



# City of San Marino

## Staff Report

*Kathy Osegueda, Chair  
Debra Sadun, Vice Chair  
Genevieve Chien, Trustee  
Steve Domier, Trustee  
Vivi Wahl, Trustee*

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: March 24, 2025

### **SUBJECT: DIRECTOR AND LIBRARY MANAGER REPORT**

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#### **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 interviewing candidates for the position of Library Assistant. 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.
- Next week, the Library will begin interviewing 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.

### **NEW Library Card Design Contest – Seeking One Judge**

During National Library Week, April 6-12, 2025, staff will be facilitating a new library card design contest for all ages. The winning design(s) will be announced as part of an exciting unveiling of our new library cards as early as mid-May. Staff are seeking one Library Board of Trustees member to join the judging panel of five, which includes one member from The Foundation Board, one member from The Friends Board, and two staff members.

### **FY 2025-26 Budget Development Underway**

On March 12, the City Council voted on Priority Initiatives to be incorporated in the FY 2025-26 budget. There are no Priority Initiatives related to the Library this year.

CSD's proposed operating budget for next FY has been submitted. Staff will be meeting with the City Manager and Finance Team the first week of April to review the proposed budget. After this meeting, staff will provide an overview of the proposed budget to the City Council (April 25) and to the Library Board (April 28). The City's goal is to have the final budget adopted by City Council at the May 30 Council meeting.

### **Updating the Collection Development Policy**

In accordance with the California Freedom to Read Act (AB 1825), libraries need to have their Collection Development Policy reviewed by the California State Library by December 31, 2025. This is required in order to be eligible to receive state funding, including broadband (internet) funding.

In the coming months, staff will be working with City Administration and the California State Library to update the Library's Collection Development Policy, which was last updated in July 2017. A draft of the revised policy will be presented to the Library Board as early as the April 28 meeting and no later than the June 23 meeting. As stated above, the deadline to submit the updated policy is the last day of the year, December 31.

### **2025 Serving with a Purpose Conference**

This one-day California conference is an opportunity for Friends, Foundations, Trustees / Commissioners, and library staff to meet and share how they approach operational issues. The 2025 theme is "United in Purpose: Cultivating Belonging, Trust, and a Shared Vision." An excerpt from the conference description is: "In a world torn apart by division and loneliness...What if the secret to happiness & harmony lies in one simple concept? Discover how cultivating belonging can unlock your potential and transform social connections. Learn from Stanford University professor's groundbreaking research on creating connection and bridging divides. You will

learn how this knowledge can benefit your organization and its members and staff. Get ready for a life-changing event!"

The conference is on Thursday, May 15 from 8:30 AM – 4:00 PM at the Ontario Convention Center. Tickets start at \$113.89 and can be purchased through [Eventbrite](#).

## **Upcoming Events – Mark Your Calendar**

### **March**

- 24 Maker Mondays @ CPL, 3:30 PM
- 27 Board Game Café @ CPL, 3 PM
- 28 Coffee, Tea, & Chat @ CPL, 10 AM

### **April**

#### **4 Dino Family Night\* @ CC, 6 PM**

- 7-11 Spring Break Camp\* @ CC, 9 AM
- 8 Young Gardeners @ CPL, 3:30 PM
- 9 Baby Sensory Gym @ CPL, 9 AM, 10:30 AM
- 9 Huntington Health Screening @ CPL, 10 AM
- 10 Senior Trip: Queen Mary Tour\*, 10 AM
- 10 Chinese Club @ CPL, 10:30 AM
- 10 Starry Soiree @ CPL, 3 PM
- 11 Baby Sensory Gym @ CPL, 9 AM, 10:30 AM
- 12 Nature Series: Audubon Walk\* @ LP, 8:15 AM
- 13 Dungeons and Dragons @ CPL, 2 PM
- 16 Health & Wellness Talk: Knee Pain\* @ CPL, 1 PM
- 17 Story, Stomp, & Sing @ CPL, 10:30 AM
- 17 Jigsaw Puzzle Frames @ CPL, 11 AM
- 19 Egg Hunt & Pancake Breakfast\* @ LP, 9 AM**
- 20 Joyful Living Happy Life @ CPL, 2 PM
- 23 Smarter Living Series: Strength & Peace in Change\* @ CC, 1 PM
- 24 Board Game Café @ CPL, 3 PM
- 25 Coffee, Tea, & Chat @ CPL, 10 AM
- 25 Earth Day Kite Making\* @ LP, 4 PM
- 28 Maker Mondays @ CPL, 3:30 PM

### **May**

- 1 Suminagashi @ CPL, 3 PM
- 8 Chinese Club @ CPL, 10:30 AM
- 9 Baby Sensory Gym @ CPL, 9 AM, 10:30 AM
- 9 Happy Hour: Silver Spurs\* @ CC, 1 PM
- 10 Nature Journaling @ CPL, 2 PM
- 13 Trivia Madness @ CPL, 4:30 PM
- 14 Huntington Health Screening @ CPL, 10 AM

- 15 Story Stop & Sing @ CPL, 10:30 AM
- 19 Music Theory 101 @ CPL, 1 PM
- 19 Maker Mondays @ CPL, 3:30 PM
- 19 San Marino Historical Society @ CC, 7 PM
- 22 Board Game Café @ CPL, 3 PM
- 26 Memorial Day Service\* @ LP, 9 AM**
- 28-29 Coffee & Crammin' @ CPL, 3:30 PM
- 30 Coffee, Tea, & Chat @ CPL, 10 AM
- 30 SMPLF Author Talk @ CC @ 7 PM
- 31 Bob Baker Marionette Theater @ CPL, 2 PM

*\*Recreation Division*

## **Operational Staff Briefings**

See Attachment 1 for Staff Briefings.

## **Marketing and Communications**

**Community Services Guide** – Production of the Summer Guide has begun. It is scheduled to arrive in San Marino mailboxes at the end of April, with registration beginning on May 5.

### **Facebook**

Followers:

1. Number of followers as of March 17: 1,009 (-1, or 0.0% from February 11)

Top Performing Posts by Number of People Reached:

1. Tween Pizza Taste-Off Recap - 161
2. Pasadena Playhouse Storytime Recap - 140
3. February Story, Stomp, and Sing Recap - 120

Top Shared Posts:

1. N/A

### **Instagram**

Followers:

1. Number of followers as of March 17: 1,747 (+37, or 2.2% from February 11)

Top Performing Posts by Reach:

1. Bluey Bonanza Ad - 632
2. February Story, Stomp, & Sing Recap - 454
3. Baby Sensory Gym Ad - 403

Top Shared Posts:

1. Bluey Bonanza Ad - 18
2. Baby Sensory Gym Ad - 17
3. Maker Mondays Ad - 5

### **Media Mentions**

- San Marino Tribune
  - February 6, page 10 / [website](#): Story, Stomp, & Sing Kicks Off Winter Season
  - February 13, page 10 / [website](#): Baby Sensory Gym to be Held at Crowell Library
  - February 27, cover / [website](#): Parent Education Club Promotes Stress Management
- San Marino Weekly
  - None
- Mountain View News
  - None

### **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. Operational Staff Briefings for February