



ESCONDIDO PUBLIC LIBRARY BOARD OF TRUSTEES

AGENDA

Thursday, September 8, 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.
 - a. Acceptance of City Librarian Laura Mitchell's resignation due to retirement.
3. **APPROVAL OF MINUTES FROM PREVIOUS MEETING.** *Attached.*
4. **BOARD ADMINISTRATIVE ANNOUNCEMENTS –**
5. **PROJECT UPDATES –** E-books are now available on the Library's web site. The projected start date for downloadable audio books has been delayed due to problems with the technology on the vendor's end.
6. **BOARD NEWS/ISSUES –**
7. **REPORTS FROM AUXILIARY GROUPS**
 - a. Serra Library System Advisory Board – The Serra System will receive no funding from the state until January and may not then. They do not have funds on hand to carry them to January without drastic cuts in staff and services. Inter-library delivery will be reduced to twice a week.
 - b. Friends of the Escondido Public Library – The Friends funded teen programs for fall and the library's book discussion group for the next six months, as well as \$30,000 for books. They are planning the East Valley Branch "going out of business" sale for Sept. 9 and 10.
 - c. Pioneer Room Friends – The PR Friends will participate in the Grape Day Festival and Parade in September and will sell their new local history calendar for 2012.
 - d. Escondido Library Endowment Foundation – The ELEF has postponed a planned "Septemberfest" fund raiser and is planning smaller dinners. Jack Raymond has joined the Board and has already contributed much in the way of fund raising expertise and contacts.
 - e. Friends of Library Literacy Services – The Literacy Friends will participate in the October Street Faire. They have requested the bookmobile to come out, and partnering with the Altrusans, will provide free books, membership applications, and library info to the community.
8. **SIGNIFICANT UPCOMING EVENTS**

<i>Date & Time</i>	<i>Location</i>	<i>Event</i>
September 5, all day	Closed at all locations	Library closed for Labor Day holiday
September 7, 10 a.m.	Turrentine Room	Workshop: Social networking for job seekers
September 9, Noon-7 p.m.	Former East Valley Library	Book & media sale
September 10, 10 a.m. – 2 p.m.	Former East Valley Library	Book & media sale
September 27, 6 p.m.	Turrentine Room	Author J. Stryker-Meyer on the Vietnam War

9. CURRENT BUSINESS

- a. **APPOINTMENT OF ACTING CITY LIBRARIAN.** Approve appointment of Jo Ann Greenberg.
- b. **LIBRARY STRATEGIC PLANNING.** Review and discuss preliminary proposal.
- c. **BRANCH LIBRARY CLOSING.** Receive final report.
- d. **SUNDAY HOURS & BUDGET ISSUES:** Receive preliminary report on staffing and costs.
- e. **END OF YEAR HOLIDAY SCHEDULE.** Provide direction to staff.

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 October 13, 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	October 13, 2011	2:00 p.m.	Library Board Room
Thursday	November 10, 2011	2:00 p.m.	Library Board Room
Thursday	December 8, 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
July 14, 2011 2:00 p.m.
Library Board Room**

CALL TO ORDER: Board President Gary Knight called the meeting to order at 2:01 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 Jo Ann Greenberg

WRITTEN/ORAL COMMUNICATIONS: None.

APPROVAL OF MINUTES FROM PREVIOUS MEETING: MSC Galenes/Cameron to approve the minutes of June 9, 2011, as written. Vote 4/0.

PROJECT UPDATES: Our new telephone renewal/notification service has been connected and should be going live next week. This service includes important improvements that our patrons will appreciate. We also believe our audio ebooks and ebooks service will be ready to go next week. All electronic resources are available through our website.

BOARD NEWS/ISSUES: Knight would like to start discussing new revenue streams for the library trust fund, since our major source has dried up.

REPORTS FROM AUXILIARY GROUPS: Mitchell explained why we are looking for a new interlibrary loan service and talked about what we might be able to get working with Serra Library System. Serra has 13 member libraries in San Diego and Imperial Counties.

CURRENT BUSINESS:

Library Statistical Report: Mitchell briefly went over the statistics and said the numbers were quite skewed because of closing the library last year for renovation. We will add a line item to count e-book circulations this FY.

Branch Library Transition: We are moving ahead with closing the branch library. It seems clear that the library will not be going back to the facility. We have 54,000 books/magazines/audio-visual items cataloged at the branch. We are trying to absorb as much of this collection as possible. Our involvement and participation in using the facility as a computer center will be minimal.

Library Goals & Objectives 2011-2012: We went over our objectives for the next year. Cameron said we should move forward and have the Board take on more active advocacy on budgetary and electronic resources and a seven day open week. Mitchell noted that draft budgets are due in February for 2012-13. The Board directed Mitchell to prepare a report on Sunday hours and its effect on the budget. They also asked for statistical data on how the closing of the branch library has affected our services.

The Board then discussed community surveys. Mitchell said she plans on asking for financial back-up to accomplish the goals and objectives. The Board was supportive of this effort. The last community-wide survey was in 1997. We will investigate the current costs of doing the same type of survey. More information will be provided at the next Board meeting.

CITY COMMUNICATIONS:

City Librarian: Mitchell reported that Donna Feddern has “Pitched an Idea” to the state library for funding a program called “Library You.” This would be a program “for the people by the people.” We will focus on blogs, pod casts, photo streams, etc. The public would be able to participate for free and comment on projects.

Deputy City Librarians: Greenberg reported that the Career Center is going strong; good news for the program but not for the people who are not employed. Every first Wednesday the Career Center will be hosting workshops on social networking to get job leads and marketing yourself in different medias. Our efforts to obtain “e-rate” from the federal government finally came through. Schools and libraries are eligible for these rates which are substantially reduced.

Adjourned: 3:40 p.m.

Respectfully submitted,

Gary Knight, President

LIBRARY BOARD OF TRUSTEES MEETING

Date: September 8, 2011

**Agenda Item No. 9a
Appointment of Acting City Librarian**

Recommendation:

Approve appointment of Jo Ann Greenberg to the position of Acting City Librarian.

Background:

Deputy City Librarian Jo Ann Greenberg started out at this library 33 years ago as a Library Assistant. In the years since, she has earned two graduate degrees, including her Masters in Library Science, and has been promoted steadily through the ranks because of her outstanding work. Her knowledge of technology and her people skills will stand the library in good stead.

Recommendation:

Review and discuss preliminary proposal.

Background:

As a first step in a new strategic planning process, last summer the M-Team developed Escondido Library's SWOT analysis and made it available to the Board. The result is attached to refresh your memory.

The next steps are:

1. Setting the purpose and goals for the planning process – what is the desired result?
2. Gathering data from library users, staff, key groups, and the general public.
3. Defining and refining issues and developing goals and objectives to address those issues. Some of the issues already discussed by staff are:
 - Materials budget – getting City funding restored
 - Technology: what to add, when to add it, and how to pay for it
 - How to proceed with planning and implementation for the library expansion
4. Develop, publicize and implement the Plan.

As Trustees, you will be involved in all the steps. Future Board meetings, or special workshops, may be used for input on goals, data gathering, and defining issues. You may choose to hire a consultant or facilitator, or to have staff do the work (some of our staff have excellent skills for this type of project).

I've done some research on data gathering. Previous plans used random telephone surveys to get input from the community at large. Then, \$5000 paid for a survey sample size of 400, with 20 questions, bilingual capability, cross-tabulations and a full report. Now, the same thing will cost around \$25,000—a seemingly prohibitive amount. My recommendation would be to gather data using the following:

1. Online surveys (web site, Twitter, Facebook, E-newsletter, etc.) to capture input from the technologically-oriented;
2. Focus groups with key community constituent groups, such as educators, students, parents, small business owners, Latinos, City government, seniors, etc. (Utilize Neighborhood Services community meetings to reach Latinos.)
3. Printed surveys in-house to capture general library users.

With the above data gathering methods, most of the cost will be in-kind, plus we can use volunteers for data entry.

Escondido Library's SWOT – August 2, 2010

Internal Strengths—

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

Internal Weaknesses—

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

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

External Opportunities—

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

External Threats—

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

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

LIBRARY BOARD OF TRUSTEES MEETING**Date:** September 8, 2011**Agenda Item No. 9c
Branch Library Closing****Recommendation:**

Receive final report.

Background:

All the books, computers and other items which could be transferred to the Main Library have been completed. The Friends book sale is taking place on Friday and Saturday, September 9 & 10.

Community Services staff is working on setting up the computer lab. 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. Hopefully, Jerry Van Leeuwen will be able to give you a report

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

Library Shelving:

We are researching the options for either storing or selling the shelving. The company Books for Libraries buys shelving for peanuts, but they do break it down and cart it off. The company is interested in buying our shelves, even though they are aqua-colored. I told the owner he would get a call from Cindy when the decision is made.

Foundation Board member Cristina Coleman owns a storage facility in Hemet and has quoted a very generous for storing the shelves. We could store the shelving for five years for under \$3500. We would need to buy heavy duty boxes for the shelves, so that would be another expense.

LIBRARY BOARD OF TRUSTEES MEETING**Date:** September 8, 2011**Agenda Item No. 9d
Sunday Hours & Budget Issues**Recommendation:

Receive preliminary report on staffing and costs.

Background:

The Main Library is a large, two-story facility and would need a minimum of 1 librarian, 1 supervisor, 5 library associates, 1 page, and 1 security officer to open, as the building is large and it is probable that many people would take advantage of the new hours.

Preliminary staffing costs were predicated on using mostly new part time staff for the Sunday hours plus one current full time staff member who would act as supervisor. The final result of staffing for Sunday afternoon and Wednesday evening would be a mix of old and new staff. Costs are shown in the following table.

Description	Hrly Rate	hours/week	Annual Salary	Overhead	Total
Department Specialist	\$10.500	7.0	\$3,822	\$290	\$4,112
Dept Spec/Librarian I	\$21.139	15.0	\$16,488	\$1,250	\$17,738
Dept Spec/Library Asso	\$17.339	15.0	\$13,525	\$1,025	\$14,550
Dept Spec/Library Asso	\$17.339	15.0	\$13,525	\$1,025	\$14,550
Dept Spec/Library Asso	\$17.339	15.0	\$13,525	\$1,025	\$14,550
Dept Spec/Library Asso	\$17.339	15.0	\$13,525	\$1,025	\$14,550
Dept Spec/Library Asso	\$17.339	15.0	\$13,525	\$1,025	\$14,550
Library Page	\$8.100	15.0	\$6,318	\$479	\$6,797

Total Main

\$101,397

There would also be utilities costs associated with keeping the building open for those extra hours, estimated at \$5000 per year, with the total cost at about \$106,000 per year.

In addition to the four hours on Sunday, the increased staffing level will allow the Library to open an additional half hour in the morning and two hours later on Wednesdays and Thursdays, bringing the hours open per week from 51 to 60.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Current	0	10-8	10-8	10-6	10-6	10-6	10-5
Augmented	1-4	9:30-8	9:30-8	9:30-8	9:30-8	9:30-6	9:30-5

LIBRARY BOARD OF TRUSTEES MEETING

Date: September 8, 2011

**Agenda Item No. 9e
End of Year Holiday Schedule**

Recommendation:

Approve closing all Library facilities on Saturday, December 24th as well as closing early (3:00 p.m.) on Saturday, December 31st.

Background:

The year-end City holidays this year are the following:

November 11, 2011 (Friday)	Veterans Day
November 24, 2011 (Thursday)	Thanksgiving Day
November 25, 2011 (Friday)	Day After Thanksgiving
December 25, 2011 (Sunday)	Christmas (observed on Monday, December 26, 2011)
January 1, 2012 (Sunday)	New Year's Day (observed on Monday, January 2, 2012)

The staff has asked about the possibility of closing on the day before Christmas, Saturday, December 24th, and closing two hours early on New Year's Eve, Saturday, December 31st.

For Christmas, the actual City holiday is Monday, 12/26. However, this is a big family holiday and many staff members celebrate their gift exchanges on Christmas Eve day, 12/24. Library use on Christmas Eve is always very slow, as people are busy with family and last-minute preparation for the holiday. Staff members would use furlough or vacation time to cover this extra day off.

For New Year's Eve, the library has traditionally closed a couple of hours early to provide time for staff to prepare for the holiday celebration. Here again, library use is very slow on that day.

The staff thanks you for your consideration.