MEETING AGENDA
Library Board of Trustees
Thursday, November 8, 2018
2:00 p.m.
Library Board Room

CALL TO ORDER
Roll Call: President Ron Guiles, Trustee Elmer Cameron, Trustee Mirek Gorny, Trustee Gary Knight, Secretary Mayra Salazar

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.

APPROVAL OF MINUTES
1. Approval of Minutes from the Library Board of Trustees Meeting on October 18, 2018.

CURRENT BUSINESS
2. Staff Introduction
3. Recording of Board Meetings
4. Recruit Volunteer as Community Outreach Liaison
5. Agenda Items
6. Strategic Plan Implementation

OTHER REPORTS
Library Director’s Report

ADJOURN
# MEETING AGENDA
Library Board of Trustees
Thursday, November 8, 2018
2:00 p.m.
Library Board Room

## November 2018 Event Library Calendar

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>1:30-4:30 p.m.</td>
<td>All Ages</td>
</tr>
<tr>
<td>Monday</td>
<td>9:30 a.m.-7:00 p.m.</td>
<td>Rhyme &amp; Reading Storytime 11:00-11:30 a.m. Ages 4-5</td>
</tr>
<tr>
<td>Tuesday</td>
<td>9:30 a.m.-7:00 p.m.</td>
<td>Knights Realm Chess Club 3:30-5:30 p.m. Ages 0-12</td>
</tr>
<tr>
<td>Wednesday</td>
<td>9:30 a.m.-7:00 p.m.</td>
<td>Library Board of Trustees Meeting 2:00-4:00 p.m. Ages 0-12</td>
</tr>
<tr>
<td>Thursday</td>
<td>9:30 a.m.-7:00 p.m.</td>
<td>Virtual Reality @ the Library 2:00-3:30 p.m. Ages 13+</td>
</tr>
<tr>
<td>Friday</td>
<td>9:30 a.m.-7:00 p.m.</td>
<td>Foundation Day for Children 10:30-11:00 a.m. Ages 4-5</td>
</tr>
<tr>
<td>Saturday</td>
<td>9:30 a.m.-5:00 p.m.</td>
<td>All Ages</td>
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</tbody>
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Holiday Food for Fines
November 26 - December 31, 2018
Clear up $20 in fines from your Library account! Proceeds benefit Interfaith Community Services. For more information, call 760-839-4684 or visit www.escondidolibrary.org/food.

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1. Toddler Tales 10:30-11:00 a.m. Walkers-3 years
2. Día de los Muertos 3:30-4:30 p.m. Ages 4-12
3. R.E.A.D. Book Club 3:30-4:30 p.m. Ages 9-12
4. Read to a Dragon 2:30-3:30 p.m. Ages 5-12
5. Rincón Literario Bilingual Book Club 10:30-12:30 p.m. Adults
6. San Diego Comic-Con Adult Graphic Novel Book Club 6:00-7:30 p.m. Adults
7. P.J. Storytime 0:00-0:30 p.m. Ages 5-12
8. Baby LapSit 10:30-11:00 a.m. Pre-walkers
9. Library Board of Trustees Meeting 2:00-4:00 p.m.
10. Early Closure for Thanksgiving 5:00 p.m.
MEETING AGENDA
Library Board of Trustees
Thursday, November 8, 2018
2:00 p.m.
Library Board Room

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

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday</td>
<td>December 13, 2018</td>
<td>2:00 p.m.</td>
<td>Library Board Room</td>
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<tr>
<td>Thursday</td>
<td>January 10, 2019</td>
<td>2:00 p.m.</td>
<td>Library Board Room</td>
</tr>
<tr>
<td>Thursday</td>
<td>February 14, 2019</td>
<td>2:00 p.m.</td>
<td>Library Board Room</td>
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</tbody>
</table>

ADDRESS THE LIBRARY BOARD OF TRUSTEES
Please complete a Speaker Form and hand it to the Library Administrative Coordinator. Submit the Speaker's 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 Library Director or scheduled on a subsequent agenda. 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.

**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 Administrative Coordinator.

To address the Board, when called, please STATE YOUR NAME FOR THE RECORD.
MEETING AGENDA
Library Board of Trustees
Thursday, November 8, 2018
2:00 p.m.
Library Board Room

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

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 – Friday: 9:30 a.m. – 7:00 p.m.
- Saturday: 9:30 a.m. – 6:00 p.m.
- Sunday: 1 p.m. – 5 p.m.
CALL TO ORDER: President Guiles called the meeting to order at 2:00 p.m.

Members Present: President Ron Guiles, Trustee Elmer Cameron, Trustee Gary Knight and Secretary Mayra Salazar.

Members Absent: Trustee Mirek Gorny

LS&S Staff Present: Patricia Crosby – Library Director, Faith McLaughlin – Administrative Coordinator, Monica Barrette – Senior Librarian Adult Services/Pioneer Room

City Staff Present: Joanna Axelrod – Director of Communications and Community Services

ORAL COMMUNICATIONS:
- Brenda Townsend spoke about audio recordings and availability to the public.
- Linda Parker spoke about Agenda Item 4.
- Patricia Borchmann spoke on items not listed on the agenda.
- Mrs. Letson spoke on availability of meeting minutes prior to the next meeting.

APPROVAL OF MINUTES:

Agenda Item 1. Approve Minutes from the September 13, 2018 meeting

Motion by Trustee Cameron, seconded by Secretary Salazar to approve the September 13, 2018 minutes as written. Motion carried unanimously.

CURRENT BUSINESS:

Agenda Item 2. Summer Reading Challenge Presentation

Monica Barrette, Senior Librarian Adult Services and a Youth Services staff member, presented an overview and showed some highlights of the Adult and Youth Services programs in addition to a slideshow of the 2018 Endless Adventures Summer Reading Challenge.

Agenda Item 3. Trust Fund

The Board discussed the Trust Fund and the allocation or pre-designation of funds that have been allocated and other funds which can be made available in the future.

Agenda Item 4. Progress of Operational Effectiveness
The Board of Trustees discussed the progress of the Escondido Public Library’s effectiveness since the operational changes that occurred in January 2018.
Agenda Item 5. Strategic Plan Implementation

The Board and Director Crosby discussed the goals previously assigned and the progress of implementation so far.

OTHER REPORTS:

Director’s Report:

- Monthly and Annual Statistics of the Library handout and breakdown (attached)
- Fire Drill report from the City.
- Installation of the new security door at the staff entrance at the front of the building is now operational.
- Staff change: ¾ FTE staff member Cecy Rayphole is leaving on 11/09/2018 but her last day working onsite is 10/27/2018. Her position will now be recruited as a full time position.
- California State Library Survey has been completed.
- Polling location information for November 6 election day.
- Annual Report is in progress
- Arrival of new Chromebooks

Items Which Have Been Requested to Be Placed On Next Month’s Agenda:

- Audio recordings of board meetings and the availability to the public.
- Handouts from the Director made available to the public prior to the meeting (when agenda is posted).
- Plan of action regarding the possibility of recruiting someone to work with the public in an outreach role to generate interest in the library.

Next Meeting: The next meeting is on Thursday November 8, 2018 at 2:00 pm.

ADJOURNMENT: Motion by Trustee Knight, seconded by Secretary Salazar to adjourn the meeting at 3:55 p.m. Motion carried unanimously.
Ron Guiles, President, Library Board of Trustees/P. Crosby, Director, Escondido Public Library
TO: Library Board of Trustees
FROM: Patricia Crosby, Library Director
SUBJECT: Staff Introduction

Recommendation:
Receive Information

Background:
Patricia Crosby, Library Director, will introduce Digital Media Specialist Gabriel Diaz. Gabe will speak on his educational and professional experiences as well as his role at the Escondido Public Library.
TO: Library Board of Trustees
FROM: Ron Guiles, Library Board of Trustees President
SUBJECT: Recording of Board Meetings

Recommendation:
Discuss and vote

Background:
A public request was made to make available the audio recording of Board meetings immediately after each meeting by posting the audio file on the City’s website. The Board will discuss the feasibility of doing this.
TO: Library Board of Trustees
FROM: Elmer Cameron, Library Board of Trustees Trustee

SUBJECT: Recruit Volunteer as Community Outreach Liaison

Recommendation:
Receive information and discuss

Background:
Trustee Cameron will introduce discuss a plan of action to explore the idea of the Board recruiting a volunteer as a community outreach liaison to encourage more of the community to come into the library.
TO: Library Board of Trustees
FROM: Ron Guiles, President, Library Board of Trustees
SUBJECT: Agenda Materials

Recommendation:
Discuss and Vote

Background:
A member of the public requested of the Board to include in every agenda packet, any printed materials that will be handed out during the meeting so that it is also available to the public for review in advance.
TO: Library Board of Trustees
FROM: Patricia Crosby, Library Director
SUBJECT: Strategic Plan Implementation

Recommendation:
Receive Information

Background:
Director Crosby will give a progress report of the Strategic Plan implementation by highlighting three of the prioritized Board goals.
# DIRECTOR'S REPORT
## MONTHLY STATISTICAL COMPARISON REPORT 2017-2018

### CIRCULATION

<table>
<thead>
<tr>
<th>By Format</th>
<th>October 2018</th>
<th>September 2018</th>
<th>August 2018</th>
<th>October 2017</th>
<th>September 2017</th>
<th>August 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>29,129</td>
<td>25,864</td>
<td>28,135</td>
<td>28,487</td>
<td>27,855</td>
<td>30,687</td>
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<td>Media</td>
<td>9,066</td>
<td>8,128</td>
<td>9,162</td>
<td>9,527</td>
<td>9,533</td>
<td>10,470</td>
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<tr>
<td>Electronic Devices (Equipment)</td>
<td>162</td>
<td>157</td>
<td>214</td>
<td>253</td>
<td>250</td>
<td>290</td>
</tr>
<tr>
<td>Museum Passes</td>
<td>89</td>
<td>74</td>
<td>101</td>
<td>98</td>
<td>83</td>
<td>68</td>
</tr>
<tr>
<td>eBooks &amp; eAudiobooks</td>
<td>3,224</td>
<td>3,073</td>
<td>2,560</td>
<td>2,377</td>
<td>2,382</td>
<td>2,366</td>
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<tr>
<td>eMagazines</td>
<td>480</td>
<td>263</td>
<td>203</td>
<td>304</td>
<td>276</td>
<td>223</td>
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<tr>
<td>Total Circulation</td>
<td>42,150</td>
<td>37,559</td>
<td>40,375</td>
<td>41,053</td>
<td>40,379</td>
<td>44,097</td>
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<tr>
<td>Holds Filled</td>
<td>2,370</td>
<td>2,128</td>
<td>2,162</td>
<td>2,367</td>
<td>2,487</td>
<td>3,591</td>
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### SELF CHECKOUT CIRCULATION:

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<tbody>
<tr>
<td># Patrons Served</td>
<td>***</td>
<td>***</td>
<td>***</td>
<td>***</td>
<td>***</td>
<td>***</td>
</tr>
<tr>
<td># Items Circulated</td>
<td>20,631</td>
<td>18,553</td>
<td>21,084</td>
<td>23,582</td>
<td>23,591</td>
<td>26,250</td>
</tr>
<tr>
<td>Percent of Total Circulation</td>
<td>48.9%</td>
<td>49.4%</td>
<td>52.2%</td>
<td>62.0%</td>
<td>63.1%</td>
<td>63.8%</td>
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### PATRONS:

<table>
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<tr>
<th></th>
<th>October 2018</th>
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<th>October 2017</th>
<th>September 2017</th>
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</thead>
<tbody>
<tr>
<td>Total Patrons</td>
<td>64,294</td>
<td>63,632</td>
<td>62,929</td>
<td>61,499</td>
<td>61,411</td>
<td>61,374</td>
</tr>
<tr>
<td>Total Active Patrons</td>
<td>43,259</td>
<td>43,415</td>
<td>43,512</td>
<td>23,669</td>
<td>23,857</td>
<td>24,180</td>
</tr>
<tr>
<td>Percent Active</td>
<td>67.3%</td>
<td>68.2%</td>
<td>69.1%</td>
<td>38.5%</td>
<td>38.9%</td>
<td>39.4%</td>
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### PC USE:

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<tr>
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<th>October 2018</th>
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<tbody>
<tr>
<td>Chromebook Sessions</td>
<td>157</td>
<td>147</td>
<td>202</td>
<td>231</td>
<td>240</td>
<td>289</td>
</tr>
<tr>
<td>Total PC users (adult, incl. parents)</td>
<td>4,312</td>
<td>4,017</td>
<td>4,758</td>
<td>4,516</td>
<td>4,293</td>
<td>4,867</td>
</tr>
<tr>
<td>Total PC users (teens)</td>
<td>141</td>
<td>100</td>
<td>157</td>
<td>147</td>
<td>212</td>
<td>199</td>
</tr>
<tr>
<td>Total PC users (kids)</td>
<td>427</td>
<td>406</td>
<td>416</td>
<td>788</td>
<td>792</td>
<td>604</td>
</tr>
<tr>
<td>Total Wireless Sessions</td>
<td>16,494</td>
<td>13,597</td>
<td>14,765</td>
<td>13,015</td>
<td>11,269</td>
<td>13,267</td>
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### PROGRAMS:

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<tr>
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<th>October 2018</th>
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<tbody>
<tr>
<td>Total Programs</td>
<td>39</td>
<td>33</td>
<td>22</td>
<td>26</td>
<td>20</td>
<td>12</td>
</tr>
<tr>
<td>Total Program Attendance</td>
<td>1,351</td>
<td>910</td>
<td>506</td>
<td>732</td>
<td>715</td>
<td>346</td>
</tr>
<tr>
<td>Total Outreach/Tours</td>
<td>11</td>
<td>12</td>
<td>9</td>
<td>4</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>Total Outreach/Tour Attendance</td>
<td>1,660</td>
<td>929</td>
<td>1,016</td>
<td>248</td>
<td>126</td>
<td>345</td>
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</tbody>
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### VISITS:

<table>
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<tr>
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<th>October 2018</th>
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</thead>
<tbody>
<tr>
<td>Total Door Count</td>
<td>37,026</td>
<td>30,520</td>
<td>36,138</td>
<td>32,404</td>
<td>32,399</td>
<td>35,010</td>
</tr>
<tr>
<td>Total Door Count: Daily Avg.</td>
<td>1,194</td>
<td>1,090</td>
<td>1,166</td>
<td>1,246</td>
<td>1,296</td>
<td>1,297</td>
</tr>
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### VIRTUAL:

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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Website and Catalog Sessions</td>
<td>26,825</td>
<td>25,138</td>
<td>28,863</td>
<td>26,579</td>
<td>26,585</td>
<td>28,098</td>
</tr>
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### VOLUNTEERS:

<table>
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<tr>
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<th>October 2018</th>
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<th>October 2017</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Total Volunteers</td>
<td>211</td>
<td>211</td>
<td>212</td>
<td>211</td>
<td>199</td>
<td>235</td>
</tr>
<tr>
<td>Total Volunteer Hours</td>
<td>2,649</td>
<td>2,339</td>
<td>2,217</td>
<td>2,339</td>
<td>2,327</td>
<td>3,117</td>
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