The Brown Act provides an opportunity for members of the public to directly address the Library Board of Trustees. If you wish to speak regarding an agenda item on the agenda or an item not on the agenda, please submit a digital request to speak form at the following link: In Person Public Comment - City of Escondido or fill out a physical request to speak form and provide it to the clerk.

To submit comments in writing, please do so at the following link: https://www.escondido.org/public-comment-form. All comments received from the public will be made a part of the record of the meeting.

CALL TO ORDER
Roll Call: President Carolyn Clemens, Secretary Virginia Bunnell, Trustee John Schwab, Trustee Mirek Gorny, Trustee Ron Guiles

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 September 8, 2022.

CURRENT BUSINESS
2. Customer Service Update
3. Clean-up of library trust categories
4. Strategic Plan Goals Section 2: Embrace Emerging Services
MEETING AGENDA
Library Board of Trustees
Thursday, October 13, 2022
***Special Meeting***
1:00 p.m.
City Council Chambers

OTHER REPORTS
Statistics Report
Library Director’s Report
Trustee Library Use 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>November 10, 2022</td>
<td>2:00 p.m.</td>
<td>City Council Chambers</td>
</tr>
<tr>
<td>Thursday</td>
<td>December 8, 2022</td>
<td>2:00 p.m.</td>
<td>City Council Chambers</td>
</tr>
<tr>
<td>Thursday</td>
<td>January 12, 2023</td>
<td>2:00 p.m.</td>
<td>City Council Chambers</td>
</tr>
</tbody>
</table>
AGENDA, STAFF REPORTS, AND BACK-UP MATERIALS ARE AVAILABLE:

- Online at https://www.escondido.org/LBT-agendas
- In the City Clerk’s Office at City Hall.

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 9:00 a.m. to 6:00 p.m.
Tuesday - Thursday 9:00 a.m. to 8:00 pm
Friday & Saturday 9:00 a.m. to 6:00 p.m.

For information about programs and resources, please visit https://library.escondido.org/
SEPTMBER 8, 2022 MEETING MINUTES

CALL TO ORDER: 2:00 p.m.

Trustees Present: President Carolyn Clemens, Trustee Mirek Gorny, Trustee John Schwab, Secretary Virginia Bunnell

Trustees Absent: Trustee Ron Giles

LS&S Staff Present: Dara Bradds; Katy Duperry, Assistant Library Director; Nicholas Ivins, Marketing Director, Maureen Hogan, Children’s Librarian

City Staff Present: Sarah Jimenez, Deputy City Clerk

ORAL COMMUNICATIONS

None.

APPROVAL OF MINUTES

1. Approval of Minutes from the Library Board of Trustees Meeting on August 11, 2022

Motion: Schwab
Second: Bunnell

Approved: 4-0 (Guiles – Absent)

CURRENT BUSINESS

2. Youth Services/Literacy Update

Maureen Hogan, Children’s Librarian, presented an overview on new programs and upcoming events such as “Around the World in Many Ways.”

3. Clean up of library trust categories

This item will be postponed for next meeting.

4. Review of table measuring Strategic Plan Goals

Dara Bradds, Library Director presented a Strategic Plan Review and timeline.

5. Mayor and City Council request a report brief presentation

Motion to select the November 16, 2022 Council Meeting, where Library will be presenting: Clemens
Second: Gorny

Approved: 4-0 (Guiles – Absent)
OTHER REPORTS
Statistics Report
Library Director’s Report
Trustee Library Use Report

ADJOURNMENT
President Clemens adjourned the meeting at 2:47 p.m.

_________________________  _______________________
PRESIDENT                   CITY CLERK
TO: Library Board of Trustees
FROM: Aspen Hill
SUBJECT: Customer Service Update

Recommendation:
Receive information.

Background:
Library Operations Manager, Aspen Hill, will give an overview of the library’s customer service department, events, and planning.
TO: Library Board of Trustees  
FROM: John Schwab, Trustee  
SUBJECT: Clean-up of library trust categories

Recommendation:  
Receive information

Background:  
After the review of line-item restrictions in the August meeting, trustees asked that we combine line items after seeking approval from the Friends of the Library.
<table>
<thead>
<tr>
<th>Account #</th>
<th>Account Description</th>
<th>Amount</th>
<th>Description of Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>3050</td>
<td>Beginning Fund Balance, 07/01/2021</td>
<td>$419,511.44</td>
<td>*Closed out designated funds for Literacy and Pioneer Room to FT</td>
</tr>
<tr>
<td>4601</td>
<td>Library Trust Dividends</td>
<td>2,865.99</td>
<td>Signal Hill Petroleum &amp; JP Oil Dividends</td>
</tr>
<tr>
<td>4609</td>
<td>Investment Earnings</td>
<td>954.41</td>
<td>City Investment Pool allocated based on the cash balance in the Library Trust Fund.</td>
</tr>
<tr>
<td>4621</td>
<td>Library Sales</td>
<td>122.00</td>
<td>Sale of Headphones, Library Tote Bag, and USB Flash Drive</td>
</tr>
<tr>
<td>4990</td>
<td>Other Revenue</td>
<td>18,515.84</td>
<td>Reimbursements from CENIC grant</td>
</tr>
<tr>
<td></td>
<td>Total Revenues</td>
<td>$22,458.24</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FY 2021/22 Budgeted Expenditures</th>
<th>Beginning Budget</th>
<th>Actual Expenditures</th>
<th>Remaining Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>400501 Neihoff Donation</td>
<td>36,493.00</td>
<td>-</td>
<td>36,493.00</td>
</tr>
<tr>
<td>400509 Library Trust Special Projects</td>
<td>7,197.67</td>
<td>-</td>
<td>7,197.67</td>
</tr>
<tr>
<td>400819 Library Technology</td>
<td>38,788.64</td>
<td>7,020.24</td>
<td>31,768.40</td>
</tr>
<tr>
<td>400839 Literacy Projects</td>
<td>11,644.27</td>
<td>-</td>
<td>11,644.27</td>
</tr>
<tr>
<td>408201 Pioneer Room</td>
<td>30,975.00</td>
<td>-</td>
<td>30,975.00</td>
</tr>
<tr>
<td>409201 Youth Services-Library</td>
<td>25,000.00</td>
<td>-</td>
<td>25,000.00</td>
</tr>
<tr>
<td>409501 Library Books-Supplemental</td>
<td>15,525.69</td>
<td>-</td>
<td>15,525.69</td>
</tr>
<tr>
<td>Total Expenditures</td>
<td>$165,624.27</td>
<td>$7,020.24</td>
<td>$158,604.03</td>
</tr>
</tbody>
</table>

*This is the remaining balance of budgeted projects.

Ending Fund Balance, 06/30/2022: $434,949.44

Remaining Project Budgets*: $158,604.03

Available Fund Balance for Future Projects, 06/30/2022: $276,345.41

This balance includes budgeted expenditures.
TO: Library Board of Trustees
FROM: Dara Bradds, Library Director
SUBJECT: Strategic Plan Goals Section 2: Embrace Emerging Services

Recommendation:
Provide direction

Background:
Update the Library Board of Trustees on the status of emerging services outlined by the Strategic Plan.
2) EMBRACE EMERGING SERVICES
Goal Statement: EPL provides experiences that reveal the Library is more than a place for books and is the center for lifelong learning in Escondido.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Objective</th>
<th>Timeline</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educate residents about modern library services.</td>
<td>Create understanding among residents that libraries are places to connect with the community, access exciting new technology, have fun, and enrich lives by leveraging social media and newsletter once a month.</td>
<td>FY 2023–2027</td>
<td>Each month we send our two eNewsletters and post programs, services, and events on our Social Media.</td>
</tr>
<tr>
<td></td>
<td>Reach out to new community members by sending welcome newsletter. Gather email addresses during participation at four community events per year.</td>
<td>FY 2023–2027</td>
<td></td>
</tr>
<tr>
<td>Raise awareness of EPL services.</td>
<td>Leverage analytical data and strategic marketing channels to best reach users and nonusers with information about services. Identify three patron segmentation groups and launch a communication campaign.</td>
<td>FY 2024–2027</td>
<td>LS&amp;S Marketing Committee is reviewing demographic user groups to how to better target them for sharing information.</td>
</tr>
<tr>
<td>Encourage reading.</td>
<td>Adjust collection budget to meet specific community needs (bestsellers, eBooks) and shorten wait times by leveraging LibraryIQ analytics data.</td>
<td>FY 2023–2027</td>
<td>Ongoing as part of our collection development</td>
</tr>
<tr>
<td></td>
<td>Celebrate reading throughout the year by offering one reading challenge in addition to Summer Reading.</td>
<td>FY 2023–2027</td>
<td>This was just completed in August. Planning will start gain in late winter for SRC 2023.</td>
</tr>
<tr>
<td></td>
<td>Provide personalized service by creating reading suggestion lists (available by request on website).</td>
<td>FY 2024–2027</td>
<td>Adult Services is working on this and will webpage by winter.</td>
</tr>
<tr>
<td></td>
<td>Improve offerings to Spanish speakers by reviewing Spanish language physical collection performance and making adjustments quarterly.</td>
<td>FY 2023–2027</td>
<td>Ongoing as part of our collection development</td>
</tr>
<tr>
<td>Support early literacy and education.</td>
<td>Support parents as child’s first teachers by offering three parent education programs.</td>
<td>FY 2024–2027</td>
<td>Part of Family Literacy’s ongoing mission is to educate parents on what is included as part of literacy learning for children, so it can be practiced at home.</td>
</tr>
<tr>
<td>Introduce innovative</td>
<td>Help prepare children for kindergarten by leveraging the 1000 Books Before Kindergarten program. Increase participation each year of plan.</td>
<td>FY 2025–2027</td>
<td>1000 Books before Kindergarten currently has 699 registered participants.</td>
</tr>
<tr>
<td>----------------------</td>
<td>------------------------------------------------------------------------------------------------------------------</td>
<td>--------------</td>
<td>--------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Provide access to new and existing technology</td>
<td>Increase availability of technology to boost digital literacy and bridge the digital divide. Identify and supply four technology/communication platforms.</td>
<td>FY 2025–2027</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Support adults and teens by providing four life skills programs (financial literacy, sewing and mending, etc.), affordable living classes (couponing, etc) annually.</td>
<td>FY 2025–2027</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Support tech adoption by providing one-on-one tech instruction two days each month, including help on how to download and stream content to personal devices.</td>
<td>FY 2026–2027</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Support equity by providing laptops and Wi-Fi hotspots for circulation beyond Library buildings. Plan for some loss in annual budget, as would happen for print collection.</td>
<td>FY 2026–2027</td>
<td></td>
</tr>
<tr>
<td>Offer services beyond Library walls.</td>
<td>Increase impact by taking reading programs out into the community. Partner with one educational institution per year in order to promote reading in a meaningful and measurable way.</td>
<td>FY 2024–2027</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Leverage efficiency by partnering with City Parks and Recreation to participate in four events.</td>
<td>FY 2023–2027</td>
<td>Partnering with the Recreation Department for marketing at Grand Ave. Festival.</td>
</tr>
<tr>
<td></td>
<td>Provide pickup of materials throughout the community to reduce travel distance for patrons. Pickup lockers can be located at parks and recreation sites, fire stations, etc. (Pending funding availability.)</td>
<td>FY 2024–2027</td>
<td></td>
</tr>
<tr>
<td>Monthly Library Board of Trustees Statistics</td>
<td>July 2022</td>
<td>June 2022</td>
<td>May 2022</td>
</tr>
<tr>
<td>---------------------------------------------</td>
<td>-----------</td>
<td>-----------</td>
<td>----------</td>
</tr>
<tr>
<td>CIRCULATION:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Physical Materials (Books, media, museum passes, laptops)</td>
<td>43,138</td>
<td>39,979</td>
<td>35,476</td>
</tr>
<tr>
<td>eMaterial (includes eBooks and eAudiobooks- OverDrive, CloudLibrary, Biblioboard, eMagazines (Flipster), and hoopla digital media.)</td>
<td>6,923</td>
<td>6,976</td>
<td>6,971</td>
</tr>
<tr>
<td>Total Circulation</td>
<td>50,061</td>
<td>46,955</td>
<td>42,447</td>
</tr>
<tr>
<td>Holds Satisfied</td>
<td>2,383</td>
<td>2,529</td>
<td>2,163</td>
</tr>
<tr>
<td>INTER-LIBRARY LOANS:</td>
<td>1</td>
<td>1</td>
<td>19</td>
</tr>
<tr>
<td>POPULATION &amp; BORROWERS:</td>
<td>77,100</td>
<td>76,532</td>
<td>75,900</td>
</tr>
<tr>
<td>Total Registered Borrowers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>REFERENCE QUESTIONS:</td>
<td>6,032</td>
<td>8,055</td>
<td>6,393</td>
</tr>
<tr>
<td>Total Reference Transactions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LIBRARY SERVICES:</td>
<td>249</td>
<td>262</td>
<td>251</td>
</tr>
<tr>
<td>Public Service Hours</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Library Visits</td>
<td>19,336</td>
<td>22,136</td>
<td>17,603</td>
</tr>
<tr>
<td>ELECTRONIC SERVICES:</td>
<td>2,025</td>
<td>2,180</td>
<td>1,930</td>
</tr>
<tr>
<td>Users of Public Internet Computers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wireless Sessions</td>
<td>25,659</td>
<td>26,719</td>
<td>26,089</td>
</tr>
<tr>
<td>Number of Website Visits (website+catalog)</td>
<td>19,492</td>
<td>19,590</td>
<td>16,381</td>
</tr>
<tr>
<td>VOLUNTEERS:</td>
<td>152</td>
<td>146</td>
<td>125</td>
</tr>
<tr>
<td>Total Volunteers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Volunteer Hours</td>
<td>1,767</td>
<td>1,708</td>
<td>1,473</td>
</tr>
<tr>
<td>PROGRAMS:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># of live, in-person programs</td>
<td>42</td>
<td>36</td>
<td>41</td>
</tr>
<tr>
<td>Live, in-person attendance</td>
<td>1876</td>
<td>1510</td>
<td>1554</td>
</tr>
<tr>
<td># of live, virtual programs</td>
<td>7</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Live, virtual program attendance</td>
<td>27</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td># of pre-recorded programs</td>
<td>7</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td># of views of recorded program content</td>
<td>15</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td># of live, off site programs (outreach)</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Live, off site program (outreach) attendance</td>
<td>44</td>
<td>38</td>
<td>52</td>
</tr>
<tr>
<td># of take home kits given out</td>
<td>184</td>
<td>144</td>
<td>80</td>
</tr>
</tbody>
</table>
**Director’s Report**

In July the Adult Services Department hosted 12 programs with a total of 249 participants. The Succulent Swap brought 96 people in and the 2nd Saturday Concert had 61 people in attendance. We had 56 teens participate in seven teen programs that included: Gameology, Anime Your Way, Miyazaki Marathon (3 Part Series), Sanrio Pompoms, Teen Book Swap, and Summer Camp Out. Our Youth Services hosted 15 library programs with a total of 587 in attendance. They also did outreach at an event with 44 people. The program highlights in July for Children’s programming included Traveling Tidepools (210), Dry Clay Craft (106), Upcycling Craft (66), Wild Wonders (157), and Marc Griffith (92).

In August Youth Services took a little rest by not hosting special programs after a very busy Summer Reading Challenge. We did maintain our regular storytimes, and have been busy visiting schools to remind students about library services as they get ready to take on homework, reports, and special projects.