

**MINUTES
SPECIAL MEETING
OF THE SAN MARINO LIBRARY BOARD OF TRUSTEES
MAY 24, 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

ABSENT: Trustee Genevieve Chien

CITY STAFF PRESENT: Acting Community Services Director Michael Throne, City Librarian Irene McDermott, Community Engagement Manager Amanda Fowler, and Management Analyst Robert Zubiate

PUBLIC COMMENTS

The following person(s) spoke:

NONE

APPROVAL OF MINUTES

I. APPROVAL OF MINUTES

Chairperson Hollingsworth moved to approve the amended minutes of the Library Board of Trustees meeting of Monday, March 22, 2021; seconded by Trustee Eldon Swanson. AYES: Chairperson Hollingsworth, Vice Chairperson Mollno, Trustee Domier, Trustee Swanson. NOES: None.

Chairperson Hollingsworth moved to approve the minutes of the Library Board of Trustees meeting on Monday, April 26, 2021; seconded by Vice Chairperson Mollno. AYES: Chairperson Hollingsworth, Vice Chairperson Mollno, Trustee Domier, Trustee Swanson. NOES: None

BOARD OF TRUSTEES REPORTS

I. CHAIRPERSON REPORT

Chairperson Hollingsworth welcomed Acting Community Services Director Michael Throne. She announced that today was the last meeting for Trustee Eldon Swanson. She

noted that he had served on the Board for five years. She thanked him for his service. City Librarian McDermott thanked Trustee Swanson for bringing his business acumen to the acquisition of the library RFID system. Trustee Swanson responded that he had enjoyed serving on the Board of Trustees.

2. TRUSTEE REPORTS

No Trustee reports were provided at this time.

3. CRAIN ART GALLERY REPORT

Vice Chairperson Mollno announced changes to the presentation of the Crain Art Gallery when the library opens to the public on June 1. During the library closure, a link to the featured artist's web site was placed on the library web page, creating a virtual gallery. She noted that sales from the web sites have been slow.

Currently, the artist featured in the virtual gallery is Emily Suárez. Her link will remain up through the end of June. The artist Justin Mattock was in the midst of an in-person show when the library shut down last year. The plan now is to leave his show up through June or July. That gives the Art Gallery Committee some time to find the next artist. The problem is that currently, the artist cannot have an in-person reception in Barth due to COVID restrictions. In the past, these receptions were held near the beginning of the artist's two-month exhibit, generally on a Saturday. The artist could bring additional paintings to the reception, making it an excellent opportunity for the artist to sell paintings. An alternative idea would be to hold the reception on the patio, although that possibility would be dictated by the weather.

The first candidates for in-person exhibits will be those artists that had virtual exhibits at Crowell. Vice Chair Mollno said that she will keep the Board apprised of developments.

4. CITY COUNCIL LIAISON REPORT

City Council Liaison Ken Ude was absent, so there was no report.

5. MARKETING AND PUBLICITY LIAISON REPORT

Due to the departure of Community Services Director Haworth, there was no Marketing and Publicity meeting this month.

Trustee Domier asked Community Engagement Manager Amanda Fowler about a possible publicity coordinator for the whole city. She replied that the city was looking into a city-wide marketing plan. Trustee Domier noted that when Director Haworth contracted a professional writer to write library press releases, the result was high quality. Community Engagement Manager Fowler concurred that it would be beneficial to have a professional create templates that could help broadcast each department's key messages.

Trustee Domier suggests that, in the Community Services Activities Guide, there could be further differentiation between the program presenting divisions in Community Services: Library, Recreation and Community Services. He asked about the structure of the department vs. the divisions. Community Engagement Manager Fowler answered that the basic structure is the Community Services Department with Recreation and the Library being divisions under it.

Acting Community Services Director Michael Throne noted that the next budget, in compliance with the re-envisioning plan of last year, brings the two divisions together as an entity that can share resources.

Chairperson Hollingsworth emphasized that the Board desires the library to maintain its separate identity and that it must be included in all the promotional materials. She commended the library logo being placed next to library program listings in the Community Services Activities Guide. Still, she said that it was not enough. She noted that the re-envisioning plan spoke of coordinating programs so that they do not overlap. She spoke of the Smarter Living Series as a good example of a program that both divisions could work together to decide where the program best fits. As a lecture series, does it belong with the Recreation division or the Library?

Trustee Domier stated that he approaches this question from a marketing standpoint. He agreed that, from the city standpoint, combining departments makes sense for efficiency. Still, from an audience standpoint, the divisions are perceived as separate entities. He noted that the current Community Services Activities Guide doesn't make it clear which division is offering each program. He suggested that the Guide should feature separate sections for Recreation and Library programs.

Vice Chair Mollno agreed and shared that her main concern is clarity. She said that it felt to her like the Community Services Department swallowed the Recreation Department and now it wants to swallow up the library. This has been her fear for several years. She stated that it can't work. She emphasized that the Board not only answers to the city, but also to the State of California Education Department. She said that it should be clear that the Library and also the Recreation divisions are separate entities under the Community Services Department.

Chair Hollingsworth noted that the lack of clarity was apparent in the listing of the Smarter Living Series. It was listed as neither a Library program nor Recreation. She pointed out that, in the back of the Activities Guide, information is given about the Recreation Division as separate from the library. She said that the Board had been asking for revisions for clarity since February 2021. She asked who else needed to hear the Board's concerns for action to be taken.

Vice Chair Mollno referenced a recent email from the City Manager which asked for applications for the Board of Trustees and the Design Review Committee. There was no call for applications for a Recreation Commission. She asked if city staff was trying to eliminate the Recreation Commission. She says that reestablishing the Recreation Commission should be the number one concern of seeking community volunteers. She

asked Acting Community Services Director Michael Throne for information about recruitment for the Recreation Commission. He said that he would investigate and share his findings at the next meeting.

Vice Chair Mollno commended the Community Services Department for their selection of programs. Still, she suggested that a Recreation Commission could offer guidance to the division.

Chair Hollingsworth offered that she had spoken to Mayor Ude on this issue. She pointed out that the City Council gives direction to the City Manager who then directs staff. This can put staff in an awkward position. Chair Hollingsworth suggested that she will communicate the Board's concerns with the City Manager and invite her to the June meeting. She stated that it is important that the Board's opinions be taken seriously, as they are the library liaisons to the public. The Board stands in for the public when they can't visit the Recreation Department and the Library in person. She thinks it is important that the words "Crowell Library" are publicized consistently. The value of that was shown when the library Foundation sent out a request for donations, they received \$5,000 from a single mailing. These donations came from people who support the library and its services.

Trustee Domier interjected that Community Engagement Manager Fowler had noted the change in the official language in using the term "Recreation Division" instead of "Recreation Department". He emphasized the importance of branding. He used the example of Warren Buffet owning See's Candy and a railroad. "They don't call it Buffet Candy," he said. The brands remain distinct. The same principle should apply with library and recreation programs.

Vice Chair Mollno suggested the development of an icon for the Recreation Division as opposed to its use of the generic city seal. Trustee Domier agreed.

Community Engagement Manager Fowler said that she understands the Board's concern, but that the city is following the direction of the City Council. Even so, she thinks that the separate branding of the two divisions is achievable, and that the current Activities Guide is not definitive.

Chair Hollingsworth expressed her appreciation that some effort was made to differentiate the programs in the Guide. She asked Community Engagement Manager Fowler that the words "Crowell Public Library" would appear on all publicity. Joint efforts between the divisions could be shown with attributions to both.

6. BUDGET AND CIP LIAISON REPORT

Chairperson Hollingsworth explained that the Finance Liaisons had not met last month because she had been out of town.

She asked Management Analyst Zubiata for a lesson about how donations are listed in the budget book. She noted that the library anticipates \$47,000 in donations in the new fiscal

year. She iterated that donations have a connection to library publicity. In fact, the library bases part of its budget on anticipated donations. She said that she and Trustee Chien would set up a meeting with Management Analyst Zubiata to get an explanation of the donation listings.

7. SAN MARINO CENTER RENOVATION UPDATE REPORT

Trustee Domier reported that the San Marino Center Renovation task force had not met in the last month but planned to meet in the next week. The topic will be landscaping.

In response to Chair Hollingsworth's question about the timeline of the design completion and the construction of the renovated San Marino Center, Acting Community Services Director Throne said that the design would be done toward the end of fall. After an environmental document has been filed, there can be an award of construction. In August, he will go out for a pre-qualification process for contractors. They are going slowly on the design to give the environmental plan time to garner comments. The building should be under construction in early 2022 and be completed in the spring of 2023.

Trustee Domier praised the task force, which is diverse and thinks in the long term.

ADMINISTRATIVE BUSINESS

I. DIRECTOR AND CITY LIBRARIAN UPDATE REPORT

City Librarian McDermott presented the staff report.

She announced that the library would re-open to the public on Tuesday, June 1, although the volunteer-run bookshop would not open until later. She reported that the Library Foundation Trivia Night on May 8 grossed over \$50,000. The champions of Trivia night were the Domier family.

Librarian McDermott announced revised library open hours: Monday – Wednesday, 10-6, Thursday, 10-7 and Friday 10-5. McDermott gave an update on the progress on the StoryWalk project and the Picture Book Neighborhood project, which is complete.

She noted that curbside circulation was down from previous months but expressed hope that circulation would rise once the library was open. She noted that use of the electronic databases was down, but that use might increase with the introduction of the new database Press Reader in the new fiscal year.

Summer Reading Club will start on June 5, according to McDermott. With that, there will be a re-introduction of in-person programs and services.

She pointed out that a staff report about the mission statements for the library and the recreation divisions was attached at the end of the packet along with the text of the city municipal code that addresses the Library Board of Trustees.

Vice Chair Mollno asked that the section of the California Education Code that addresses the role of library boards of trustees. The section is Title 1, General Education Code Provisions. Chapter 5: Municipal Libraries, Sections 18900 – 18965, Article 2. She said that the code shows the Trustees connection to the state as well as the city. Chair Hollingsworth suggested making this a separate agenda item in the next meeting.

2. NEW BUSINESS: REVIEW OF CROWELL LIBRARY'S MISSION AND VISION STATEMENTS

Acting Community Services Director Throne referred to the request from Mayor Ude at the April 26, 2021 meeting for the inclusion in this meeting of the mission statements for both the library and the recreation divisions for the purpose of discerning which division should handle what programs.

Director Throne explained the development of the mission statements as part of the process when the city developed its city-wide mission statement in 2018. The department statements were meant to express the general theme of each department. The municipal code excerpt was included in the Trustee packet for general information.

Chair Hollingsworth suggested that this discussion be brought forward to the June meeting. She wants to consider what the Crowell Library might look like in five or ten years. That would be the vision statement, and all operations would follow from that. She offered that the statement could mention the library shifting to more electronic resources.

Still, the Library Board cannot fashion a vision statement for the Recreation Division.

Chair Hollingsworth asked the both the municipal code and the state education code be included in the packet for the June meeting.

City Librarian McDermott clarified the process of the Strategic Plan as separate from the development of the 2018 library mission statement. Director Throne suggested that the mission statements might be revisited now that the department structure has changed. Trustee Domier remarked that the words of the current library mission statement do not capture what libraries do. He suggests that the library develop a statement of what the purpose and goal of libraries are. He noted that it is difficult to develop an effective mission statement. The library is a place to get unlimited access to information and to discuss ideas. He suggests that some libraries have mission statements that make the value of the public library much clearer. Domier strongly suggested that the library mission statement be revisited. He volunteered to help with the project.

Vice Chair Mollno requested that the Board decide in June how they want to proceed with the development of a new strategic plan. She asked that a copy would be sent to the Trustees.

Chair Hollingsworth asked if the City Manager had any thoughts on updating the library strategic plan. She asked Director Throne if he understood Mayor Ude's purpose in looking at the mission statement. Director Throne said that he would ask the Mayor and

report back.

3. MANAGEMENT ANALYST'S REPORT

Analyst Zubiata presented the staff report.

He noted that the library had maintained conservative spending in this fiscal year. At the end of April, 65% of its general fund had been expended. The major change in revenue is that passports have increased substantially. All passport acceptance appointments have been filled through July.

Because the library will reopen on June 1, it has been purchasing PPE and safety supplies. Those will not affect the library budget as they will be charged against the city's COVID account.

In his written report, Analyst Zubiata included an update on the CIP and the FY 21-22 operating budget. The Council will vote on the budget at their May 28 meeting.

The Board of Trustees request to change its meeting time from 7:30 to 8:00 a.m. was taken to Council, where it was approved.

Fire Chief Mario Rueda had joined the meeting as a guest. Trustee Domier asked him why city funds were being used to purchase supplies that serve as "hygiene theater" but that are not effective against COVID. He wondered why an emphasis was placed on wiping counters since the virus is not transmitted via surfaces. Chief Rueda did not respond, so Community Engagement Manager Fowler stepped in to answer. She explained that the hygiene measures are part of the health code: we have to do it. Still, these requirements may change on June 15, when more relaxed cleanliness requirements were expected to be announced. Fowler said that the city expects to be reimbursed for these expenses.

Vice Chair Mollno asked if the HVAC in city buildings had been adjusted to allow fresh air to be pumped in. Director Throne answered that his team was assessing the practicality of increasing the ventilation of the library and City Hall. Most of the other city buildings don't have good HVAC systems, so windows will be opened to increase circulation. There is a plan for CIP to update the systems that can be improved in future years. The Council will assess these plans once the city receives its American Recovery Act funds. In the meantime, the plan for the city is to do the best it can with what it has. The police department is installing several air purifiers. Yet, this would not be practical for the library.

Vice Chair Mollno noted that airborne viruses are probably our future. She suggested that working toward increased ventilation in city buildings is a good idea despite the expense.

Chair Hollingsworth asked if the library HVAC system could use HEPA filters. Director Throne answered that the issue with filtration is that the filters must be changed and that the dirty ones become biological waste. He spoke of a system that forces air through a de-ionizing machine that changes the polarity of the molecules of the virus and kills it.

Unfortunately, this system is energy intensive. In the greater scheme of things, Throne noted that the building codes have not changed. The city is working from guidelines from Cal/OSHA, which are not specific. He said that he expects the building codes to change over the next year or so. He wants to be cautious about investing in cutting edge technology that then may not comply with the new building codes. Cal/OSHA allows the city to implement improvements that are practical based on existing infrastructure. The plan is to take that approach until they get more specific guidance from the organization that generates building codes. He doesn't anticipate this guidance until 2022 at the earliest.

Chair Hollingsworth suggested that a floor fan could be placed near the front door of the library to increase air circulation. She said that it would help the public to feel confident. She asked about the physical characteristics of air purifiers. Director Throne said that those are designed for small office spaces. He noted that the library HVAC will be set so that it is always circulating air.

Cal/OSHA requires sanitation in public buildings. The city must comply with its regulations. Cal/OSHA is the only state organization that can cite the city and impose fines for non-compliance. Even when it was closed to the public, the city was sanitizing its buildings.

Chair Hollingsworth reviewed the CIP projects that had been completed. The water bottle station has been installed, the window tinting is complete as is the librarian office renovation. Analyst Zubiata described the renovation as a way to create more defined office spaces. Director Throne said that the project cost less than \$5,000. Analyst Zubiata will report next month on where the project was expensed.

The Public Works staff will take out the remaining partitions in the office and also bring back a portion of the library's public furniture in preparation for re-opening.

Trustee Domier asked if there will be an office for the Community Services Director in the new San Marino Center. Director Throne answered that there would be.

Chair Hollingsworth commended Youth Services Librarian Tera Torres' outreach to Carver School about the Summer Reading Club. She asked about the kickoff for StoryWalk in Lacy Park. City Librarian McDermott responded that the kickoff may happen at the beginning of the school year. Chair Hollingsworth suggested that the event have photo and publicity opportunities. City officials and Council Liaisons should be invited.

Vice Chair Mollno asked if the June meeting will be virtual or in person. Community Engagement Manager Fowler said that the next one will be virtual. The city is experimenting with moving back to in-person meetings. Fowler expressed the hope that the Trustees could meet in person soon.

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 9:23 A.M. to a meeting on MONDAY, JUNE 28, 2021 at 8:00 a.m. to be conducted via Zoom teleconference.


IRENE MCDERMOTT
CITY LIBRARIAN