



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: May 12, 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

- Library Clerks Jacqueline Cervantes and Noelle Awaida will begin their new positions as Library Assistants on May 12. Staff are pleased to be able to promote Jacqueline and Noelle and look forward to seeing them at the Reference Desk and in Library programming.
- The Library will also be onboarding four part-time seasonal Library Clerks the week of May 12. 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.

- PT Adult Services Librarian Hannah Dahl has accepted a full-time position with the City of Monterey Park. Interviews to hire a new staff member for this position will begin the week of May 12.

Library Card Design Contest Update

The Library Card Design Contest has concluded, and winners were selected. They are included in Attachment 1. Thank you to our judges: Trustee Vivi Wahl, Friends Book Shoppe Manager Kathy Miller, and San Marino Public Library Foundation Director Cindy Chan. Staff are currently working through the production process and hope to have the new cards by July.

Mark Your Calendar – Summer Reading Club Kick-Off

Staff invite the Board to mark your calendars and plan to join us on Saturday, June 7 for the Summer Reading Club Kick-Off event. NOTE: Contrary to last month's report, it has been decided to hold off on presenting the San Marino Public Library Foundation with their 2024 Community Partner of the Year Award until the Library's annual Open House event in January 2026. This will provide for a broader audience to attend the recognition ceremony, which is typically held in conjunction with this event. You may recall that this year's event was canceled due to the windstorm and regional wildfires in January.

NEW Furniture (Chairs) Update

The first phase of the new Library public seating / chairs is scheduled to be delivered during the last week of May. Staff will implement the recommendations of the Furniture Consultant to remove any chairs tagged for replacement and replace them with new ones. Be on the lookout at the beginning of June for the new furniture investment to be on display.

FY 2024-25 Q3 Budget Summary Reports

See Attachment 2 for the Budget Monitor and Attachment 3 for the Donations Monitor. Comments can be found on the right-most column of each report.

Update - Comprehensive Citywide User Fee, Rate Study, and Sewer Rate Study

Spearheaded by the Finance Department, City staff have been working on a comprehensive citywide review and evaluation of user fees including a sewer service fee. The City's primary objective for the study is to conduct a comprehensive cost-based study relevant to today's economic climate. The study calculates the full (100%) cost of providing core City services and provides recommended fee adjustments for each applicable service or program. Community Services/Library staff have met multiple times with the Fee Consultant to provide current direct costs for fee-based services, in addition to recommended fee adjustments. NOTE: The study is set to conclude with a presentation on Wednesday, May 14 during the regularly scheduled

City Council meeting at 6 PM. A copy of the draft User Fee Study Report is available on the City's [website](#).

Upcoming Events – Mark Your Calendar

May

- 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, Stomp, & 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
- 29 Furoshiki: Japanese Gift Wrapping @ CPL, 11 AM
- 30 Coffee, Tea, & Chat @ CPL, 10 AM
- 30 SMPLF Author Talk @ CC @ 7 PM
- 31 Bob Baker Marionette Theater @ CPL, 2 PM

June

- 3-4 Coffee & Crammin' @ CPL, 3:30 PM
- 7 SRC Kick Off / SRC Begins**
- 7 Taiko Drumming @ CPL, 3 PM
- 8 Joyful Living Happy Life @ CPL, 2 PM
- 9 Summer Camps Begin***
- 9 Pop for Pop Cards @ CPL, 1 PM
- 11 Huntington Health Screening @ CPL, 10 AM
- 11 Furoshiki: Japanese Gift Wrapping @ CPL, 5 PM
- 12 Chinese Club of San Marino @ CPL, 10:30 AM
- 13-14 Camp Out* @ Lacy Park, 3 PM**
- 13 Baby Sensory Gym @ CPL, 9 AM, 10:30 AM
- 13 Sticker-Palooza @ CPL, 1 PM
- 16 Super Storytime: Summer Stars @ CPL, 1 PM
- 18 Alcohol Ink Art @ CPL, 11:30 AM
- 19 Silent Reading Club @ CPL, 11 AM
- 20 Tween Odd Art Affair @ CPL, 1 PM
- 20 Tropical Tides Family Night* @ CC, 6 PM**
- 21 Chalk Party @ CPL, 10 AM
- 23 Roundhouse Aquarium @ CPL, 1 PM
- 25 Health & Wellness: Healthy Aging* @ CPL, 1 PM
- 26 Watercolor Painting Class @ CPL, 11 AM

- 27 After Hours Lock-In @ CPL, 4 PM
30 Super Storytime: Sharks @ CPL, 1 PM
**Recreation Division*

Operational Staff Briefings

See Attachment 4 for Staff Briefings.

Marketing and Communications

Community Services Guide – The Summer Guide has been delivered to San Marino mailboxes. Registration has begun for residents and will begin on May 12 for non-residents.

Facebook

Followers:

1. Number of followers as of May 5: 1,016 (+5, or 0.5% from April 9)

Top Performing Posts by Number of People Reached:

1. City Council Proclamation for National Library Week - 392
2. Summer Guide Available Online Now Ad - 280
3. Flower Arranging Workshop Recap - 144

Top Shared Posts:

1. City Council Proclamation for National Library Week - 1
2. Summer Guide Available Online Now Ad - 1

Instagram

Followers:

1. Number of followers as of May 5: 1,781 (+11, or 0.6% from April 9)

Top Performing Posts by Reach:

1. City Council Proclamation for National Library Week - 444
2. Flower Arranging Workshop Recap - 307
3. Summer Guide Available Online Now Ad - 290

Top Shared Posts:

1. Baby Sensory Gym Ad - 8
2. Story, Stomp, & Sing Ad - 2
3. Flower Arranging Workshop Recap - 2

Media Mentions

- San Marino Tribune

- April 3, page 7 / [website](#): Library Ushers In Spring with Music Center
- April 10, cover / [website](#): Student Storytelling Raises Mental Health Awareness
- April 10, page 2 / [website](#): Writing Workshop Sparks Creativity at Library
- April 10, page 5 / [website](#): Baby Sensory Gym to Be Held at Crowell Public Library
- April 10, page 5 / [website](#): Library Seeks Summer Reading Club Volunteers
- April 10, page 6 / [website](#): Library Seeking Public's Help in Designing Card
- April 10, page 9 / [website](#): 'Maker Monday' Delights Young Engineers
- April 17, page 11 / [website](#): City Celebrates National Library Week
- 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. 2025 Library Card Design Contest Winners
2. Budget Monitor
3. Donations Monitor
4. Operational Staff Briefings for April