



ESCONDIDO PUBLIC LIBRARY BOARD OF TRUSTEES

AGENDA
Thursday, July 14, 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** – Replacement of the automated phone notification service, "Talking Tech", is almost complete.

6. BOARD NEWS/ISSUES

7. REPORTS FROM AUXILIARY GROUPS

- a. Serra Library System Advisory Board – The Serra System did not meet in June/July. Staff is researching the possibility of contracting interlibrary loan service to Serra.
- b. Friends of the Escondido Public Library – The Friends did not have a meeting in July. Their half-price 3-day sale was very productive.
- c. Pioneer Room Friends – PR Friends Board member has donated the balance of her late husband, Bill Fark's, collection of plays and CDs to the library. The Board is actively promoting their new Facebook page.
- d. Escondido Library Endowment Foundation – The ELEF is planning a big fund raiser, "*Septemberfest*", with the goal to revive the project to expand the Library.
- e. Friends of Library Literacy Services – The Literacy Friends are recruiting new board members and are planning to share a booth at the October Street Faire with the Altrusa Club.

8. SIGNIFICANT UPCOMING EVENTS

<i>Date & Time</i>	<i>Location</i>	<i>Event</i>
July 4 th	All facilities	Closed for Independence Day
July 23, 2 p.m.	Turrentine Room	Author program with Marshall Lubin
All month	Main Library	Summer reading programs for children and teens

9. CURRENT BUSINESS

- a. **LIBRARY STATISTICAL REPORT FOR FY 2010-11.** Receive and discuss report.
- b. **BRANCH LIBRARY TRANSITION.** Update on transition process.
- c. **LIBRARY GOALS & OBJECTIVES FOR FY 2011-12.** Review and discuss.

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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 August 11, 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	August 11, 2011	2:00 p.m.	Library Board Room
Thursday	September 8, 2011	2:00 p.m.	Library Board Room
Thursday	October 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
June 9, 2011 2:00 p.m.
Library Board Room**

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

Members Present: Elmer Cameron, Alex Galenes, Mirek Gorny, Gary Knight

Members Absent: Diane Yerkes

Staff Present: Community Services Director Jerry Van Leeuwen, City Librarian Laura Mitchell, Deputy City Librarian

WRITTEN/ORAL COMMUNICATIONS: None.

APPROVAL OF MINUTES FROM PREVIOUS MEETING: MSC Cameron/Galenes to approve the minutes of April 26, 2011 and May 6, 2011, as written. Vote 4/0.

PROJECT UPDATES: Installation of e-books is should be implemented by July 15. We received a grant through SERRA for e-books all libraries in San Diego County. We believe the new procedures of the Overdrive vendor will make the downloads simpler. Regarding audiobooks, we have signed up for a subscription to 2600 e-audiobooks from a different vendor. We are getting two months free because we agreed to be a BETA site.

BOARD NEWS/ISSUES: Mitchell spoke about AB 438, a bill that would set conditions on cities that wish their libraries to withdraw from a county library system in favor of privatization. She noted that this would not affect Escondido, because we are a city library, not in the county system.

REPORTS FROM AUXILIARY GROUPS: SERRA is going to be funded for next year at a reduced rate, as far as we know. We must wait for the state budget to know the amount. The Friends are doing great business with their more frequent book sales.

CURRENT BUSINESS:

Library Web Site: Donna Feddern gave a virtual tour of the new web site, highlighting online services. We wanted the website to be a warm, friendly place for our patrons. Feddern also discussed new technologies for making library services available remotely.

Cal Vet Office: Jerrie Quon talked about the services California Veterans office provides for veterans locally. The Library has donated space for this service center in the Pioneer Room. They have served 1,000 veterans already and they have been open only since April.

City And Library Budget: Despite emphatic input from the public to retain the East Valley Branch Library, the City Council voted to close the branch doors as of June 16th. The Council directed staff to explore keeping branch library computers available for public use through the Recreation Division, but a majority of the Council is against keeping the branch open as a full-service library.

Closing the Branch will be a huge project. We will transfer to Main whatever resources we can use and absorb from the branch and leave the rest. The City will decide what to with the items

left at the end of the transfer process. Our normal procedure for discarded collection items is to donate them to the Friends of the Library for sale.

There was some confusion concerning the long-term intent of the Council for the Branch Library. The Board members agreed that we need more clarification. **MSC Cameron/Galenes that the Board directs Jerry Van Leeuwen to obtain further clarification from the Council and to provide further clarification to the Trustees and the staff. Vote 4/0 in favor.**

General Plan Update: The General Plan of 1990 contains a blueprint for growth in Escondido, including standards for library services and facilities. An update has been going on for over a year. Some library standards have been downsized due to changes in technology; in particular, the staffing standard and fewer print collection items. Standards for computer use have been added. Mitchell explained the rationale behind the standards and how they were updated. After discussion, it was **MSC Cameron/Gorny to adjust the space standard downward to 1.4 square feet per DU (dwelling unit), rather than 1.6. Vote 4/0 in favor.**

CITY STAFF COMMUNICATIONS:

Deputy City Librarians: Summer reading program starts on June 16th; The Friends of the Library have fully funded our program this year. All events will be at the main library. Our online summer reader software is up and running and we are looking forward to using it.

Adjourned: 4:15 p.m.

Respectfully submitted,

Diane Yerkes, Board Secretary

LIBRARY BOARD OF TRUSTEES MEETING

Date: July 14, 2011

**Agenda Item No. 9a
Annual Statistical Report**

Recommendation:

Receive and discuss report.

Background:

The comparison of the 2010-22 fiscal year to the 2009-10 fiscal year is not typical. The figures are skewed because of closing the Main Library for renovation and because the Branch hours were cut.

The summary is attached. Staff will go over the report and answer questions at the meeting. You will notice that most of the performance measures for the Main Library went up, and those for the Branch went down, which was to be expected. This past year of 2010-11 will provide a better benchmark for comparisons for future years.

ESCONDIDO PUBLIC LIBRARY
Combined Statistical Report
June 2011

	Jun-10	Jun-09	Year to Date 10/11	Year to Date 09/10	YTD %
II. RESOURCES					
A. Collection					
Main Library			200,320	190,229	
East Valley Branch			38,021	54,724	
Pioneer Room			31,602	31,445	
TOTAL			269,943	276,398	-2.34%
B. Volunteers (numbers of)					
Main Library	207	197	2,440	2,161	
East Valley Branch	5	6	71	82	
Pioneer Room	4	10	88	101	
Literacy	62	58	778	719	
Computer Center/Lab	5	5	69	63	
TOTAL	283	276	3,446	3,126	10.24%
C. Volunteer Hours Donated					
Main Library	2,510	2,381	31,373	26,427	
East Valley Branch	25	56	577	556	
Pioneer Room	102	271	2,184	2,960	
Literacy	276	248	5,126	3,723	
Computer Center/Lab	38	31	521	436	
TOTAL	2,951	2,987	39,781	34,102	16.65%
III. FINANCIAL SUMMARY					
A. Main Library Budget					
Budgeted			\$ 3,298,825.00	\$ 3,378,300.00	
Spent YTD			\$ 3,396,490.90	\$ 4,322,353.60	
			Main + EVB		
B. East Valley Branch Budget					
Budgeted			\$ -	\$ 482,310.00	
Spent YTD			\$ -	\$ 483,484.26	
			No longer separated		
A+B Main and EVB Combined					
Budgeted			\$ 3,298,825.00	\$ 3,860,610.00	
Spent YTD			\$ 3,396,490.90	\$ 4,805,837.86	
			102.96%	124.48%	
C. Library Trust					
As of end of current month			\$ 398,043.27	\$ 486,464.79	-18.18%
D. Media Fees					
Main Library	\$ 4,767.60	\$ 5,135.75	\$ 57,804.04	\$ 51,558.35	
East Valley Branch	\$ 197.35	\$ 610.20	\$ 5,250.01	\$ 10,625.93	
TOTAL	\$ 4,964.95	\$ 5,745.95	\$ 63,054.05	\$ 62,184.28	1.40%
E. Other Fees, Fines & Misc.					
Main Library	\$ 7,312.25	\$ 5,916.43	\$ 74,962.72	\$ 58,246.52	
East Valley Branch	\$ 538.67	\$ 1,090.20	\$ 8,441.16	\$ 16,343.64	
Pioneer Room	\$ 20.00	\$ -	\$ 30.00	\$ 100.50	
TOTAL	\$ 7,870.92	\$ 7,006.63	\$ 83,433.88	\$ 74,690.66	11.71%

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ESCONDIDO PUBLIC LIBRARY
Combined Statistical Report
June 2011

	Jun-10	Jun-09	Year to Date 10/11	Year to Date 09/10	YTD %
I. USAGE					
A. Circulation					
Main Library	55,923	54,702	606,546	501,718	
East Valley Branch	3,100	7,510	65,197	101,819	
TOTAL	59,023	62,212	671,743	603,537	11.30%
B. Inter-Library Loan					
Main - Borrowed	24	25	256	272	
Pioneer Room - Borrowed	0	0	0	0	
TOTAL	24	25	256	272	-5.88%
Main - Loaned	0	0	2	332	
Pioneer Room - Loaned	0	0	0	0	
TOTAL	0	0	2	332	-99.40%
C. New Borrowers Registered	927	878	8,884	7,021	26.53%
D. Library Door Count					
Main Library	47,759	0	499,465	133,184	275.02%
East Valley Branch	3,614	8,266	68,632	101,214	-32.19%
Pioneer Room	238	164	2,106	2,287	-7.91%
Computer Center/Lab	44	32	599	499	20.04%
TOTAL	51,655	8,462	570,802	237,184	140.66%
Virtual Library	27,251	22,265	285,631	224,575	27.19%
GRAND TOTAL	78,906	30,727	856,433	461,759	85.47%
E. Reference Questions					
Main Library	8,335	9,837	97,687	90,390	8.07%
East Valley Branch	533	1,314	12,983	18,254	-28.88%
Pioneer Room	1,428	984	13,917	15,069	-7.64%
TOTAL	10,296	12,135	124,587	123,713	0.71%
F. Internet Users					
Main Library	8,707	7,322	93,838	68,777	
East Valley Branch	742	1,663	13,140	18,671	
Pioneer Room	21	5	151	82	
Computer Center/Lab	21	15	306	270	
TOTAL	9,491	9,005	107,435	87,800	22.36%
G. Virtual Library Use					
Website	59,092	41,176	480,942	439,334	
Databases	423	378	6,739	5,679	
Brainfuse*	121	48	2,041	884	
Questionpoint (formerly: Ask a Librarian)	5	10	92	96	
TOTAL	59,641	41,612	489,814	445,993	9.83%
*Brainfuse began 8/09; Tutor.com ended 12/08					
H. Programs/Classes (Number of)					
Main Library	23	23	238	205	
East Valley Branch	9	11	139	137	
Pioneer Room	0	1	1	8	
Computer Center/Lab	4	3	46	37	
TOTAL	36	38	424	387	9.56%

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LIBRARY BOARD OF TRUSTEES MEETING

Date: July 14, 2011

**Agenda Item No. 9b
Branch Library Transition**

Recommendation:

Receive report from staff.

Background:

Public comments from the Mayor and City Manager over the past month have clarified that they intend to set up a computer lab in part of the former East Valley Branch Library and lease out the rest of the space to generate revenue. In addition, there is discussion about charging for access to the computers in the "lab", at least to some extent.

Discussions with Community Services staff have settled that the Recreation Division staff will oversee the computer lab, since they are already on site. The library does not have staff available to run the lab and will not be involved. However, we would like to keep the computers open to the public free of charge for at least 24 hours per week, which is the amount of time the EVB was open per week. During other times, there may be Recreation or Oasis classes which are fee-based. In addition, the lab could be rented to private companies for training purposes. There are a lot of details still needing to be worked out, and it is likely the lab will not be ready to open before October.

The deputy city librarians will present a report on the status of the transfer of materials and equipment between the two facilities.

LIBRARY BOARD OF TRUSTEES MEETING

Date: July 14, 2011

**Agenda Item No. 9c
Objectives 2011-12**

Recommendation:

Review objectives for the coming year and strategize implementation.

Background:

The Library's management team has formulated objectives which meet the needs of our users and look to updating services for the future. We request your review of these objectives, below, and welcome input from the Board.

Fiscal year 2011-12 Objectives:

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. After the East Valley Branch Library is closed, evaluate contents for usability and appropriateness for retention, and implement a smooth and efficient transition of materials and equipment to the Kalmia Street library facility.
3. Extend hours open to seven days a week at the central library if funding permits.
4. 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.
5. Develop a strategic plan to provide for adaptation of existing library facilities and services to meet the information and reading needs of Escondido residents for the next three years.

Possible activities connected with Objective 5 are to conduct a community survey to determine what Escondido residents want from their library in future years, to conduct a statistical and empirical needs assessment, and to retain a facilitator to assist staff and Board with turning the results into a plan.