MEETING AGENDA
Library Board of Trustees
Special Meeting
Thursday July 25, 2019, Special Meeting
2:00 p.m.
City Council Chambers

CALL TO ORDER
Roll Call: President Ron Guiles, Trustee Elmer Cameron, Trustee Mirek Gorny, Trustee Carolyn Clemens, Trustee John Schwab

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 June 20, 2019.

CURRENT BUSINESS
2. Trustee Clemens library visit recap
3. Motion to move August 8th meeting to August 15th
4. DVD rental costs - is further research needed?
5. Does the Board want fines and fees statistics included in the monthly report?
6. Understanding 80/20 ordering

OTHER REPORTS
Library Director’s Report

ADJOURN
MEETING AGENDA
Library Board of Trustees
Special Meeting
Thursday July 25, 2019, Special Meeting
2:00 p.m.
City Council Chambers

UPCOMING MEETING SCHEDULE

Library Board of Trustees Meetings are scheduled the second Thursday of the month in the City Council Chambers, City Hall. 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>August 8, 2019</td>
<td>2:00 p.m.</td>
<td>City Council Chambers</td>
</tr>
<tr>
<td>Thursday</td>
<td>September 12, 2019</td>
<td>2:00 p.m.</td>
<td>City Council Chambers</td>
</tr>
<tr>
<td>Thursday</td>
<td>October 10, 2019</td>
<td>2:00 p.m.</td>
<td>City Council Chambers</td>
</tr>
</tbody>
</table>

ADDRESS THE LIBRARY BOARD OF TRUSTEES

Please complete a Speaker Form and hand it to the City Clerk. 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 City Clerk.

To address the Board, when called, please STATE YOUR NAME FOR THE RECORD.
MEETING AGENDA
Library Board of Trustees
Special Meeting
Thursday July 25, 2019, Special Meeting
2:00 p.m.
City Council Chambers

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.

Please Turn Off All Cell Phones While the Meeting Is in Session

ESCONDIDO PUBLIC LIBRARY HOURS

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday – Friday</td>
<td>9:30 a.m. – 7:00 p.m.</td>
</tr>
<tr>
<td>Saturday</td>
<td>9:30 a.m. – 6:00 p.m.</td>
</tr>
<tr>
<td>Sunday</td>
<td>1 p.m. – 5 p.m.</td>
</tr>
</tbody>
</table>
CALL TO ORDER: President Guiles called the meeting to order at 2:00 p.m.

Members Present: President Ron Guiles, Trustee Elmer Cameron, Trustee Mirek Gorny, Trustee Carolyn Clemens, and Trustee John Schwab

LS&S Staff Present: Dara Bradds, Library Director and Barbara Howison, Regional Director

City Staff Present: Joanna Axelrod, Director of Communications and Community Services; and Zack Beck, City Clerk

ORAL COMMUNICATIONS

None

APPROVAL OF MINUTES

Agenda Item #1. Approval of Minutes from the Library Board of Trustees Meeting on May 9, 2019.

Moved by Trustee Gorny and seconded by Trustee Clemens to approve the May 9, 2019 minutes with the following corrections: Heading date and the spelling of the last name of the new Library Director.

Approved: 5-0

CURRENT BUSINESS

Agenda Item #2. Update on Volunteer Community Outreach Liaison

Trustee Cameron provided an update on the Volunteer Community Outreach Program.

Moved by Trustee Gorny and seconded by Trustee Clemens to place the Volunteer Community Outreach Program on hold and review the program in 3 months.

Approved: 5-0

Agenda Item #3. Strategic Plan Progress

Dara Bradds, Library Director provided an update regarding the Strategic Plan Progress. Scheduling first round of interviews for the Librarian 2 position. Revisiting the logo design for the Library. Conducting community outreach through STEAM programs.

No action necessary on this item.
Agenda Item #4. Feasibility of revising rental fee charges for DVDs and books on CD. Discussion and vote.

Motion by Trustee Schwab and seconded by Trustee Cameron to draft a letter to the city recommending that the City of Escondido remove CD rental fees effective FY 2019-20.

Approved 4-1 (Clemens - No)

OTHER REPORTS

Director’s Report:

Items Which Have Been Requested for Next Month’s Agenda – None

Next Meeting: The next meeting is on Thursday, July 11, 2019 at 2:00 p.m. in the Escondido City Council Chambers.

ADJOURNMENT: Moved by Trustee Gorny and seconded by Trustee Cameron to adjourn the meeting 3:53 p.m.

Approved 5-0

_______________________________________  ___________________________
Ron Guiles, President, Library Board of Trustees  Zack Beck, City Clerk
TO: Library Board of Trustees

FROM: Carolyn Clemens, Trustee

SUBJECT: Library Visit

Recommendation:
Receive information

Background:
Trustee Clemens will give a recap of her library visit.
TO: Library Board of Trustees

FROM: Carolyn Clemens

SUBJECT: Special Meeting

Recommendation:
Receive information

Background:
Trustee Clemens would like to request a change of meeting dates for August.
Agenda Item No. 4
Date: July 25, 2019

TO: Library Board of Trustees

FROM: John Schwab, Trustee

SUBJECT: DVD Fees

Recommendation:
Receive information and discuss

Background:
Is further research needed on the topic of DVD fees?
TO: Library Board of Trustees

FROM: John Schwab, Trustee

SUBJECT: DVD Fees

Recommendation:
Receive information and discuss

Background:
Is further research needed on the topic of DVD fees?
TO: Library Board of Trustees

FROM: John Schwab, Trustee

SUBJECT: Understanding 80/20

Recommendation:

Receive information and discuss

Background:

Trustee Schwab would like to share a blog from an LS&S employee forwarded by the library Director that explains how 80/20 should work.
Goal (s): Connect Through Marketing; Connect Through Outreach; Connect Through in-Library Programming

Priority: Marketing

We are working on creating a new logo to help us brand the library. One was created in 2017 and placed on the backburner during the switch to LS&S it will be presented to the LBOT in August or September.

Priority: Program Development & Outreach

Today I have brought our new Head of Adult Services, Head of Technology & Support Services, and our Digital Services Specialist to talk about some of their recent outreach programs.

Priority: Hispanic Outreach

Rincón Literario Bilingual Book Club
Saturday, July 20 10:30–11:45 a.m. Board Room
Bilingual book discussion in English and Spanish will discuss Life of Pi / Vida de Pi by Martel Yan.

Toddler Tales Storytime
Tuesdays, July 2, 9, 16, & 23 10:30–11:30 a.m. Walkers–3 Years
Enjoy interactive bilingual stories and action songs. Seating is limited, arrive early for a spot! Complete a challenge to win a fabulous prize.

Priority: Literacy

As Part of SRC the Literacy Department have fun programs like Bingo Card Challenge, Writing Boot Camp, and Conversation and Craft class.

Priority: Safety & Security

An additional camera was installed last month to view areas of the parking lot previously out of the camera’s line of sight.
# DIRECTOR'S REPORT
## MONTHLY STATISTICAL COMPARISON REPORT 2018-2019

<table>
<thead>
<tr>
<th>CIRCULATION</th>
<th>May 2019</th>
<th>April 2019</th>
<th>March 2019</th>
<th>May 2018</th>
<th>April 2018</th>
<th>March 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>By Format:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Print</td>
<td>23,827</td>
<td>25,130</td>
<td>25,783</td>
<td>24,994</td>
<td>25,601</td>
<td>27,797</td>
</tr>
<tr>
<td>Media</td>
<td>8,248</td>
<td>8,382</td>
<td>8,555</td>
<td>8,340</td>
<td>8,469</td>
<td>9,437</td>
</tr>
<tr>
<td>Electronic Devices (Equipment)</td>
<td>173</td>
<td>207</td>
<td>245</td>
<td>114</td>
<td>145</td>
<td>113</td>
</tr>
<tr>
<td>Museum Passes</td>
<td>8</td>
<td>67</td>
<td>80</td>
<td>93</td>
<td>105</td>
<td>96</td>
</tr>
<tr>
<td>eBooks &amp; eAudiobooks</td>
<td>3,486</td>
<td>3,328</td>
<td>3,339</td>
<td>2,163</td>
<td>2,053</td>
<td>2,281</td>
</tr>
<tr>
<td>eMagazines</td>
<td>690</td>
<td>650</td>
<td>666</td>
<td>241</td>
<td>249</td>
<td>256</td>
</tr>
<tr>
<td><strong>Total Circulation</strong></td>
<td>36,432</td>
<td>37,764</td>
<td>38,668</td>
<td>35,945</td>
<td>36,622</td>
<td>39,979</td>
</tr>
<tr>
<td><strong># Patrons Served</strong></td>
<td>1,907</td>
<td>2,284</td>
<td>2,167</td>
<td>2,838</td>
<td>2,861</td>
<td>2,943</td>
</tr>
<tr>
<td><strong># Items Circulated</strong></td>
<td>3,197</td>
<td>3,406</td>
<td>3,553</td>
<td>3,213</td>
<td>3,047</td>
<td>1,309</td>
</tr>
<tr>
<td>Percent of Total Circulation</td>
<td>48.50%</td>
<td>49.20%</td>
<td>49.23%</td>
<td>51.1%</td>
<td>47.1%</td>
<td>17.6%</td>
</tr>
<tr>
<td>SELF CHECKOUT CIRCULATION:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>PATRONS:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Patrons</td>
<td>33,241</td>
<td>33,377</td>
<td>33,520</td>
<td>22,526</td>
<td>22,464</td>
<td>23,236</td>
</tr>
<tr>
<td>Total Active Patrons</td>
<td>33,241</td>
<td>33,377</td>
<td>33,520</td>
<td>22,526</td>
<td>22,464</td>
<td>23,236</td>
</tr>
<tr>
<td>Percent Active</td>
<td>48.7%</td>
<td>49.4%</td>
<td>50.0%</td>
<td>35.9%</td>
<td>36.2%</td>
<td>37.0%</td>
</tr>
<tr>
<td>PC USE:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chromebook Sessions</td>
<td>171</td>
<td>205</td>
<td>245</td>
<td>111</td>
<td>142</td>
<td>113</td>
</tr>
<tr>
<td>Total PC users (adult, incl. parents)</td>
<td>3,627</td>
<td>3,610</td>
<td>3,854</td>
<td>4,425</td>
<td>4,238</td>
<td>4,185</td>
</tr>
<tr>
<td>Total PC users (teens)</td>
<td>164</td>
<td>155</td>
<td>125</td>
<td>127</td>
<td>156</td>
<td>164</td>
</tr>
<tr>
<td>Total PC users (kids)</td>
<td>339</td>
<td>338</td>
<td>407</td>
<td>534</td>
<td>445</td>
<td>610</td>
</tr>
<tr>
<td>Total Wireless Sessions</td>
<td>7,969</td>
<td>13,597</td>
<td>14,604</td>
<td>12,424</td>
<td>11,556</td>
<td>12,412</td>
</tr>
<tr>
<td>PROGRAMS:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Programs</td>
<td>39</td>
<td>55</td>
<td>50</td>
<td>26</td>
<td>32</td>
<td>35</td>
</tr>
<tr>
<td>Total Program Attendance</td>
<td>1,301</td>
<td>1,809</td>
<td>1,592</td>
<td>835</td>
<td>1,235</td>
<td>1,074</td>
</tr>
<tr>
<td>Total Outreach/Tours</td>
<td>25</td>
<td>7</td>
<td>11</td>
<td>23</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Total Outreach/Tour Attendance</td>
<td>1,069</td>
<td>849</td>
<td>521</td>
<td>1,237</td>
<td>315</td>
<td>244</td>
</tr>
<tr>
<td>REFERENCE QUESTIONS:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Door Count</td>
<td>30,111</td>
<td>32,026</td>
<td>33,471</td>
<td>32,060</td>
<td>31,100</td>
<td>31,025</td>
</tr>
<tr>
<td>Total Door Count: Daily Avg.</td>
<td>1,004</td>
<td>1,104</td>
<td>1,080</td>
<td>1,069</td>
<td>1,037</td>
<td>1,001</td>
</tr>
<tr>
<td>VISITS:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Volunteer</td>
<td>218</td>
<td>216</td>
<td>218</td>
<td>205</td>
<td>207</td>
<td>205</td>
</tr>
<tr>
<td>Total Volunteer Hours</td>
<td>2,653</td>
<td>2,556</td>
<td>2,849</td>
<td>2,310</td>
<td>2,323</td>
<td>2,511</td>
</tr>
</tbody>
</table>

**Page 12 of 12**