



City of San Marino

Staff Report

*Kathy Osegueda, Chair
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TO: Chair and Members of the Library Board of Trustees

FROM: Cathi Johnson, Community Services Director

BY: Cathi Johnson, Community Services Director
Linda Vera, Library Manager

DATE: February 24, 2025

SUBJECT: DIRECTOR AND LIBRARY MANAGER REPORT

STRATEGIC PLAN CRITICAL SUCCESS FACTORS

Efficient, Responsive, and Effective City Services
Engaged and Connected Residents
Fiscally Responsible and Transparent City Government

BACKGROUND

At the request of the Library Board of Trustees, the Community Services Director and Library Manager provide a monthly report to the Crowell Public Library Board of Trustees. The report provides relevant administrative, operational, and financial updates, as well as information on upcoming events, marketing and communication efforts, and customer feedback.

DISCUSSION

Personnel Updates

- The Library is currently accepting applications for Library Assistants. This is a vital front-line role that assists with answering questions at the Reference Desk, providing programs to the public, and providing collection development support.
- The Library is also hiring four part-time seasonal Library Clerks. These clerks will assist patrons with signing up for Summer Reading Club when volunteers are not available, as well as provide shelving assistance during the busy weeks of summer.

FY 2025-26 Budget Development Underway

The City's Administrative Team has kicked off the budget development process. Operational priorities, new programs, and potential initiatives and / or reductions are currently being identified for City Council consideration at the end of February. Community engagement is being conducted through March 3 to gain input on additional potential priority initiatives; here is a [link](#) to the survey.

Any final priority initiatives and / or CIP submissions deemed appropriate for review with Advisory Bodies may be presented in March. The overall budget development process will continue February through April with departments developing their proposed operating budgets. Presentations to Advisory Bodies, where appropriate, will occur at the end of March, with subsequent Council consideration at the end of April.

Comprehensive Citywide User Fee, Rate Study and Sewer Rate Study

Spearheaded by the Finance Department, the City has kicked off a comprehensive citywide review and evaluation of user fees and charges including a sewer service fee. To that end, the City is working with a qualified firm experienced in cost recovery and economic analysis to conduct a comprehensive study of the costs associated with providing City services. The City's primary objective for the study is to have a comprehensive citywide cost-based user fee study prepared. The study will calculate the full (100%) cost of providing certain City services and provide a recommended fee to be charged for each applicable service. The project kicked off in December and will conclude with a presentation to City Council in March or April to coincide with the development of the FY 2025-26 budget.

FY 2024-25 Q1 and Q2 Budget Summary Reports

See Attachment 1 for the Budget Monitor and Attachment 2 for the Donations Monitor. Comments can be found on the right-most column of each report.

Student Success Cards

Libraries offer educational resources that are a key factor in a person's economic advancement and quality of life. In acknowledgement of this, California legislation signed by the Governor in October 2023 (SB 321 (Ashby)) makes it easier for libraries to give library cards to every California child who wants one. Known as Student Success Cards, they will give students access to books and online resources from their public library, free of charge, through partnerships with local school districts. This initiative works to ensure that all California students have the opportunity to obtain a Student Success Card by the third grade.

The legislation asks the State Library to:

- Offer resources to assist public libraries and schools in finding strategies that work best for their communities.
- Coordinate with public libraries to determine the most effective means to ensure each student is provided with the opportunity to obtain a Student Success Card by third grade.
- Ensure that partnerships between public libraries and schools have been established to issue Student Success Cards.

The bill requires on or before January 1, 2029, and each year thereafter, the State Librarian to report to the Legislature on the Local Public Library Partnership Program.

Library staff are excited for this opportunity to support all San Marino students by forging this partnership with the school district. Libraries offer a larger collection of print and electronic books than a school alone offers and provide access to reliable online resources to improve literacy and build important critical thinking skills. Staff have reached out to the Educational Services Department at San Marino Unified School District to begin discussing how to make this partnership successful.

Update on Library's Workplan Item: Refresh the Library's Collection

One of the Library Division's objectives for the fiscal year is: "As part of a 3-year plan, refresh the Library's collection by 1/3 each year by evaluating and replacing unused titles with titles that are relevant and in demand to ensure that the collection reflects community interest and need."

As a best practice in the Library profession, it is important to remove items that are no longer meeting the needs of the community. This process is known as weeding. Weeding saves shelf space by removing unused books, reduces clutter making it easier for patrons and staff alike to find the materials they are interested in, and makes the collection more appealing as more of the books on the shelf are items of interest.

In order to weed a collection properly, Library staff assess the relevance of materials by regularly reviewing how many times an item has been checked out, comparing those circulation rates to the circulation rates of the other items in the same collection. For example, comparing the number of times a single picture book has been checked out relative to the number of times other picture books have been checked out for the same reporting period.

From July 1 through December 31, 2024, Library staff weeded 5,527 items that have either not circulated or circulated less than 3 times in the last three

to five years, depending on the parameters of each individual collection. At the start of the fiscal year on July 1, the collection had 80,763 items in it. While weeding is an important part of collection maintenance, so is purchasing. While items are being removed from the collection, new material comes in on a weekly basis.

During this same six-month period, 2,837 items have been added to the collection. Library staff will systematically evaluate the rest of the collection over the next two and a half years, ensuring each completed section is folded into an ongoing maintenance schedule to keep the collection as a whole as up to date as possible.

Upcoming Events – Mark Your Calendar

February

- 20 Story, Stomp, & Sing @ CPL, 10:30 AM
- 20 Floral Mason Jar Vases @ CPL, 11 AM
- 24 Maker Mondays @ CPL, 3:30 PM
- 24 SM Historical Society @ CC, 7 PM
- 27 Board Game Café @ CPL, 3 PM
- 28 Coffee, Tea, & Chat @ CPL, 10 AM
- 28 Track Meet* @ SMHS, 4 PM**

March

- 2 Joyful Living Happy Life @ CPL, 2 PM
- 5 Health & Wellness: Strength Training* @ CPL 1 PM
- 7 BACK UP DATE: Track Meet* @ SMHS, 4 PM**
- 9 East Meets West Parent Education Club, @ CPL, 2 PM
- 10 Happy Mario Day @ CC, 3 PM
- 12 Huntington Health Screening @ CPL, 10 AM
- 13 Chinese Club @ CPL, 10:30 AM
- 13 Bluey Bonanza @ CPL, 3:30 PM
- 14 Baby Sensory Gym @ CPL, 9 AM, 10:30 AM
- 18 Fused Glass Treasure Boxes @ CPL, 11 AM
- 20 Story, Stomp, & Sing @ CPL, 10:30 AM
- 20 Mystery Craft Madness @ CPL, 11 AM
- 24 Maker Mondays @ CPL, 3:30 PM
- 27 Board Game Café @ CPL, 3 PM
- 28 Coffee, Tea, & Chat @ CPL, 10 AM

**Recreation Division*

Operational Staff Briefings

See Attachment 3 for Staff Briefings.

Marketing and Communications

Community Services Guide – The Spring Guide has been delivered to San Marino residences, and registration begins on February 24.

Facebook

Followers:

1. Number of followers as of February 11: 1,010 (+16, or 1.6% from October 22)

Top Performing Posts by Number of People Reached:

1. Teen Advisory Group Thank You - 267
2. Peaceful Puzzling Ad - 196
3. Story, Stomp, and Sing Ad - 180

Top Shared Posts:

1. N/A

Instagram

Followers:

1. Number of followers as of February 11: 1,710 (+29, or 1.7% from October 22)

Top Performing Posts by Reach:

1. Lunar New Year Melodies and Stories Ad - 1,039
2. Open House Ad - 737
3. Adult Spelling Bee Ad - 581

Top Shared Posts:

1. Lacy Park Closure due to Windstorm - 15
2. Adult Coloring Ad - 11
3. Baby Sensory Gym - 10

Media Mentions

- San Marino Tribune
 - October 3, page 11 /: EMWPEC Talk Focuses on Generational Connection
 - October 10, page 4 / [website](#): Library Patrons Invited to Share Favorite Recordings
 - October 24, cover / [website](#): Council Pays Tribute to Late 'Mama Sun'
 - October 24, cover / [website](#): Communication is Key with EMWPEC Workshop
 - October 24, page 2 / [website](#): 'Sinister' Sites Get Spotlight
 - October 31, page 10 / [website](#): Chinese Club Crafts Workshops at Library

- November 7, page 4 / [website](#): Crowell Library to Host Board Game Café for Students
- November 7, page 4 / [website](#): Soapstone Carving Program Honors Native American Heritage
- November 7, page 4 / [website](#): Tiny Pumpkin Art Show Showcases Creativity
- November 7, page 4 / [website](#): Huntington Hospital to Offer Health Screenings at Library
- November 14, page 4 / [website](#): Family Communication is Focus of Seminar at Crowell Library
- November 14, [website](#): Sheriff's Crime Analyst Takes Deep Dive Into San Marino History
- December 5, page 5: Story, Stomp, & Sing Brings Joy
- December 26, page 4 / [website](#): Crowell Library to Hold Open House on January 25
- January 9, page 2 / [website](#): Huntington Hospital to Offer Health Screenings at Library
- January 9, page 5 / [website](#): Crowell Public Library to Host Adult Spelling Bee
- January 23, page 13 / [website](#): Lunar New Year Storytime to Incorporate Music
- San Marino Weekly
 - October 6, [website](#): East Meets West Parent Education Had Another Great Workshop!
- Mountain View News
 - On-going promotion of events and programs in [weekly paper](#)

RECOMMENDATION

Staff recommends the Board receive and file the Director and Library Manager Report. If the Board concurs with staff's recommendation, an appropriate motion would be:

"I move to receive and file the Director and Library Manager Report."

ATTACHMENTS

1. Budget Monitor
2. Donations Monitor
3. Operational Staff Briefings