Mayor Sam Abed said.

Councilwoman Olga Diaz said Wednesday she was troubled that library officials seemed to be pinning their hopes on a bond measure, possibly in 2012, that would pay for the expansion by raising local property taxes.

Diaz and her colleagues said last week that they would not support asking voters to approve such a measure, which leaves the library expansion without any funding.

"This would be premature because, quite frankly, there is very little chance anyone's going to drum up enough money in the next few years for any major projects," said Diaz, who brought the timing issue to the attention of her colleagues. "We're just going to upset people if we draw plans up and generate excitement when there's no money to pay for this."

Laura Mitchell, the city's head librarian, said the delay was disappointing because expanding the library was an important priority and the conceptual design would help raise money for the expansion.

"This would have given us drawings or a video that could have helped with some serious fundraising," Mitchell said. "But we definitely want to respect the council's decision about the whole matter."

Gary Knight, president of the library's board of trustees, said the council's decision might prove to be shortsighted because it could damage an effort to attract technology start-ups to Escondido.

Knight, who also serves as chief executive of the San Diego North Economic Development Council, said synergy with the library is one reason start-ups have agreed

to join a new technology "incubator" in Escondido's defunct police station on Valley Parkway.

"Part of the planning money the council voted to withhold was to study how to bring the tech center and the library together at the same site," Knight said, explaining that the library's broadband capabilities were appealing to start-ups. "The library is the reason these people are attracted to our city."

Councilman Ed Gallo said the city should consider using redevelopment money for the library expansion if that revenue survives Gov. Jerry Brown's ongoing attempt to abolish redevelopment agencies.

But Councilwoman Marie Waldron said the city must spend redevelopment revenue on private-sector projects, explaining that the bulk of the city's redevelopment money has been spent on civic projects ---- the arts center and City Hall ---- that generate minimal tax revenue.

The library expansion plan is the latest incarnation of many city attempts to replace or upgrade the existing 40,000-square-foot library on Kalmia Street at Second Avenue, which was built in 1980.

The plan calls for a new wing between 30,000 and 40,000 square feet that would be built directly south of the main library for about \$25 million. Previously, the city had planned to build an 86,000-square-foot library from scratch at a cost of roughly \$50 million.

Until a second phase of the expansion could be built 10 to 15 years later, the new wing would combine with the existing library to give the city somewhere between 70,000 and 80,000 square feet.

After the second phase is built just south of the first phase, the existing library would either be sold, converted to some other use, or torn down and replaced by a parking lot, parking garage or city park.

The city has no money set aside for library construction.

The council set aside \$8 million several years ago, but prospects for a new library dimmed when two city applications for state grants were denied in 2004, and then again when a \$600 million state public library construction bond known as Proposition 81 failed at the polls in 2006.

The \$8 million was moved into the city's general fund two years ago to cover budget deficits blamed on the economic downturn.

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

EDITORIAL: Thinking about a new library

OUR VIEW: Grape Day Park is a natural fit for a new facility

North County Times opinion staff | Posted: Tuesday, March 1, 2011 12:00 am

The Escondido City Council had no choice but to put plans for a new public library on hold last month.

Spending nearly \$200,000 of the public's money on conceptual plans for a building the city can't afford in the near future would have been irresponsible.

So give the council credit for making a possibly unpopular decision that needed to be made.

At the same time, the city shouldn't abandon the idea of eventually replacing the library with a modern facility geared toward electronic information storage, which, in the not too distant future, may all but obviate the need for books.

As part of its long-range planning, the council should continue to explore how best to provide public library services to its residents.

Looking ahead to how future generations will access literature, history, the sciences and reference materials, it's clear that the current model of the book as the dominant storage medium is in a state of flux.

Should future public libraries not need to store massive numbers of books to serve their communities, then a larger building may not be what Escondido needs.

We urge the council to revisit an idea that now-Mayor Sam Abed made several years ago: Consider moving the city's main library to the Grape Day Park complex that houses City Hall, the California Center for the Arts, Escondido, and the Escondido History Center.

There are several immediate advantages to such an arrangement:

-- Whether it's using existing structures or adding a modest building into the campus, the costs would likely be less than building from scratch elsewhere.

-- The mission of a library is consistent with the mission of the arts center.

-- With the arts center used only rarely during normal business hours, there would be plenty of parking available for the library's use. When there is an overlap of use, during evenings when the library is open late and a show is being held, a portion of the arts center parking lot could be reserved for library use.

It may well be that the library ultimately won't work within the arts center structure.

But before the city starts making hard and fast decisions about a new library, we urge the council to at least take a look at whether it makes sense to move the library to Grape Day Park, creating a sort of artistic campus in the heart of the city.

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LIBRARY BOARD OF TRUSTEES MEETING

Date: March 10, 2011

**Agenda Item No. 9d
Recognition for Librarian Axelrod**

Recommendation:

Report on award for Joanna Axelrod and Council presentation on March 16.

Background:

This year we decided to nominate Joanna for a prestigious professional recognition awarded every year by Library Journal, one of the primary periodicals for librarians. The award is called "Library Movers & Shakers" and profiles the up-and-coming librarians in the field.

Attached is the nomination Cindy wrote. We will be recognizing her at the March 16th City Council meeting with a certificate, as well as sending out a press release.

Library Movers & Shakers Award for 2011

Nomination for Joanna Axelrod, Youth Services Librarian II, Escondido Public Library

Reasons for nomination:

Inventive. Resourceful. Teen Specialist. Tech Savvy. Texting Champion. Reader. Turbo Charged Energy. These words describe Joanna Axelrod, Youth Services Librarian at Escondido Public Library. After spending a few minutes with Joanna, you will probably wonder, "How can I ever keep up with her?" It doesn't take long to see that she is a passionate youth services librarian with a conviction that 'tweens, teens *and* reading go together. Her specialty is helping them grow while building their sense of identity and community.

Reading is her vehicle. Joanna reads what teens read and lives in their world. They relate to her and trust her. She reaches them by going beyond conventional library programming and appealing to their interests and sense of community. For example, Joanna morphed a languishing *Escondido Teen Advisory Council* into the very successful and socially conscious *Crafty C.A.T.S. (Community Action Teen Service)* program. The C.A.T.S. faithfully meet every other week to work on crafts and community oriented projects, like knitting caps for newborn babies for a "Born to Read" literacy outreach program. They chat about the hottest teen reads as they knit. They have also knitted beanies for chemotherapy patients at a regional cancer center and "snuggle" blankets for animals awaiting adoption at the local humane society. The Crafty C.A.T.S. have reached a level of notoriety and fame, being featured in newspaper articles and even in *American Libraries*, (December 2009 "Patterns of Best Practice" by Jennifer Burek Pierce). Beyond knitting, the C.A.T.S. are involved in other community service ventures and partnerships, such as painting over graffiti and volunteering in the library.

Joanna started the monthly In BeT(w)een Book Club and also ran an overflowing teen volunteer program to support Children's Summer Reading, managing 50 teen volunteers this summer. Under her direction, the 2010 Teen Summer Reading program doubled in participation too.

Joanna is active in the Serra Cooperative Library System network and she regularly presents at the annual California Library Association Conference, spreading the good news about community service, the value of teen volunteer programs, outreach and partnerships. She is regionally recognized as an expert for tips on how to recruit participants and invigorate summer reading programs.

Using and promoting technology is second nature to Joanna. Within the Escondido Public Library, she leads our texting initiative, helps edit and publish our E-newsletter, runs the *Esco Teen Blog* on the EPL website, and uses Face Book and Twitter to promote programs and reading recommendations. Joanna creates summer reading videos and posts them on YouTube. She also appeared in David Lee King's and Michael Porter's "*Hi Fi - Si Fi*" video, encouraging librarians to get on the technology train or be left behind at the station.

Describe one event, project, or situation that illustrates your reason for this nomination:

Joanna entered the LG U.S. National Texting Championship Contest and won the San Diego Regional honor in 2009. As one of the fastest and most accurate texters in the West, she became

a finalist and competed in New York City for a \$50,000 grand prize. Her national speed texting abilities have given her even more credibility with 'tweens and teens and notables, like Tom Peters from TAP Information Services. In February 2010, Joanna received a special "shout out" as part of the *Handheld Librarian Online Conference* for setting the trend with mobile services. She brought her claim to fame back to Escondido and we are using her texting title in our library's "Text a Champion" campaign.

Describe one attribute or characteristic that illustrates this nominee's unique ability:

Energetic enthusiasm! Joanna goes above and beyond in any assignment ensuring everyone's success, particularly youthful customers. Her attributes can be best demonstrated by the awards that she received from the University of Michigan's School of Information. She is one of the few students to ever receive both the Margaret Mann Award and the Edmon Low Award. The Margaret Mann Award is presented annually by faculty to one or more students as an academic honor, based upon demonstration of ability and promise of professional development. The Edmon Low Award is given annually to the library/information science student whose personal and professional characteristics resemble those modeled by Professor Low which included his kindness, his sense of humor, his integrity, and his devotion to the library profession. In my opinion, U of M got it completely right on both counts.