

**MINUTES
SPECIAL MEETING
OF THE SAN MARINO LIBRARY BOARD OF TRUSTEES
APRIL 26, 2021 – 8:00 A.M.
VIA ZOOM TELECONFERENCE**

CALL TO ORDER Chairperson Hollingsworth called the meeting to order at 8:03 A.M. via the teleconferencing application, Zoom.

PLEDGE OF ALLEGIANCE Chairperson Hollingsworth led the Pledge of Allegiance

ROLL CALL **PRESENT:** Chairperson Liz Hollingsworth, Vice Chairperson Linda Mollno, Trustee Lois Derry, Trustee Steve Domier, Trustee Eldon Swanson, and Council Liaison Ken Ude

ABSENT: Trustee Genevieve Chien

CITY STAFF PRESENT: Community Services Director Brian Haworth, City Librarian Irene McDermott, Community Engagement Manager Amanda Fowler, Management Analyst Robert Zubiata, Circulation Services Librarian Jeff Plumley, Adult Services Librarian Rebecca Russell, and Children Services Librarian Tera Torres

PUBLIC COMMENTS

The following person(s) spoke:

NONE

APPROVAL OF MINUTES

I. APPROVAL OF MINUTES

Due to inaccuracies in the minutes from the meeting of March 22, 2021, approval of the minutes was tabled pending revision. Chair Hollingsworth moved to postpone the approval the minutes from the last Library Board of Trustees meeting; seconded by Vice Chair Mollno. AYES: Chairperson Hollingsworth, Vice Chairperson Mollno, Trustee Derry, Trustee Domier, Trustee Swanson. NOES: None.

BOARD OF TRUSTEES REPORTS

I. CHAIRPERSON REPORT

Chairperson Hollingsworth reported that the proposal to permanently change the time of the Trustee meeting to 8 a.m. would go before the City Council at the May meeting. She announced a Community Services forum to ask for community input about summer programming to be presented on the evening of May 3. Chair Hollingsworth also mentioned the Library Foundation Trivia Night to take place on May 8.

2. TRUSTEE REPORTS

No Trustee reports were provided at this time.

3. CITY COUNCIL LIAISON REPORT

City Council Liaison Ken Ude reports that it is budget season.

4. CRAIN ART GALLERY REPORT

Vice Chairperson Mollno noted that the Crain Art Gallery Virtual Gallery that featured Marian Fortunati in February and March has been taken down. The works of Pasadena artist Emily Suárez are featured for April and May. Vice Chair Mollno anticipates having at least one more virtual showing before the library re-opens. She noted that when artists could hold receptions in the library, that offered an opportunity for paintings to be purchased. There have been no sales from the Virtual Art Gallery.

5. MARKETING AND PUBLICITY LIAISON REPORT

Trustee Domier reported on a brief meeting about upcoming events at the library. He mentioned the May 4 Star Wars Trivia Night along with the May 8 Trivia Night Fever. He noted that on May 12, the Chinese Club was presenting Cooking with Ms. Lin and that on May 15, a program called Charcuterie 101 would be presented over Zoom.

At their publicity meeting, Trustee Domier and City Librarian McDermott discussed plotting publicity approaches to upcoming programs and then analyzing the tactics to assess their efficacy. In particular, he wants to assess how we are reaching our target audiences.

Also discussed was the clarity of branding of library programs vs. general community services programming.

Chair Hollingsworth asked Community Services Director Haworth about plans to distinguish the programs going forward. He offered that the programs would be distinguished in the guide by icons. He also spoke of a larger, city-wide publicity campaign that would include the library.

Mayor Ude suggested visiting the mission statements of both Community Services divisions to determine which division should sponsor what programs. Community Engagement Manager Fowler said that the city would hire one consultant to help with publicity for all of the city departments. Trustee Domier volunteered to help design a Recreation Division logo.

Vice Chairperson Mollno stated that she has repeatedly asked for differentiation of the program divisions in the weekly bulletin from the city, but that that has not happened. Mayor Ude questioned the citizens' desire for differentiation; Vice Chair Mollno disagreed. Chair Hollingsworth stressed the importance of branding all library programming

clearly. She noted that the purpose of having the library name featured prominently was to attract donations. As an example of how the community supports the library specifically, she noted that the Library Foundation received over \$25,000 in donations just by sending out a letter. As another example, she showed that the “Smarter Living Series” was labelled as a Community Services program and not Recreation. She suggested that the library mission statement can be brought to a future Trustee meeting. Vice Chair Mollno expressed frustration that her repeated concerns about library branding have not been addressed. She asked that examples from other cities with combined departments be brought to the next meeting. Chair Hollingsworth said that the Story Walk could be advertised as a joint project between the library and the recreation division.

6. BUDGET AND CIP LIAISON REPORT

Chairperson Hollingsworth reported that she met with Analyst Zubiata and Community Services Director Haworth regarding the budget report for next year that was to be presented to the City Council. She said that the meeting was helpful to her.

7. SAN MARINO CENTER RENOVATION UPDATE REPORT

Trustee Domier reported on a meeting on April 15 with Mayor Ude that discussed the interior finishes of the San Marino Center. He spoke of the balance between affordability, attractiveness and sustainability over years. Mayor Ude complemented the dynamics of the task force.

ADMINISTRATIVE BUSINESS

I. MANAGEMENT ANALYST’S REPORT

Analyst Zubiata noted that spending has been low, but that donations have also been low. Still, he sees that passport acceptance revenue has risen considerably. He said that year-end spending estimates are at about 79% of what was budgeted.

CIPs: the window tinting at the library will be completed in the next week. The water bottle station is complete. The upgrade to the Barth Room will be folded into the San Marino Center renovation. The computer lab renovation was put on hold this year because of COVID. It is being pushed into FY 21-22. He noted that the Foundation has volunteered to pay for the construction costs. The Thornton Room presentation is being moved into the library’s general fund.

Chairperson Hollingsworth asked about the rebate from CENIC. Analyst Zubiata reported that that revenue only occurs once per year. In response to another question from Chair Hollingsworth, Analyst Zubiata noted that the interior painting of the library will be folded into the regular operating budget.

2. REPORT FROM FINANCE DIRECTOR CHUNG

Finance Director Chung reported that the city's revenues overall remain intact and robust because most of it comes from property taxes. Spending is also under control.

Although the library is not a revenue generating department, it does bring in revenue via its passport acceptance service.

Due to COVID, the city received \$185,000 in government stimulus (CARES Act) and anticipates receiving \$2.4 million from the American Rescue Plan Act. This will be reflected in the city budget for next year.

In FY 21-22, the general fund contribution to the library budget is expected to be about \$197,000 plus about \$21,000 from donations. Passport revenues are expected to increase next year. Donations are expected to remain flat next year, so the library will ask for backfill from the general fund. The budget is divided between personnel costs and services and supplies. There is a request in the budget for \$30,000 for interior painting. An increase in the personnel budget is driven by a 2% MOU increase and rising pension costs.

The City Council will hold a preliminary budget study session on April 30 and May 7. On May 28, Finance Director Chung will present the City Manager's proposed budget and CIP.

Chairperson Hollingsworth inquired about the donations budget for FY 21-22, projected to be \$21,000. Director Chung said that he expects \$10,000 from the Friends next year, with the balance coming from a variety of sources. He noted that he based his passport acceptance revenue numbers on FY 19-20.

Chair Hollingsworth asked for the total that the library was asking for one-time "backfill". Director Chung said that the "ask" was just over \$8,000. In response to Chair Hollingsworth's question about personnel costs, Director Chung noted that those figures would be broken out in the budget book that will be presented to the community. He also said that there is a balance in the donations fund that would roll over into the next fiscal year. Analyst Zubiata noted that the balance of the donation funds has remained largely unchanged. Chair Hollingsworth asked for a future budget meeting with Analyst Zubiata and Trustee Chen to clarify the status of the donation fund.

Chair Hollingsworth asked about a cleaning schedule for the library as it re-opens. Her concern is that custodial costs would increase if extra cleaning is required. She remarked that library savings were used to cover some of the loss of revenue in the Recreation Division.

Vice Chair Mollno said that she would appreciate a meeting to further clarify the state of the donations reserves fund. In response to Chair Hollingsworth's remark that she and Trustee Chien lack the authority to ask for changes in the budget, Vice Chair Mollno expressed concern that the budget was to go before the City Council without giving the Trustees a chance to review it and to debate its details. She noted that she had been bringing up this issue over the course of several months.

Chair Hollingsworth said that her concern was not about the general fund budget but

about the anticipated donations figures. Vice Chair Mollno re-iterated that she wanted her objection to being left out of the budget process noted. She asked for more time to study the budget next year.

Finance Director Chung noted that the budget is a plan and could change if necessary over the first six months of the fiscal year. He can present changes to the Council at mid-year, in January.

Trustee Domier had two questions about the budget. One was a miscalculation of average attendance at programs in FY 20-21. The second was about how the budget for the Community Services Director position was calculated. Finance Director Chung explained the division of the salary.

Community Services Director Haworth noted that a librarian position was left out of the organization chart but had been included in the budget.

3. DIRECTOR AND CITY LIBRARIAN UPDATE REPORT

City Librarian McDermott presented the staff report.

McDermott discussed plans for re-opening in terms of County guidance. She expressed hope that allowing walk-ins for passport acceptance service would boost library revenues. She discussed staff trainings that staff would take to help prepare for possible patron pushback against mask rules.

McDermott discussed training that staff was taking to prepare for the introduction of the new integrated library system called Bibliovation. She reported that new e-books were purchased with the donation from the Library Foundation.

McDermott commented about circulation statistics including those from the e-magazine service Flipster, which will be replaced in the new fiscal year by Press Reader. Librarian Rebecca Russell explained that Flipster gives patrons access to only nine magazines whereas Press Reader gives access to many more. Press Reader also gives superior access to the Los Angeles Times. It also offers access in a variety of languages, so it will be helpful for our Chinese language patrons. Press Reader is also cost-effective.

City Librarian McDermott noted a positive review of the library on Yelp. She reviewed the income from the Friends' online bookstore and previewed the Library Foundation program Trivia Night Fever.

Youth Services Librarian Tera Torres and Librarian Rebecca Russell outlined library programs. Librarian Russell spoke of her successful prohibition program and the current "take 'n make" bird feeder offering. She spoke of the upcoming Office Trivia program.

Librarian Torres reviewed her busy month of programming. She described her "take 'n make" Grossology kits. There will be two more months of this program. She also worked with the Recreation Division to present a Zoom Lego Club. She spoke of the ongoing

sidewalk chalk obstacle course outside of the library building which is refreshed monthly. Torres described her weekly virtual story times and her monthly super story time. She noted the huge popularity of her Earth Day Explorer kit, which was presented in conjunction with the Recreation Division.

Librarian Torres explained that the upcoming Summer Reading Club will involve a hybrid of online and in-person reporting. She will accept teen volunteers to write book reviews and to create “kindness rocks”. A list of teen volunteer activities will be listed on the library web site. She and Librarian Russell will kick off the Summer Reading Club on Saturday, June 5 in Lacy Park. As all of the in-person library programs this summer will be outdoors, shades will be purchased for the patio.

Summer children’s programs include “Artopia”, a mindfulness program, a concert and a program with a NASA Solar System Ambassador.

Adult programs this summer will include a paint class, a concert from two members of the L.A. Philharmonic, and a patriotic-themed virtual mixology lecture.

Librarian Torres outlined the progress on the Story Walk project. She and Librarian Russell worked with Public Works to measure the distance between the posts. They placed the order for the frames from the Story Walk company. They placed a sample order for the posts and the sleeves. After those arrive, an order for the rest of the supplies will be placed.

City Librarian McDermott reported on accomplishments from the First Quarterly Work Plan, including the iPad program for seniors, the implementation of e-cards, and posters advertising current hot reads. Librarian Torres gave an update on the picture book “Neighborhood” project, in which some popular picture books are shelved according to their subjects, e.g. “Royalty” or “Transportation”. She anticipated that the project will be complete by the time that the library re-opens.

City Librarian McDermott reported on a Second Quarter Work Plan, which she anticipates will include a formal “weeding” schedule. It will also include the library re-opening along with hiring replacement reference staff, training on BiblioNation, and reviewing the department room rental policy.

McDermott reported that she had attended the month-long statewide Public Library Director’s Forum online. She noted that the most popular non-fiction book in the library is Barack Obama’s *A Promised Land*.

Chair Hollingsworth suggested that the library Standards of Behavior policy could be reviewed to see if patron masking provisions should be added.

Trustee Derry asked Librarian Russell about crowd control and social distancing at her summer concerts. Russell explained that she had worked with a city contractor to determine the occupancy of the patio. She notes that attendance will be registration only. She anticipates seating attendees in family groups that will be socially distanced from each

other. Also, the concerts will be held at 7 p.m. after the library has closed to the general public, so it will be easier to monitor entry.

Trustee Domier asked about a proposed formal weeding schedule and its difference from current practice. City Librarian McDermott explained that some libraries weed their non-fiction collections on a fixed schedule. However, she noted that Crowell uses an automated stock management system called Collection HQ, which makes weeding suggestions based on actual use.

WRITTEN COMMUNICATIONS OR PUBLIC WRITINGS DISTRIBUTED

There were no public writings distributed.

PUBLIC COMMENTS

There were no public comments at this time.

ADJOURNMENT

Chairperson Hollingsworth adjourned the meeting at 9:35 A.M. to a meeting on MONDAY, MAY 24, 2021 at 8:00 a.m. to be conducted via Zoom teleconference.


IRENE MCDERMOTT
CITY LIBRARIAN