



## Escondido Public Library Board of Trustees

### AGENDA

#### Library Board of Trustees Meeting

Thursday, February 13, 2014

2:00 p.m.

Library Board Room

#### 1. CALL TO ORDER

2. **ORAL COMMUNICATIONS:** In addition to speaking during particular agenda items, the public may address the Library Board of Trustees on any item which is not on the agenda provided the item is within the subject matter jurisdiction of the Library Board of Trustees. State law prohibits the Library Board from discussing or taking action on such items, but the matter may be referred to the Director of Library and Community Services/staff or scheduled on a subsequent agenda. (Please refer to the back page of the agenda for instructions.) Speakers are limited to only one opportunity to address the Board under Oral Communications.

#### 3. APPROVAL OF MINUTES FROM January 9, 2014 MEETING

#### 4. BOARD ADMINISTRATIVE ANNOUNCEMENTS/NEWS

#### 5. PROJECT UPDATES

6. **REPORTS FROM AUXILIARY GROUPS:** The Friends of Literacy Services are in the final stages of planning and underwriting the *Scrabble-thon 2014* fundraiser which will be held on Saturday, March 1, 2014. The Escondido Library Foundation Board met and discussed possible goals and the development of an action plan to support the Library expansion project. The Pioneer Room Friends are coordinating production of the 2015 Pioneer Room Friends' Calendar.

#### 7. SIGNIFICANT UPCOMING EVENTS

Date & Time	Location	Event
February 14 10:00 AM – 4:00 PM	Library – Turrentine Room	<i>Love Your Heart – Free Blood Pressure Screenings (San Diego County Health &amp; Human Services)</i>
February 17 All Day	All Library Facilities	<i>Closed in Observance of Presidents' Day (Holiday)</i>
March 1 8:00 AM – 2:00 PM	First United Methodist Church, Escondido	<i>10<sup>th</sup> Annual Scrabble-Thon Tournament &amp; Fundraiser</i>
March 8 3:00 PM – 4:30 PM	Library - Turrentine Room	<i>2<sup>nd</sup> Saturday Concert Presents Bunnell Strings</i>
March 12 10:00 AM – 5:00 PM	Library – Parking Lot	<i>Overdrive Digital Bookmobile</i>
March 13 3:00 – 4:00 PM	Library - Turrentine Room	<i>Children Around the World - Ireland</i>

#### 8. CURRENT BUSINESS

- a. Library Coffee Cart Status
- b. Escondido Library Foundation Update on Plans and Actions to Support the Library Expansion Project



Escondido Public Library Board of Trustees

**AGENDA**

**Library Board of Trustees Meeting**

**Thursday, February 13, 2014**

**2:00 p.m.**

**Library Board Room**

- c. Update on Library Support Groups Meetings
- d. Library Facility Security Improvement
- e. Library Statistics

**9. CITY STAFF COMMUNICATIONS**

- a. Director of Library & Community Services
- a. Deputy City Librarian

**10. CUSTOMER SERVICE COMMENTS:** To be distributed at the meeting.

**11. ADJOURN UNTIL** March 13, 2014

**12. UPCOMING MEETING SCHEDULE.** The Library Board of Trustees Meetings are scheduled the second Thursday of the month at 2:00 PM in the Library Board Room.

<i>Day</i>	<i>Date</i>	<i>Time</i>	<i>Location</i>
Thursday	February 13, 2014	2:00 p.m.	Library Board Room
Thursday	March 13, 2014	2:00 p.m.	Library Board Room
Thursday	April 10, 2014	2:00 p.m.	Library Board Room
Thursday	May 8, 2014	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 Library Division Coordinator. Submission of Speaker forms prior to the discussion of an item is highly encouraged. 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. Note: Depending on the number of requests, comments may be reduced to less than 3 minutes per speaker and limited to a total of 15 minutes. Any remaining speakers will be heard during Oral Communications at the end of the meeting.

Handouts for the Library Board of Trustees should be given to the Library Division Coordinator.

To address the Board, please STATE YOUR NAME FOR THE RECORD.

**AGENDA, STAFF REPORTS AND BACK-UP MATERIALS ARE AVAILABLE:**

- Online at <https://www.escondido.org/LBT-agendas.aspx>
- Additional online posting at [library.escondido.org/library-board-of-trustees.aspx](http://library.escondido.org/library-board-of-trustees.aspx)



Escondido Public Library Board of Trustees

**AGENDA**

**Library Board of Trustees Meeting**

**Thursday, February 13, 2014**

**2:00 p.m.**

**Library Board Room**

- In the City Clerk's Office at City Hall.
- In the Escondido Public Library (239 South Kalmia Street) during regular business hours.
- At the Library Board of Trustees Meeting. (See: Library Division Coordinator).

**AVAILABILITY OF SUPPLEMENTAL MATERIALS AFTER AGENDA POSTING:** Any supplemental writings or documents provided to the Library Board of Trustees regarding any item on this agenda will be made available for public inspection in the City Clerk's Office located at 201 North Broadway during normal business hours, or in the Library Board Room while the meeting is in session.

**ESCONDIDO PUBLIC LIBRARY HOURS:**

Monday & Tuesday	10:00 AM – 8:00 PM
Wednesday, Thursday & Friday	10:00 AM – 6:00 PM
Saturday	10:00 AM – 5:00 PM

**Please Turn Off All Cell Phones While The Meeting Is In Session.**

**Escondido Public Library Board of Trustees**  
**MINUTES**  
**Thursday, January 9, 2014, 2:00 p.m.**  
**Library Board Room**

**CALL TO ORDER:** Trustee Knight called the meeting to order at 2:02 pm.

**Members Present:** Elmer Cameron, Gary Knight, Mirek Gorny, Virginia Loh-Hagan

**Members Absent:** Kathy Eisler

**Staff Present:** Loretta McKinney, Director of Library & Community Services; Cynthia Smith, Deputy City Librarian; Janet Rulien, Board Secretary

**WRITTEN/ORAL COMMUNICATIONS:** Dr. Julian Nava spoke to the Board regarding the coffee cart. Dr. Nava stated that a group of people who support Library services have a proposal they would like to present to the Board on this item. He requested that this item be put on the Library Board's next agenda. The Board will address the status of the Library Coffee Cart operation and the next steps at the February Board meeting.

**APPROVAL OF MINUTES FROM DECEMBER 12, 2013:** MSC Cameron/Gorny to approve the Minutes as written, Vote 4/0.

**BOARD ADMINISTRATIVE ANNOUNCEMENT/NEWS:** None.

**PROJECT UPDATES:** Trustee Cameron had asked that a Board meeting protocol be developed to share with the public at each Library Board of Trustee Meeting. As directed, the protocol was written by Deputy City Librarian Cynthia Smith and provided to the Board for their information as well as to the public at the start of the meeting.

Trustee Knight requested an update on the Integrated Library System. Smith brought the Board up to date with contract negotiations. Trustee Cameron asked about staff training from the chosen vendor. McKinney responded that the vendor's model is "training the trainers" for staff.

**REPORTS FROM AUXILIARY GROUPS:** The Literacy Services Scrabble-Thon Tournament date has been changed to March 1, 2014 at the First United Methodist Church of Escondido, located near the Library.

**SIGNIFICANT UPCOMING EVENTS:** The Board reviewed the various programs and events scheduled over the next month.

**CURRENT BUSINESS:**

2013 Library Statistics Review: Smith discussed some of the specific collection methods and numbers. A detailed monthly statistical report for the Trustees will be provided next month. A full discussion ensued. Staff was directed by Trustee Cameron to create a pie chart showing collection circulation covering broad categories of materials.

Library Support Group Meeting Facilitation: Smith introduced Camille Primm, consultant and facilitator from the Centre for Organization Effectiveness. Smith went over the reasons for hiring this type of consultant. The Board discussed various goals and objectives for the support group meetings. McKinney noted that the Council clearly stated it wanted the Board of Trustees to take the leadership role in the Library expansion project. The Board discussed ideas and strategies for bringing the groups together.

Ms. Primm addressed the Board and spoke of her understanding of the goals and the processes requested by the Board and Library Administration. Primm stated that she would be presenting an action plan at the end of the facilitation. Primm said she would be requesting specific information from the Boards involved prior to the two meetings. The meetings will be scheduled for Thursday, March 20, 2014 and April 24, 2014 from 10:30 a.m. to 12:00 p.m.

#### **CITY STAFF COMMUNICATIONS:**

Director of Library & Community Services: McKinney informed the Board of Trustees of two members, Gorny and Eisler, whose terms are expiring. Gorny said he would be reapplying. The reorganization of the Library is moving along. Several staff members have assumed new roles and some staff members have moved to new office locations. The Grape Day Park Master Plan is moving ahead and McKinney said a task force of various interested agencies (i.e. California Center for the Arts, The San Diego Children's Discovery Museum, etc.) would be created to assist with the concept plan and community meetings. The El Caballo Park Master Plan will be presented before the Community Services and Planning Commissions in January and February and then to City Council in March. City staff is working on next year's budget as well. The Library's Teen Librarian position has been conditionally offered to a candidate and pre-employment processing is underway. Once that is complete, a formal announcement will be made and the new Teen Librarian will be in place soon.

Respectfully submitted,

Virginia Loh-Hagan/jr  
Board Secretary

**Library Coffee Cart Status**

**Recommendation:**

Receive an update on the status of the Library coffee cart and determine next steps related to its operation.

**Background:**

On December 30, 2013, the City of Escondido's Real Property Manager sent the current coffee cart operator an Occupancy License for review and signature. The Occupancy License would serve as a written agreement between the City of Escondido/Escondido Public Library, and the vendor, to govern the terms and conditions for the continued operation of the coffee cart. The letter provided Mr. Don Pham, the coffee cart operator, with right of first refusal consideration and allowed him 30 days to accept the offer.

On December 31, 2013, Mr. Pham did not renew necessary permits to continue his business in 2014 and decided to close the coffee cart. On January 30, 2014, Mr. Pham formalized his decision by declining the Occupancy License opportunity. He has removed items of personal property from the premises.

The Board of Trustees previously stated that if Mr. Pham decided not to continue as the coffee cart operator they would consider issuing a request for proposal (RFP) to seek a new vendor. Given Mr. Pham's decision, the Board of Trustees may now discuss next steps to continue, hold off, or discontinue providing a venue for this service. As a matter of course, the Board of Trustees could direct staff to draft a RFP that includes the Occupancy License.

**Escondido Library Foundation Update on Plans and Actions to Support the Library Expansion Project**

**Background:**

Mr. Jack Anderson, President of the Escondido Library Foundation (ELF), requested the opportunity to address the Board of Trustees at this meeting to share ELF goals, ideas, and a possible action plan to support the Library expansion project.

**Update on Library Support Groups Meetings**

**Recommendation:**

Receive an update on plans to hold two Library support group workshops facilitated by Camille Primm from the Centre for Organization Effectiveness.

**Background:**

Plans are moving ahead to hold two goal-setting workshops for Library support group board members. The groups include the Library Board of Trustees, Friends of the Escondido Library, Friends of Literacy Services, Friends of the Pioneer Room, and Escondido Library Foundation. The workshop's goals are to establish common ground and unify support groups toward sustaining services and working together for a new, expanded Library.

The workshops will be held on Thursday, March 20 and Thursday, April 24, from 10:30 AM to 12:30 PM in the Library Turrentine Room. In the first workshop, concepts, ideas, and information collected from surveys will be shared and framed into tangible and achievable objectives. The second workshop will produce a specific plan originating from the first workshop, complete with dates and a list of responsibilities. Both workshops will be designed to be highly productive and results-oriented. Participants will be highly encouraged to attend both workshops.

A letter of introduction announcing the workshops, along with an invitation has been drafted. Ms. Primm is working on a pre-workshop survey which will be distributed along with the letter of introduction at the various Board meetings later this month. A sample of the survey will be made available to the Board of Trustees as soon as it is finished. Survey responses will be sent directly to Ms. Primm for tabulation. The survey results will help form the foundation for the first workshop.



**LIBRARY BOARD OF TRUSTEES MEETING**  
**February 13, 2014**  
**Library Facility Security Improvement**

**Agenda Item No. 8d**

**Recommendation:**

Consider and approve the staff request to provide \$5,000 from the Library Trust Fund/Special Projects to improve Library facility security for upstairs offices.

**Background:**

Security incidents that pose a concern for staff safety continue to increase. Over the past year, there have been several situations where upset or irate patrons have gone directly upstairs to the Administration Office unannounced. In more than one instance, staff members have been caught unaware and confronted while alone in the area. They have found themselves in a threatening situation and fearful for their safety.

While general security is provided all around the Library campus, it has become apparent that the upstairs offices are less secure than other office areas. The Friends' workroom, Literacy and Administration offices are not visible to other staff members or the general public, and the offices are generally open for anyone to walk in. Recent security breeches have made staff aware they are working in a corner of the Library that is vulnerable.

Library Administration has requested that the City secure upstairs staff offices by constructing a glass partition and door across the hallway. The City's Building Maintenance division estimates the cost to build the partition and door to be approximately \$5,000. Once built, the offices would be accessed with a key card. Unfortunately, City funds are not available at this time.

In the interest of staff security, Library Administration feels strongly that construction to secure the offices is necessary and should occur as soon as possible. Therefore, the request is made to approve \$5,000 from available funds budgeted for special projects for this construction project.

**Library Statistics and Monthly Statistical Report**

**Recommendation:**

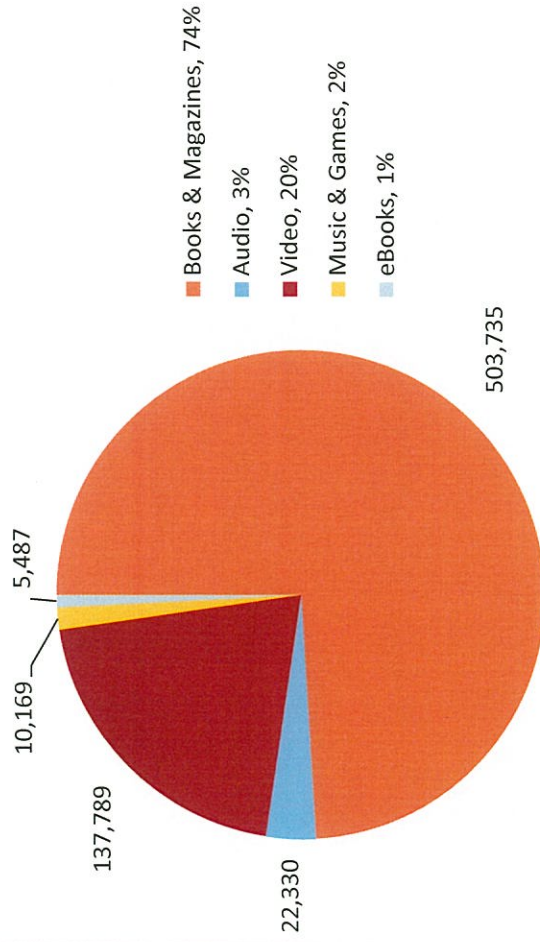
Receive graphical view of Library materials circulation and monthly statistical report.

**Background:**

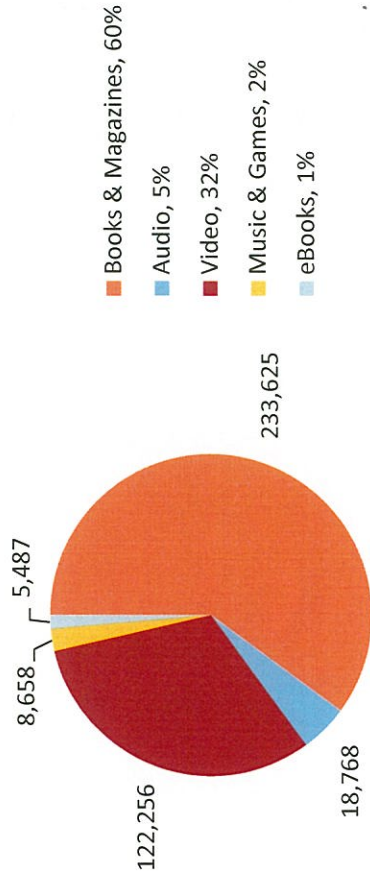
As requested, pie charts depicting 2013 Materials Circulation are provided. In 2013, a total of 679,510 items circulated. Books and magazines account for nearly 75% of all circulating materials. Video (DVDs), audio books and music (CDs) account for nearly 25%. There is a great interest in eBooks, which only account for 1% of circulation. This low percentage may be attributed to the small collection, limited titles published, perceived difficulty in setting up devices for eBook use, and lack of publicity. Although eBooks are popular, Library circulation shows that print materials still have a strong appeal for readers.

Children and teen materials account for 42% of all circulation.

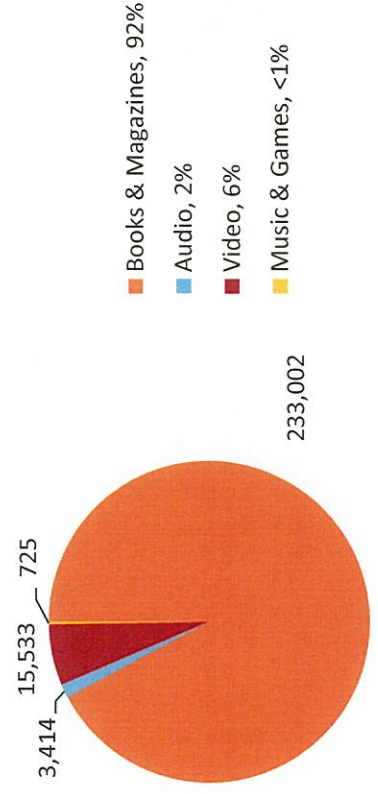
## Jan-Dec 2013 Materials Circulation 679,510 (all ages)



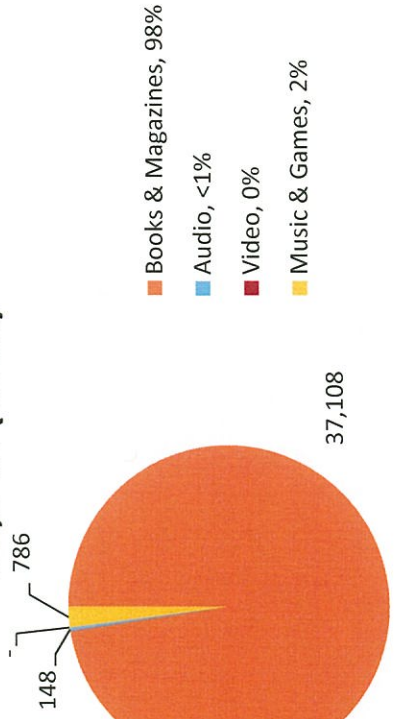
## Jan-Dec 2013 Materials Circulation 388,794 (Adult)



## Jan-Dec 2013 Materials Circulation 252,674 (Children)



## Jan-Dec 2013 Materials Circulation 38,042 (Teen)



# ESCONDIDO PUBLIC LIBRARY

Current Month/Year is: January 2014

January 2014

YTD 2014

YTD 2013

Calendar Year 2013

STAFF ASSISTED CIRCULATION:	18,771	18,771	55,720	345,687
SELF-CHECK CIRCULATION:	32,923	32,923	0	328,336
<b>Total Checkout</b>	<b>51,694</b>	<b>51,694</b>	<b>55,720</b>	<b>674,023</b>

<b>NEW LIBRARY CARDS:</b>	<b>1,473</b>	<b>1,473</b>	<b>1,699</b>	<b>22,540</b>
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DOOR COUNT:	40,021	40,021	50,621	506,752
VIRTUAL DOOR COUNT:	21,840	21,840	23,065	275,255
<b>Total Door Count:</b>	<b>61,861</b>	<b>61,861</b>	<b>73,686</b>	<b>782,007</b>

## REFERENCE INTERACTIONS:

Adult:	4,496	4,496	4,004	46,050
Media/Teen:	0	0	1,227	13,610
Children:	2,136	2,136	2,179	26,716
Customer Service:	210	210	0	1,288
<b>Total Reference Interactions:</b>	<b>6,842</b>	<b>6,842</b>	<b>7,410</b>	<b>87,664</b>

## INTER-LIBRARY LOANS:

Borrowed:	0	0	20	228
Loaned:	0	0	5	55

## COMPUTER USE:

Adult:	0	0	5,363	62,713
Teen:	0	0	510	5,452
Computer Center/Lab:	14	14	15	203
Pioneer Room:	8	8	11	131
Escondido Technology Center:	709	709	64	6,159
Chromebooks:	166	166	108	2,222
Teen Laptops:	0	0	40	381
<b>Total Computer Use:</b>	<b>897</b>	<b>897</b>	<b>6,111</b>	<b>77,261</b>

## PROGRAMS:

Adult	# of programs:	0	0	1	19
	Attendance:	0	0	19	875
Teen	# of programs:	1	1	0	53
	Attendance:	7	7	0	685
Children's	# of programs:	17	17	10	182
	Attendance:	560	560	317	8,453
Computer Center/Lab	# of programs:	3	3	3	45
	Attendance:	14	14	15	203
<b>Total Programs:</b>		<b>21</b>	<b>21</b>	<b>14</b>	<b>299</b>
<b>Total Attendance:</b>		<b>581</b>	<b>581</b>	<b>351</b>	<b>10,216</b>

## LIBRARY TOURS:

Adult	# of tours:	0	0	0	0
	Attendance:	0	0	0	0
Teen	# of tours:	0	0	0	16
	Attendance:	0	0	0	415
Children's	# of tours:	2	2	3	48
	Attendance:	52	52	69	1,879
Literacy	# of tours:		0		
	Attendance:		0		
<b>Total Tours:</b>		<b>2</b>	<b>2</b>	<b>3</b>	<b>64</b>
<b>Total Attendance:</b>		<b>52</b>	<b>52</b>	<b>69</b>	<b>2,294</b>

# ESCONDIDO PUBLIC LIBRARY

Current Month/Year is: January 2014

January 2014

YTD 2014

YTD 2013

Calendar Year 2013

0

## OUT OF BUILDING VISITS:

Adult	# of visits:	3	3	3	37
	Attendance:	78	78	50	612
Teen	# of visits:	0	0	0	1
	Attendance:	0	0	0	60
Children's	# of visits:	4	4	8	87
	Attendance:	60	60	120	1,496
Total Visits:		7	7	11	125
Total Attendance:		138	138	170	2,168

## COMMUNITY ROOM USE:

Board Room	# of uses:	0	0	31	222
	Attendance:	0	0	334	2,461
Turrentine Room	# of uses:	0	0	15	242
	Attendance:	0	0	359	9,580
Total Uses:		0	0	46	464
Total Attendance:		0	0	693	12,041

## VOLUNTEERS:

Total # of volunteers:	223	223	226	2,839
Total volunteer hours:	2,876	2,876	3,404	38,565