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 July 25, 2019.

CURRENT BUSINESS
2. Identify new Strategic Plan Priorities to focus on for September, October, and November.

OTHER REPORTS
Library Director’s Report

ADJOURN
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>September 12, 2019</td>
<td>2:00 p.m.</td>
<td>City Council Chambers</td>
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<tr>
<td>Thursday</td>
<td>October 10, 2019</td>
<td>2:00 p.m.</td>
<td>City Council Chambers</td>
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<tr>
<td>Thursday</td>
<td>November 14, 2019</td>
<td>2:00 p.m.</td>
<td>City Council Chambers</td>
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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.
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

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 Mirek Gorny, Trustee Carolyn Clemens, and Trustee John Schwab

LS&S Staff Present: Dara Bradds, Library Director; Katy Duperry, Senior Librarian of Technology and Support Services; Azar Katouzian, Head of Adult Services; Gabriel Diaz, Digital Services Director

City Staff Present: Zack Beck, City Clerk

ORAL COMMUNICATIONS

None

APPROVAL OF MINUTES

Agenda Item #1. Approval of Minutes from the Library Board of Trustees Meeting on June 20, 2019.

Moved by Trustee Schwabb and seconded by Trustee Clemens to approve the June 20, 2019 minutes as written.

Approved: 5-0

CURRENT BUSINESS

Agenda Item #2. Trustee Clemens library visit recap

Trustee Clemens shared insight from her experience touring the Escondido Public Library. Trustee Clemens commended the park rangers for providing security assistance at the library.

Agenda Item #3. Motion to move the August 8, 2019 meeting to August 15, 2019.

Motion by Trustee Clemens and seconded by Trustee Schwabb to move the August 8, 2019 meeting to August 15, 2019.

Approved 5-0

Agenda Item #4. DVD rental costs - is further research needed?

Dara Bradds will meet with the City Manager and discuss the possibility of addressing DVD fees. This item will return on a future agenda.
Agenda Item #5. Does the Board want fines and fees statistics included in the monthly report?

Motion by Trustee Clemens and seconded by Trustee Gorny to have fines and fees included in the monthly statistics report.

Approved 5-0

Agenda Item #6. Understanding 80/20 ordering

Katy Duperry, Senior Librarian of Technology and Support Services, shared that 80/20 ordering is the collection management process for LS&S.

OTHER REPORTS

Library Director’s Report:

Azar Katouzian, Head of Adult Services, discussed the various programs that the library offers. Gabriel Diaz, Digital Services Director, shared that the library provides STEM/STEAM programs, as well as VR programs. Katy Duperry, Senior Librarian of Technology and Support Services, discussed the implementation process of the new Polaris technology system. Dara Bradds, Library Director, shared that she will be revisiting the library’s logo design. Ms. Bradds discussed security upgrades that have taken place at the library, including a new security camera.

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

Next Meeting: The next meeting is on Thursday, August 15, 2019 at 2:00 p.m. in the Escondido City Council Chambers.

ADJOURNMENT: Moved by Trustee Schwabb and seconded by Trustee Clemens to adjourn the meeting at 3:13 p.m.

Approved 5-0

___________________________ ___________________________
John Schwabb, Secretary Zack Beck, City Clerk

Strategic Plan Update
Library Board of Trustees Identified Priorities as of June 2019
Connect, Inspire, Grow
Goal(s): Connect Through Marketing; Connect Through Outreach; Connect Through in-Library Programming

Priority: Marketing
We have launched our new logo. We were sitting on it for a while and had begun work with our LS&S design team to bounce new ideas around, and kept coming back to the one our graphic designer, Nick Ivins created back in 2017. Then, a call from Headquarters asking what they should use for our logo in some new marketing pieces prompted us to finally commit to that one that was created and approved, but lost in the changeover.

Nick is here today to give you an overview of the concept behind, and creation of the new logo.

Priority: Program Development & Outreach
Literacy & Youth Services Staff will present on programs and outreach for their departments.

Priority: Hispanic Outreach
Youth Services provides programs like Toddler Tales Storytime with interactive bilingual stories and action songs.

Literacy Services are available to anyone that wants to improve their literacy skills in the Escondido Community, including Hispanic populations.

Priority: Literacy
Myrna Montano will present on some of the initiatives in Literacy Services.

Priority: Safety & Security
We had a meeting with the Rangers so that we could learn more about their training to better understand what their expectations are for staff in the building.
# DIRECTOR’S REPORT
## MONTHLY STATISTICAL COMPARISON REPORT 2018-2019

## CIRCULATION
### By Format:
- **Print**: | May 2019 | April 2019 | March 2019 | May 2018 | April 2018 | March 2018 |
  - 23,827  
  - 25,130  
  - 25,783  
  - 24,994  
  - 25,601  
  - 27,797  
- **Media**: | 8,248 | 8,382 | 8,555 | 8,340 | 8,469 | 9,437  
- **Electronic Devices (Equipment)**: | 173 | 207 | 245 | 114 | 145 | 113  
- **Museum Passes**: | 8 | 67 | 80 | 93 | 105 | 96  
- **eBooks & eAudiobooks**: | 3,486 | 3,328 | 3,339 | 2,163 | 2,053 | 2,281  
- **eMagazines**: | 690 | 650 | 666 | 241 | 249 | 256  
- **Total Circulation**: | 36,432 | 37,764 | 38,668 | 35,945 | 36,622 | 39,979  

### SELF CHECKOUT CIRCULATION:
- **# Patrons Served**: | 3,197 | 3,406 | 3,553 | 3,213 | 3,047 | 1,309  
- **# Items Circulated**: | 17,668 | 18,580 | 19,037 | 17,031 | 16,063 | 6,557  
- **Percent of Total Circulation**: | 48.50% | 49.20% | 49.23% | 51.1% | 47.1% | 17.6%  

## PATRONS:
- **Total Patrons**: | 68,214 | 67,614 | 67,080 | 62,675 | 62,127 | 62,737  
- **Total Active Patrons**: | 33,241 | 33,377 | 33,520 | 27,526 | 22,464 | 23,236  
- **Percent Active**: | 48.7% | 49.4% | 50.0% | 52.5% | 56% | 23%  

## PC USE:
- **Chromebook Sessions**: | 171 | 205 | 245 | 245 | 132 | 113  
- **Total PC users (adult, incl. parents)**: | 3,627 | 3,610 | 3,854 | 4,425 | 4,238 | 4,185  
- **Total PC users (teens)**: | 164 | 155 | 125 | 127 | 156 | 164  
- **Total PC users (kids)**: | 339 | 338 | 407 | 534 | 445 | 610  
- **Total Wireless Sessions**: | 7,969 | 13,597 | 14,604 | 12,424 | 11,556 | 12,412  

## PROGRAMS:
- **Total Programs**: | 39 | 55 | 50 | 26 | 32 | 35  
- **Total Program Attendance**: | 1,301 | 1,809 | 1,592 | 835 | 1,235 | 1,074  
- **Total Outreach/Tours**: | 25 | 7 | 11 | 23 | 3 | 4  
- **Total Outreach/Tour Attendance**: | 1,069 | 849 | 521 | 1,237 | 315 | 244  

## REFERENCE QUESTIONS:
- **Visits**: | 8,535 | 8,157 | 8,922 | 6,871 | 7,227 | 7,586  
- **Total Door Count**: | 30,111 | 32,026 | 33,471 | 32,060 | 31,100 | 31,025  
- **Total Door Count: Daily Avg.**: | 1,004 | 1,104 | 1,080 | 1,069 | 1,037 | 1,001  

## VIRTUAL:
- **Website and Catalog Sessions**: | 25,287 | 25,495 | 26,082 | 26,126 | 25,866 | 25,967  

## VOLUNTEERS:
- **Total Volunteers**: | 218 | 216 | 218 | 205 | 207 | 205  
- **Total Volunteer Hours**: | 2,653 | 2,556 | 2,849 | 2,310 | 2,323 | 2,511  

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