



**Library Board of Trustees Meeting
Thursday, September 11, 2014
2:00 p.m.
Library Board Room**

CALL TO ORDER

Roll Call: Cameron, Gorny, Knight, Loh-Hagan, Lund

ORAL COMMUNICATIONS

The public may address the Board of Trustees on any item which is not on the agenda at this time, provided the item is within the subject matter jurisdiction of the Library Board of Trustees. (Refer to the last page for instructions.)

APPROVAL OF MINUTES

1. Approval of minutes from previous meeting

CURRENT BUSINESS

2. Library Volunteer Recognition Event
3. Library Board of Trustees Teambuilding
4. Library Trust Fund Report
5. Library Monthly Statistical Report

OTHER REPORTS

6. Report from Auxiliary Groups
7. Director of Library and Community Services
8. Deputy City Librarian

Library Programs and Events

Date & Time	Location	Event
September 1- 30	Turrentine Room	<i>National Library Card Sign-Up Month Promotional Campaign</i>
September 11 6:00 p.m.	Turrentine Room	<i>An Evening with Author Victor Villaseñor</i>
September 20 11:30 a.m.	Turrentine Room	<i>Mad Science Saturday</i>
September 21- 27	Library – All Locations	<i>Banned Books Week</i>
September 25 3:00 p.m.	Turrentine Room	<i>Filipino-American Cultural Dance Group</i>
October 4 10:00 a.m.	Turrentine Room	<i>Super Smash Bros Tournament for Teens</i>



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9. ADJOURNMENT:

UPCOMING MEETING SCHEDULE

Library Board of Trustees Meetings are scheduled the second Thursday of the month in the Library Board Room. Meetings will begin at 4:00 PM effective October 9, 2014.

<i>Day</i>	<i>Date</i>	<i>Time</i>	<i>Location</i>
Thursday	October 9, 2014	4:00 p.m.	Library Board Room
Thursday	November 13, 2014	4:00 p.m.	Library Board Room
Thursday	December 11, 2014	4:00 p.m.	Library Board Room

TO ADDRESS THE LIBRARY BOARD OF TRUSTEES

Please complete a *Speaker Form* and hand it to the Library Division Coordinator. Submit the *Speaker Form* prior to Oral Communications or the discussion of an agenda item, including items on the Consent Calendar. Comments are generally limited to 3 minutes. Note: Depending on the number of requests, comments may be reduced to less than 3 minutes per speaker.

Oral Communication: The public may address the Board of Trustees on any item which is not on the agenda during Oral Communications, provided the item is within the subject matter jurisdiction of the Library Board of Trustees. Speakers are limited to only one opportunity to address the Board under Oral Communications. 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.

Agenda Item: The public may address the Library Board of Trustees on any agenda item, including items on the consent calendar.

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

To address the Board, when called, 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
- In the City Clerk's Office at City Hall.
- In Escondido Public Library (239 South Kalmia Street) during regular business hours.



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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.

Please Turn Off All Cell Phones 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

**Escondido Public Library Board of Trustees
BOARD MEETING MINUTES
Thursday, August 14, 2014, 2:00 p.m.
Library Board Room**

CALL TO ORDER: Trustee Knight called the meeting to order at 2:04 pm.

Members Present: Gary Knight, James Lund, Elmer Cameron

Members Absent: Mirek Gorny, Virginia Loh Hagan

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

WRITTEN/ORAL COMMUNICATIONS: None.

APPROVAL OF MINUTES: MSC Lund/Cameron to accept the minutes of July 10, 2014, as written, 3/0.

BOARD ADMINISTRATIVE ANNOUNCEMENTS:

The Board discussed the issue of Trustee Loh-Hagan's schedule change which precludes her ability to attend Board meetings regularly. McKinney noted that the City does not support remote or telecommuting attendance at Board or Commission meetings. Loh-Hagan has a very uncertain travel schedule and cannot commit to meeting dates that will work for her. The Board awaits Loh-Hagan's decision as to whether she can continue to serve on the Board of Trustees. The decision was made to table discussion of a new Board meeting time and continue the issue at the end of this meeting.

Project Updates: The implementation of the new Integrated Library System is going well. The new system has been live for seven weeks and staff is working on resolving remaining issues requiring programming on self-check machines and the telecirculation notification system. Trustee Cameron commented that the Library card self-registration feature in the new catalog is absolutely wonderful!

Reports from Auxiliary Groups: Trustee Cameron reported on the Friends' status: The Friends provided \$79,000 last year to support circulating materials and Library programs. Trustee Cameron also explained what the Friends are doing and that monies raised for the Library are primarily from Book Shop sales.

Smith spoke about the Victor Villaseñor author visit and that the Friends of Literacy Services partnered with Mission Federal Credit Union to provide an honorarium. She requested that Board members let her know if they plan to attend so that a ticket can be provided. A registration process for this special after-hours event has been put in place because the Library closes to the general public at 6:00 p.m. Cameron suggested that Knight prepare and send a thank you letter from the Library Board of Trustees to the Friends of Literacy and Mission Federal Credit Union.

The Trustees spoke about National Library Card Sign-Up Month. Because of scheduling difficulties, the proposed City Proclamation has been postponed.

McKinney spoke about Banned Books Week and how important this event is to celebrate the freedom to read without worry of censorship as well as to recognize our First Amendment Rights.

CURRENT BUSINESS:

Library Expansion Project Update: Jack Anderson, President of the Escondido Library Foundation (ELF) has been meeting with a potential donor and is in the process of identifying other potential donors. Trustee Cameron also participated in the meeting with Mr. Anderson and the potential donor.

A LIFE (Library Invigorating the Future of Escondido) brochure, produced for the Foundation's use, was presented for the Trustees to review. The brochure will be used as an aid to inform various audiences, such as corporate and private donors, about the Library expansion project. ELF will be working with a professional graphic designer to develop additional promotional materials.

Trustee Lund said he was looking for the brochure to provide statistics on the expansion, contained in a key with information on square footage, seating capacity, the number of meeting and study rooms, etc. The Trustees commented that they liked the brochure and thought it was a great start. McKinney indicated that the brochure was designed to provide very general information in keeping with the conceptual design. Once design development takes place, more details will be added to promotional materials.

Library Support Group Workshop Summary: McKinney and Smith went over some of the main findings. Trustee Cameron said he felt the workshops did not accomplish every goal and he was somewhat disappointed with the facilitator and overall outcome. He further commented there is a lot of work that still remains. The key group of people who make up the Support Group Steering Committee will need to show strong leadership. McKinney confirmed that Library Administration was also disappointed by the facilitator. Library Administration spent a lot of time planning the workshops and had to guide the facilitator. Cameron said the best thing to come out of the workshop was to raise the awareness of all the five support groups and lay the foundation for continued interaction. Cameron said that the best way for the Steering Committee to be effective is to engage key community members to get on board and serve on the Steering Committee. Trustee Lund said that the outcome of the workshop was very good. He felt we really need to move forward and work to sustain the nice Library we have now. He recalled that the Library was in poor condition and did not present well with dim lighting and a tired look prior to the renovation. Trustee Lund also said that he thought the workshop goals were very good. As President of the Trustees, Gary Knight will serve on the Steering Committee. **MSC Lund/Cameron to have Gary Knight represent the Board of Trustees on the Steering Committee. Vote 3/0 in favor.**

Trustee Cameron noted that Mayor Abed wants to be part of this expansion project. The Board discussed the importance of including the Mayor and Council members as the project develops since they have made supportive comments about funding options, including a possible bond measure.

The Trustees resumed discussion of the Board of Trustees monthly meeting date and time.

MSC Lund/Cameron to hold the Library Board of Trustees meeting on the second Thursday of each month at 4:00 p.m., effective October 9, 2014. Vote 3/0 in favor.

Library Statistics: Trustee Lund would like e-books and e-audio books on the statistical report. Trustee Cameron would like staff to provide an analysis of the statistics. McKinney agreed and offered to provide a verbal analysis at the Board meetings.

CITY STAFF COMMUNICATIONS:

Director of Library & Community Services: Smith has been meeting with the State Library and the other members of our Literacy division to determine what the focus and course of the Literacy division will be. This is a core Library service and will be working to further integrate literacy into Library services. The proposal is to have a Librarian II become responsible for Literacy services with Smith serving as the direct supervisor of the program. The goal will be to increase adult literacy, learner and tutor program participation, and expand the program, following the California State Library Literacy Services guidelines. English as a Second Language classes will continue this year, funded by the Friends of Literacy Services. ESL may not be continued next year because it is not funded by the State Literacy Grant and ESL services are provided in many different locations and institutions locally.

The Library will celebrate accomplishments and FY 2013-14 highlights on October 1st at an all staff meeting and will keep the Board apprised. Staff will also be attending Escondido Police Department PERT (Psychiatric Emergency Response Team) training on how to deal with difficult patrons.

McKinney spoke of plans for the Library and Community Services to take on EOC (Emergency Operation Center) duties. The Library has a large space with a kitchen to offer in the event of an emergency. The Community Service Department will be taking the lead on this.

McKinney showed a book that was self-published by Escondido resident Charles Larrick who worked as the first City Engineer from 1956 through 1964. It will be added to the Library's collection and included on the Local Author shelf.

Adjourned: 3:45 p.m.

Respectfully submitted,

Gary Knight, President and Acting Secretary
/jr



LIBRARY BOARD OF TRUSTEES

Agenda Item No. 2
Date: September 11, 2014

TO: Library Board of Trustees
FROM: Loretta McKinney, Director of Library and Community Services
SUBJECT: Library Volunteer Recognition Event

Request/Recommendation:

Provide direction to staff regarding continued or discontinued use of Trust funds for the volunteer appreciation program.

Background:

Escondido Public Library depends on, and greatly appreciates, the assistance, support and advocacy that 250 - 300 volunteers provide each a year. To recognize their dedication and significant contributions, the Library hosts an annual *Volunteer Appreciation Luncheon* every April during National Volunteer Month. The luncheon, held at the California Center for the Arts, Escondido (CCAЕ), is enjoyed by the volunteers. It includes a full-service meal and the opportunity for camaraderie in an ideal and convenient social setting. Many volunteers have commented that the luncheon is an event they eagerly look forward to, and it's the perfect way for the Library to show its appreciation.

The cost for the volunteer appreciation luncheon, invitations, printing, mailing and decorations runs \$6,000.00 per year.

Until 2009, volunteer appreciation events were fully funded in the Library's operating budget. The line item consisted of \$4,000 from the general fund combined with \$2,000 from funds made possible by a generous gift by the Hegyi family years ago.

When the economic downturn required the Library to reduce its budget in 2008-09, the general fund portion was zeroed out, resulting in dependence on dwindling funds in the Hegyi account. In order to live within the \$2,000 budget, a modest buffet luncheon was held in the Turrentine Room in 2009. The volunteers' response clearly indicated that they missed the lunch and ambiance that the CCAЕ provided. The City Librarian provided this feedback to the Trustees and the Escondido Library Foundation at their Board meetings. Both groups voted to cost share and return the luncheon to the CCAЕ the following year.

Since 2010, the luncheon has been held at the CCAЕ. Hegyi fund has paid 1/3 (\$2,000); the Library Trust Fund has paid 1/3 (\$2,000); and the Escondido Library Foundation has paid 1/3 (\$2,000). In planning for the 2015 volunteer appreciation luncheon, we find ourselves at a financial crossroad when faced with these realities:

- The Library's FY 2014-15 Volunteer Appreciation Budget is \$2,000, as allocated from the Hegyi fund.
 - The Hegyi fund balance is expected to only last three more years at the current rate of expenditure.

LIBRARY VOLUNTEER RECOGNITION EVENT

- The Escondido Library Foundation Board has stated they can no longer support the luncheon given their focus on fundraising for the Library expansion project.
- With the loss of state funds and fewer donations, the Library Trust account is not being replenished.

The Board of Trustees is requested to provide direction on one of two options to determine a course of action for staff to follow in order to plan the 2015 volunteer appreciation event and subsequent budgets:

- 1) **Continue** to support the annual volunteer luncheon by funding up to \$2,000 from the Trust Fund to augment the \$2,000 operating budget?
 - a) Continued funding will allow the event to be held at the CCAE and provides a level recognition that volunteers are accustomed to.
 - b) Library staff have determined that costs can be cut significantly to a budget of \$3,500 - 4,000 (depends on number of attendees).
 - c) The CCAE is the recommended venue as it appears to be the only facility that can accommodate budget, service for 150+ attendees, central location and convenient parking.
- 2) **Discontinue** Trust Fund funding and rely solely on the \$2,000 budget as allocated from the Hegyi fund?
 - a) Adjust the volunteer appreciation event to fit within the prescribed budget.
 - b) This action will preserve Trust Fund monies that may be used to fund future volunteer appreciation events once the Hegyi funds run out.
 - c) Changing the appreciation event significantly may send a negative message as to how volunteers are valued.

Given the Board of Trustees direction, staff will plan accordingly and provide an update on the best possible volunteer appreciation event given the budget provided.



LIBRARY BOARD OF TRUSTEES

Agenda Item No. 3
Date: September 11, 2014

TO: Library Board of Trustees
FROM: Loretta McKinney, Director of Library and Community Services
SUBJECT: Library Board of Trustees Teambuilding

Request/Recommendation:

Discussion.

Background:

Recent Support Group Workshops identified the need for Library groups to work together to sustain Library services, and support and promote efforts to build a new, expanded facility to meet community needs. As a result of the second workshop, the need for a Support Group Steering Committee was also identified.

These initiatives require active involvement and leadership from Library Board of Trustees members to capitalize on momentum gained, and help advance the development and execution of actionable plans.

Given these initiatives and the addition of new board members, Trustee Knight has suggested a timely discussion of ideas to build the Board as a strong, high performing team.

**City of Escondido
Capital Project Balances by Fund
As of: August 31, 2014**

Run on: September 2, 2014 at 11:05 AM

<u>Fund</u>	<u>Project</u>	<u>Description</u>	<u>Total Budget</u>	<u>Expenditures</u>	<u>Project Subtotal</u>	<u>Encumbrances</u>	<u>Project Balance</u>	<u>Manager</u>
004	400501	Neihoff Donation	36,493	0	36,493	0	36,493	Loretta McKinney
004	400509	Library Trust Special Projects	22,899	198	22,701	0	22,701	Loretta McKinney
004	400819	Library Technology	26,549	0	26,549	0	26,549	Loretta McKinney



LIBRARY BOARD OF TRUSTEES

Agenda Item No. 5
Date: September 11, 2014

TO: Library Board of Trustees
FROM: Loretta McKinney, Director of Library and Community Services
SUBJECT: Library Statistics

Request/Recommendation:

Discussion.

Background: The Library August 2014 statistical report will be handed out at the meeting.



LIBRARY BOARD OF TRUSTEES

Agenda Item No. 6
Date: September 11, 2014

TO: Library Board of Trustees
FROM: Loretta McKinney, Director of Library and Community Services
SUBJECT: Report from Auxiliary Groups

Request/Recommendation:

Receive the information report.

Information

The Escondido Library Foundation is in the process of creating additional promotional information on the Library Expansion Project. Most recently they created a short list of frequently asked questions and made it available for the Pioneer Room Friends to use at the Grape Day Park Festival on September 6, 2014.

The Friends of the Library held their annual business meeting on September 10, 2014. They also published a newsletter in late August full of information on recent programs. The newsletter is posted on the Library's website.

The Pioneer Room Friends attended the Grape Day Festival on September 6, 2014 and began sales of their 2015 calendar. They will hold their annual meeting on October 21, 2014 and host special guest speaker, Dr. Michael Kelly who will talk about Escondido's surprising connection to the 1915 Panama-California Expo and Balboa Park.

The Friends of Literacy Service have been assisting with the Victor Villaseñor event. They will handle book sales and also help with the program and logistics.

The Serra Cooperative Library Network has funded *Zinio*, a collection of 100 digital magazines, scheduled to be rolled out for public use by Escondido Library patrons on October 1, 2014. *Zinio* allows any magazine of choice to be downloaded to a patron's computer, tablet or other device instantly with the use of their Library card. The *Zinio* platform allows multiple use titles, does not require processing, and patrons retain the magazine titles indefinitely. Patrons will also enjoy the fact that there are no fines associated with *Zinio*. We expect this service to be very popular and will monitor *Zinio's* use closely once it is launched. Staff is currently receiving training on *Zinio*. Serra's ability to fund this great service is an example of the importance of having a cooperative network and puts our membership dollars to good use.