AGENDA Thursday, September 9, 2010 2:00 p.m. Board Room

- 1. CALL TO ORDER Election of Board President
- 2. WRITTEN / ORAL COMMUNICATIONS. At this time the public may comment on items not appearing on the agenda. State law prohibits the Board from discussing or taking action on such items, but the matter may be referred to the staff or scheduled on a subsequent agenda. (Please refer to the back page of the agenda for instructions.)
- 3. APPROVAL OF MINUTES FROM PREVIOUS MEETING. Attachment 3a.
- 4. BOARD ADMINISTRATIVE ANNOUNCEMENTS
- **5. PROJECT UPDATES** We believe we have found the problem with the online newsletter not reaching new subscribers. We are sending out a "Back to School" issue, and hopefully you all will receive it.
- 6. BOARD NEWS/ISSUES The suggestion was made to send one board member and one librarian to the "Beams and Bytes" pre-meeting program at the American Library Association Mid-Winter Meeting in January, plus one person from Planning. We will continue to follow up to get more details on the workshop. In the meantime, we should get a count of who would like to be registered for the meeting.

7. REPORTS FROM AUXILIARY GROUPS

- a. <u>Serra Library System Advisory Board</u> –Serra Administrative Council will next met in late August, and our representative, Patrick O'Donnell, should be at our Board meeting to present a report.
- b. <u>Friends of the Escondido Public Library</u> The Friends funded a new adult program series, The Culture Connection, featuring local people with interesting stories, authors and performers.
- c. <u>Pioneer Room Friends</u> The PR Friends will have a table at the annual Grape Day celebration, where they will debut their new 2011 calendar. They continue to work with the History Center on the "Escondido Voices of the Past" oral history project.
- d. <u>Escondido Library Endowment Foundation</u> The ELEF is considering another street event, a fund raiser for Oktoberfest, on October 23rd. More to come....
- e. <u>Friends of Library Literacy Services</u> The Friends' wine & cheese reception, "Red, White & Cheese", is on September 23rd at the Cimarron Community Clubhouse, 2171 Skyview Glen, Escondido. Adriano Fumo of *Southern Wine and Spirits* will conduct a wine tasting.

8. SIGNIFICANT UPCOMING EVENTS

Date & Time	Location	Event
September 6	All locations	Closed for Labor Day holiday
September 11	Grape Day Park	Grape Day Festival (PR Friends have a booth)
Sept. 15, 2 p.m.	Board Room	Library & Tech Center Planning Group
Sept., 15, 6 p.m.	CCAE Conference Center	General Plan Update Public Meeting
Sept. 23, 6:30 p.m.	Cimarron Community Clubhouse	Literacy Friends' wine & cheese reception

Library Board of Trustees Meeting Agenda September 9, 2010 Page 2

9. CURRENT BUSINESS

- a. **AUDIOBOOK SURVEY.** Results of the in-house and online audiobook surveys.
- b. **TECHNOLOGY PURCHASES FOR THE LIBRARY.** Approve purchases from the Trust Fund Technology Account, including Centurion Guard upgrade for \$2352.
- c. **LIBRARY & TECH CENTER PLANNING.** Progress report on the new library project.
- d. HOLIDAY HOURS FOR FALL & WINTER. Approve changes in holiday hours.
- e. **REPORT ON THE LIBRARY CAREER CENTER.** Receive report from Jo Ann Greenberg.

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 14, 2010

13. UPCOMING MEETING SCHEDULE. Regular meetings are the 2nd Thursday of each month at 2 p.m.

Day	Date	Time	Location
Thursday	October 14, 2010	2:00 p.m.	Library Board Room
Thursday	November 11, 2010	2:00 p.m.	Library Board Room
Thursday	December 9, 2010	2:00 p.m.	Library Board Room

TO ADDRESS THE BOARD: The public may address the Library Board of Trustees on any agenda item. Please complete a Speaker's form and give it to the Administrative Assistant. Comments are generally limited to 3 minutes. If you wish to speak concerning an item *not* on the agenda, you may do so under "Oral Communications." Please complete a Speaker's form as noted above.

Handouts for the Library Board should be given to the Administrative Assistant. To address the Board, STATE YOUR NAME FOR THE RECORD. Please turn off all cell phones and pagers while the meeting is in session.

Escondido Public Library Board of Trustees MEETING MINUTES Thursday, August 12, 2010, 2:00 p.m. Library Board Room

CALL TO ORDER: Trustee Alex Galenes called the meeting to order at 2:03 p.m.

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

Guests: Josephine Jones, Literacy Services Director

Staff Present: Community Services Director Jerry Van Leeuwen, Deputy City Librarians

Jo Ann Greenberg and Cynthia Smith, Board Secretary Janet Rulien

Election of President and Secretary of the Board: Levy nominated Galenes for president, who declined because he believes it is important to change leaders. Galenes nominated Yerkes; seconded by Knight. Vote 5/0 in favor. Knight was nominated by Levy for secretary; seconded by Galenes. Vote 5/0 in favor.

WRITTEN/ORAL COMMUNICATIONS: None

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

BOARD ADMINISTRATIVE ANNOUNCEMENTS: The annual report to the State Library is almost finished and will be presented to the Board. Levy suggested that the Board present the report to the City Council in the near future. Mitchell will develop a version for the Council and put it on the agenda for mid to late October.

PROJECT UPDATES: The Board commented on our electronic newsletter and the spotty delivery. Staff is investigating the issue.

BOARD NEWS/ISSUES: Jo Ann will be presenting info on our Computer Center at the Workforce Development Conference and at the CLA conference. All Trustees will be attending the ALA Conference in San Diego in January. Greenberg will be going to San Francisco to attend a one-day workshop on future technology.

REPORTS FROM AUXILIARY GROUPS: The Board viewed the new granite signs for the ELEF donor tree and the murals in children's services. Yerkes asked about collaboration between the Pioneer Room and the History Center. We have a formal collection agreement with the History Center, with the Pioneer Room collecting print materials and the History Center collecting more museum type items. There is some duplication of photos.

SIGNIFICANT UPCOMING EVENTS: The Board looked over the calendar.

CURRENT BUSINESS:

Library Literacy Services: The Board welcomed Josephine Jones, Literacy Coordinator, to the meeting. Jones related that literacy came to the library in 1991, the result of a state grant. Some funding for literacy still comes from the state with other funding being local. Programs are volunteer driven. Families for Literacy is run out of the EVB, while the Annex is primarily used by adult learners. Mitchell said that literacy has been accepted as a core service in California libraries over the past 20 years. September is National Literacy Month, and the

Friends of Library Literacy will have a wine & cheese fundraiser. Jones was commended by Mitchell for succeeding in establishing a vibrant program with scarce resources.

Strategic Planning: Mitchell reported that staff has begun a new strategic planning process, concentrating on restructuring services and staffing based on the economic downturn and planning for our recovery. She shared the SWOT analysis (strengths, weaknesses, opportunities and threats). This is a staff driven effort and she will update the Board periodically and obtain the Board's input.

Phased Library Planning: Yerkes gave a breakdown with what transpired in the meeting with the city staff on the new library. VanLeeuwen wants Mitchell to try and set up a meeting with the City of San Diego Library Commissioners. VanLeeuwen lead a team brainstorming session on the concept of mixed use building for our new library. Levy said he thinks that the only reason to do a mixed use is because it is fiscally viable. The Board participated in this exercise and discussed ideas. What we want to do is create a revenue stream that is more reliable and dependable than tax based. A mixed use facility does not necessarily mean we need to have complimentary uses, just strategic uses. Yerkes said we need to look at "Connect" through UCSD. Quite a few strategies were shared.

County Operation of Escondido Library: The staff report indicated that, since the library's restoration of operating hours, there is no significant difference in cost per hour between Escondido Library and the San Diego County Library. The Board tabled this item for the time being.

Request to Purchase Library Paintings: Staff reported on a patron's request to purchase library-owned paintings by a particular artist, Alta Happ Smith. The Board ascertained there were no local relatives who might object. MSC Levy/Galenes to sell the paintings at the appraised value. Vote 5/0 in favor.

CITY COMMUNICATIONS:

City Librarian: Passed.

Deputy City Librarians: Greenberg reported that we now have an iPad and we will be able to rove the stacks with our patrons. The Board expressed support for this purchase and being able to teach the public this new technology. We are starting up a new adult program series featuring local, interesting authors and people—the Culture Connection. Scheduled speakers so far are author Lucy Berk, our local history expert; Laurie Gibson, for another workshop on self-publishing; author Laura Kohl, one of the few survivors of the Jonestown massacre; and military thriller author James Huston. Saturday concerts will be starting in November. Sept. 7 Jo Ann will be going to be a speaker at a conference in Monterey on the Career Center and how it works at our library. Yerkes asked that we put this on next month's agenda after Jo Ann has done her talk at CLA.

Smith reported that Summer Reading Program (SRP) has ended and was wildly successful, with so many books checked out that there were many empty shelves in the children's library! The Friends of the Library funded both children and teen activities for SRP. We are interviewing three candidates on August 24th for the senior librarian in children's services.

Adjourned: 4:20 p.m.

Respectfully submitted,

Gary Knight, Secretary

Date: September 9, 2010

Recommendation:

Review and discuss results of the in-house and online audiobook surveys.

Background:

One of the goals for our strategic planning process is to determine when to add new technology, including downloadable audiobooks and e-books. As one step in the process, we completed a user survey designed to provide information about how patrons use audiobooks and audiobook devices.

Half of the survey was conducted in-house, in the audiobook section of the library, and was aimed at people who check out our audiobook CDs and cassettes. 45 surveys were completed in the two-week period.

The other part of the survey was on our web site and aimed at people who are technology users. 100 surveys were completed by online users.

The survey results are attached, with the following partial results:

- People who check out audiobooks in the library listen to more books than those who
 responded online. Also, audiobooks comprise more of their total "reading" time,
 compared to online respondents.
- Most users still listen to audiobooks on a CD player, with the great majority listening in their car.
- The second most popular listening device is an iPod, with a personal computer coming in third.
- A majority, 62% of in-house and 69% of online respondents, are not interested in upgrading their listening device or haven't decided yet.
- A large majority of respondents reported that they would use downloadable audiobooks
 if they were offered; however, about half of those people do not have a device capable
 of holding them.
- 13 respondents out of a total of 145 reported that they download audiobooks from the San Diego County or San Diego Public web sites.
- Comments are included at the end of the survey.

We plan on having cost information as well as an analysis of the staff workload impact by the Board meeting.

Escondido Public Library Audiobook Survey, August 2010

	Online Survey		In-House Survey	
	Response Response		Response	Response
_	Percent	Count	Percent	Count
6. Where do you listen to audiobooks? Check all that				
apply.				
In my car:	<u>65.9%</u>	54	<u>80.0%</u>	36
At home:	47.6%	39	55.6%	25
Other:	30.5%	25	11.1%	5
While working out:	20.7%	17	17.8%	8
7. If Escondido Library were to offer free,				
downloadable audiobooks, such as best sellers, which				
would only stay on your personal player for a limited				
time period, would you use them?				
Very often:	<u>28.3%</u>	28	<u>46.7%</u>	21
Often:	21.2%	21	13.3%	6
Occasionally:	<u>28.3%</u>	28	24.4%	11
No:	22.2%	22	11.1%	5
What is your age?				
13-18:	7.1%	7	0.0%	0
19-34:	18.4%	18	15.6%	7
35-59:	<u>39.8%</u>	39	40.0%	18
60+:	34.7%	34	<u>42.2%</u>	19
9. If you use downloadable audiobooks now, where do		28 Total		44 Total
you go to download them?		Responses		Responses
SD Library		10		3
Audible.com		4		1
iTunes		4		
Amazon.com		3		
Libravox		2		3
B&N		2		1
eMusic.com		1		
Audiobooks.com		1		
Books.google.com		1		
Home computer				4
Not answered				32

10. Comments:

I check out the MP3 audio books you guys have, I listen to them in my car, I love them because I don't have to switch out CD after CD, there are only 2 discs compared to like 13.

Have tried SD Public Library ones, but too complicated, can't make it work.

Been waiting for this; prefer download format!



Escondido Public Library Audiobook Survey, August 2010

	<u>Online</u>	Survey	<u>In-Hous</u>	e Survey
	Response	Response	Response	Response
	Percent	Count	Percent	Count
1. Do you currently check out audiobooks on CD or cassette from the Escondido Public Library?			_	
Yes:	<u>60.6%</u>	60	<u>95.6%</u>	43
No:	39.4%	39	4.4%	2
Skipped question:		1		
2. If so, how many audiobooks do you currently listen to, on average, per month?				
1-2 books:	<u>47.9%</u>	46	33.3%	15
3-5 books:	13.5%	13	26.7%	12
6-10 books:	4.2%	4	35.6%	16
I don't listen to audiobooks:	34.4%	33	2.2%	1
3. If you listen to audio books, about what percent of your reading time is audio, compared to print?	2.40/	2	14.40/	F
100%:	3.1%	3	11.1%	5
75%:	10.3%	10	40.0%	18
50%:	17.5%	17	24.4%	11
25%:	13.4%	13	11.1%	5
Less than 25%:	22.7%	22	8.9%	4
I don't listen to audiobooks:	<u>33.0%</u>	32	2.2%	1
Skipped this question:	6.7%	3	22.2%	10
4. If you do listen to audio books, what device do you use? Check all that apply.				
CD player:	<u>45.8%</u>	44	<u>55.6%</u>	25
iPod:	25.0%	24	31.1%	14
Personal computer, laptop or notebook:	17.7%	17	33.3%	15
Other:	14.6%	14	2.2%	1
non-iPod MP3 player:	11.5%	11	24.4%	11
Playaways:	7.3%	7	11.1%	5
Smart phone:	3.1%	3	22.2%	10
Skip this question:	29.2%	28	2.2%	. 1
5. Do you plan to upgrade to a newer listening device (that will play MP3s)?				
Yes, in the next 6 months:	14.1%	13	11.1%	5
Yes, within the next year:	6.5%	6	20.0%	9
I haven't decided yet:	32.6%	30	28.9%	13
No, I'm really not interested:	<u>46.7%</u>	43	<u>33.3%</u>	15

Date: September 9, 2010

Agenda Item No. 9b Technology Purchases for the Library

Recommendation:

Approve purchases from the Trust Fund Technology Account, including Centurion Guard upgrade for \$2352.

Background:

As you know from last month's meeting, the library has purchased an iPad which is now being used at the Reference/Information Desk and as a training tool for staff. We will be able to demonstrate some of the features for you at the Board meeting. Staff has also purchased a Nook e-book reader from Barnes & Noble and is using it for staff training purposes.

In view of its potential applications for reference, we are considering purchasing another iPad, and possibly a Sony e-book reader, which is a little different from the Nook. The iPad costs about \$550 with a case, and the Sony reader costs about \$250.

In addition, we need to obtain an upgrade of the Centurion Guard software system, which keeps our public Internet computers free of any changes made by users of the computers. Without it, our computer hard drives would contain all sorts of strange things downloaded by users and no longer needed. Please see the attached memo and quote for more details.

We are asking your approval for these purchases. There is a balance of a little over \$40,000 in the Trust Fund Technology account.





August 31, 2010

TO:

Laura Mitchell

FROM:

Jo Ann Greenberg

8

SUBJECT:

Software Purchase

The library wishes to purchase Centurion Guard Smart Shield/Smart Control Resource Manager software for its public pcs. This software enables library network administrators to easily maintain workstation integrity and keep the network under control. With the software in place, all changes that patrons make to the public machines are removed upon system restart. This makes unwanted system changes an impossibility. It reduces downtime, streamlines management and provides protection from Malware and malicious users.

The library is already using an older version of Centurion Guard but is now at its "end of life" and working somewhat sporadically. This new version of Centurion Guard allows the administrator to make global changes to the software from the management console rather than spending time troubleshooting each machine.

With your approval, the library would like to purchase software for the management console and 80 licenses including maintenance for a total of \$2,352.00



512 Rudder Road

Fenton, MO 63026 Phone: 636-349-6100 Ext. 110

Fax: 636-349-5431

Today's Date: 8/26/2010

Quote #: L1-082610-CA-Escondido PL

Robert Showman Escondido Public Library 239 South Kalmia Street Escondido, CA 92025-4224	Phone: Fax: Email:	760-839-6214 Istovnan@i.exontubcaus	Quote Expires on Date: 9/30/10
			Rep.: Philip Simeone

Qty	Item #	Name	Price	
80	SSC-LIB	Smart Shield/Smart Control Resource Manager	\$23.80	\$1,904.00
1	ANNUAL	Maintenance	\$ 44 8.00	\$448.00
		1. TO		
		15% Loyalty discount applied to SSC-LIB		
ŀ				
<u> </u> :				
		,		
L		Sub Total		\$2,352.00
		Shipping & Handling		
		Taxes		\$.00
			TOTAL	\$2,352.00

Annual Maintenance Fee includes: In-version updates,	Office Use Only:
patches, fixes, unlimited toll-free telephone and email technical support.	
All Sales are on Terms of Net 30	

Thank you for your business.



R'Neill R. Wells Vice President, Sales & Marketing

August 26th, 2010

Attention: Escondido Public Library

This letter is certification that Centurion Technologies is the developer, sole manufacturer and technical owner world wide of the following reboot restore hard drive computer security products:

- Centurion Guard -1996
- Drive Disabler –2001
- DriveShield 2002
- MacShield 2004
- CornerStone 2005
- CCC Remote Management 2005
- MacShield Universal 2007
- CornerStone Vista 2007
- Smart Shield™ 2008
- Smart Control™ 2008

Centurion Technologies certifies that third party marketers are not permitted to sell Centurion Security products for less than the manufacturer's official quotation to Escondido Public Library.

Best Regards,

R'Neill Wells

Vice President, Sales & Marketing Centurion Technologies 512 Rudder Road Fenton, MO 63026 Fax 314-422-1518 636-349-6103 314-422-1518 cell rneill@centurionsales.com www.smart-restart.com

Date: September 9, 2010

Agenda Item No. 9c Library & Technology Center Planning

Recommendation:

Progress report on the new library project.

Background:

The Project Management Team met late last month to continue planning the next steps in the process. The group thoroughly discussed the Trustees' suggestion to include a technology incubator start up function as a compatible mixed use with the new library. It was decided to pursue the concept at another meeting on Sept. 15th. Several outside resource people will be invited.

See the attached minutes for more information.

Attendees: Jack Anderson, Rozanne Cherry, Alex Galenes, Jo Ann Greenberg, Jerrie Quon, Barbara Redlitz, Cynthia Smith, Jerry Van Leeuwen, Dianne Yerkes, Rob Zaino.

Laura Mitchell began the meeting by saying that agenda items were not listed in priority order; they reflect topics to address and/or take action on.

Discussion on Mixed Use

Jack Anderson: Mixed-use idea should be explored but we need to remain flexible and not lock in on this idea so that it becomes detrimental to building a new library. Mixed use could come also into play with Phase 2.

Alex Galenes, representing the Library Board of Trustees: Suggested holding to a narrow concept of mixed use if it generates revenue. The Library BOT thinks the timing might be right for a technology incubator.

Jerry Van Leeuwen: The old EPD location could be a potential site. If Escondido Public Library (EPL) were built as a learning and business development center, space could be expanded or retracted within the envelope of the building.

Alex Galenes: Partnership(s) should be compatible with the library mission and align with new function associated with the future library.

Barbara Redlitz posed questions: How many incubators would we need? What is the cost? Size and amount of space required? What are political implications? Committee would to approach City Council and get approval. This could take time.

Dianne Yerkes: Suggested that the Committee consult with Duane Roth from CONNECT.org to get more information to gage the incubator concept.

Jerry Van Leeuwen: Suggested that we pursue mixed use idea further and define the focus by gathering more ideas for business development. Consult with CleanTECH (successful at getting energy credits in SD County) and others, like Reg Javier from the SD Workforce Partnership.

Laura Mitchell: EPL staff is actively looking at the library of the future to bring in relevant features that will further define the facility and purpose..

Jack Anderson: Tech incubator can make EPL more relevant to the community and not take up lots of space.

Barbara Redlitz: From a planning perspective, suggest a range of uses for business development. Once ideas are put forward a feasibility study will be needed but might not delay the process.

Laura Mitchell RFQ instructions can include option with or without a tech incubator.

The group came to consensus to pursue the mixed use idea with a more defined focus on incubators. Reg Javier, Duane Roth and others will be approached to attend the next Committee meeting.

Re Current Library Site

Report from Rozanne Cherry & Barbara Redlitz: Library parking configurations are within accepted ratios 1:250 sq' and 1:300 sq' based on gross square footage. The new library project has to conform to the downtown plan and zoning standards. If the project provides a minimum number of parking spaces, we can proceed as an administrative program without public hearing. If we are outside these standards, public hearing will be required. Currently the library is "under-parked":

24 spaces for staff

Only 94 spaces in public current lot + available street parking + parking in the church lot across the street.

Jerry VanLeeuwen: Will check on Mathes Center use and other alternatives for the building. Rozanne advised if the Mathes Center is removed, a historic assessment report will be required. This should not be a significant road block. Other buildings on the block will need an assessment for historic value since they are beyond the 50 year level cutter.

Technical Studies

The group discussed the possible need for traffic studies. Preliminary indications are that prior studies might still be pertinent; however, additional parking analysis might be required. Once the project is defined, other studies will be needed: e.g., water studies.

Former Women's Club needs to be relocated and a plan needs to be developed. There is a \$50k line item in the capital budget assigned. Possible locations are Grape Day Park or Mountain View Park for this historic building.

RFQ (Request for Qualifications)

Draft RFQ was reviewed. The goal was to finalize and send out within the next couple of weeks. Jack Anderson suggested the verbiage be changed to request a "design consultant" rather than an architect. Broader wording might offer more flexibility and creativity.

The incubator concept will be inserted as an option in the vision area of the RFQ. A three week response time was determined to be sufficient.

Action Items Taken by Laura Mitchell:

- 1. Prepare a resource list of at least 12 library architects and planners for RFQ distribution.
- 2. Request a project number from the Finance Dept.
- 3. Finalize the draft incorporating suggested changes.

Committee Participation

Committee agreed it's time to bring in additional advisors/members to help move the project forward. The following people/organizations were named as those who should attend a future meeting:

- Reg Javier Workforce Advancement Division Director, San Diego Workforce Partnership.
- Mark Becker Information Systems Director, City of Escondido
- Gary Knight President & CEO, North San Diego Economic Development Council
- Duane Roth CEO , CONNECT.
- CleanTECH Representatives.

Project Name

Group consensus that the project name will be: "Escondido Library & Technology Center."

Date:

September 9, 2010

Agenda Item No. 9d Changes in Holiday Hours

Recommendation:

Approve opening all Library facilities on Monday, October 11 and Thursday, December 23, 2010. Approve closing facilities on Friday November 26, Friday December 24, Saturday December 25, and Saturday, January 1, 2011.

Background:

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

November 11, 2010	Veterans Day
November 25, 2010	Thanksgiving Day
November 26, 2010	Day After Thanksgiving (Observed on Monday, October 11, 2010 -
	Columbus Day)
December 25, 2010	Christmas (Observed on Thursday, December 23, 2010)

These days are great for the majority of City employees because City Hall is closed on Fridays and Saturdays, but some of them are not so great for the library in terms of both what the public expects and for facilitating time with their families for our library staff.

The following holiday schedule would be much more appropriate for the public and library staff:

- Open on Monday, October 11 and observe the day after Thanksgiving on Nov. 26, on the actual holiday.
- Open on Thursday, December 23 and close on Saturday, December 25, on the actual holiday.
- Close on Friday, December 24 to give employees a 3-day weekend (other City staff will have a 4-day weekend) and because it's a very slow business day for us.
- Close two hours early (4:00 p.m.) on Friday, December 31 to let people prepare for New Year's Eve.
- Close on Saturday, January 1, on the actual holiday.