



San Francisco Public Library

**MINUTES**  
**Council of Neighborhood Libraries**  
**March 28, 2024 4:00 p.m.**  
**CALL TO ORDER**

**Meeting Location: Zoom Virtual Meeting**

**Facilitator: Christy Estrovitz**

CNL Members			
A.J. Cave (ANZ)	x	Ruth Maginnis (NVA)	x
Toni Hines (BAY)	x	Ty Robinson (NBE)	
Katherine Hsieh (CHI)	x	Edna James (OVI)	
Lena Yu (CHI)		Nicky Trasvina (OVI)	x
Penni Wisner (EVA)	x	Johanna Lopez Miyaki (OVI)	
Marcia Parrot (EXC)	x	Marcia Erlich (PAR)	x
Nora Dowley (GPA)		Diane Silver (PAR)	x
Chloe Rounsley (GGV)	x	Peter Linenthal (POT)	
Leonie van den Berg (GGV)	x	Jessica Hyman (POT)	x
Sonia Moscardon (ING)	x	Marcia Popper (PRE)	x
Deirdre Merrill (MAR)		Elaine Cahn (RIC)	x
Judy Blanchard (MER)	x	Heather Gonzalez (RIC)	x
Kathy Mallegni (MER)	x	Joan Walton (SUN)	
Sharon Chien (MBA)	x	Deborah Oppenheim (SUN)	
Crystal Lê (MBA)	x	Monica Herbert (WSA)	x

COB Office			
Christy Estrovitz	x	Anne Vannucchi	
Ana Elisa de Campos Salles		Denise Sanderson	x
Genevieve Feldman		Florinda Battad	x
Regan Gong	x	Michael Roman	x

**Library Administrators:** Michael Lambert (City Librarian), Dolly Goyal (Chief of Public Services), Margot Shaub (Library Commission Affairs Analyst)

**Guests:** Randy McClure (Chief Analytics Officer)  
Graham Galloway (Research, Strategy & Analytics Analyst)

**HOUSEKEEPING**

**Upcoming Meetings**

➤ The next **Library Commission Meeting** will be on **Thursday, April 18, 2024** at 4:30 p.m., *Hybrid – virtual and in-person*

North Beach branch manager, Richard Le will give a presentation on SFPL's Genealogical and Family History Research Conference.

- The next **Council of Neighborhood Libraries Meeting** will be on **Thursday, April 25, 2024** at 4:00 p.m., *SFPL Virtual Library*

### Upcoming Branch Open Houses

Branch	Date	Time
Presidio	4/2/24	1-5 pm
Visitacion Valley	4/27/24	1-5 pm

### REVIEW OF MINUTES

- **A.J. (ANZ) – Can you give us more information about Toni's role as an outreach ambassador for the Library?**  
Toni (BAY) – As an outreach ambassador I hope to bring more African American families into the Library. I'm interested in the healing aspects of art, so I'm creating a program that combines art with literacy and using the library. I'll have 7 activations at different branch libraries.  
Lambert (LIB) - Additionally, Toni will represent SFPL at 3 community events.
- **Marcia (EXC) – Will the Mission Graduates program be sustained as part of the pilot?**  
Lambert – Yes, we are contracting with Mission Graduates to employ 13 promotoras in the Latinx community. They are currently organizing tours for school-aged families and doing other outreach activities.
- **A.J. (ANZ) – What matrix will be used to collect data on the program?**  
Lambert (LIB) – Success will be measured by the number of attendees at her activations and by the number of new library card signups.

### City Librarian's Report – Michael Lambert

#### Strategic Planning Initiative

- The Library's mission expands from providing free and open access to its materials to connecting our diverse communities to learning opportunities and each other.
- In addition to being a resource provider, the Library's strategic priorities include being a thoughtful navigator, a literacy champion, a cultural amplifier, and a community catalyzer.

#### Programs

- **Night of Ideas**
  - The event was a huge success, drawing 6,769 visitors to the Main Library. A capacity crowd filled each salon on every floor.
  - Many families attended Afternoon of Ideas and enjoyed crafts, performances and workshops for youth.
- **On the Same Page Book Club**
  - The March/April 2024 selection *Poverty, by America* by Matthew Desmond argues that society chooses not to resolve poverty: that the systems creating poverty benefits from the existence of a permanent underclass.

- 750 copies of the book have been given away to the public.
- Events include a virtual book club discussion and an author talk.

## SFPL Trends

- **Circulation**
  - Eclipsed 1.1 million items in every month of FY24.
  - 52% print and media and 48% digital
- **Visits**
  - In March, we had the best weekly foot traffic since re-opening.
  - An 11% year-over-year increase in visitors in the first 8 months of FY24.
  - We will reach 4 million visitors by the end of the fiscal year.
- **Programs**
  - The increase in visits is a result of more programs.
  - An 81% year-over-year increase in programs in the first half of FY24.
  - Filling vacancies (now down to double digits) made more programs possible.
- **Cardholders**
  - A 5% increase in total card holders from August 2023 to February 2024
  - 20,000 new cardholders in that period
- **Satisfaction Survey**
  - Patrons gave the Library high scores, with no score being lower than an 8.5 (Hours of Operation) in any category.
  - The Library received a 9.1 for Cleanliness and Maintenance of Facilities and a 9.0 for Safety and Security.

## Hiring Update

- **Security**
  - The security position for Ingleside Branch has not been filled. There is also a vacant security position at the Excelsior Branch.
  - There are 7 candidates to interview, and we hope to fill the positions in May.
- The Library hired 31 pages, 6 part-time librarians (5 of which are Youth Librarians), and a full-time Spanish bilingual Children's Librarian at the Excelsior Branch.

## Q&A

- **Marcia (EXC) – Will a copy of the strategic plan be available to the public?**  
Lambert (LIB) – The strategic plan is accessible on the Library's website:  
<https://sfpl.org/about-us/strategic-planning>
- **Ruth (NVA) – Is there an update on the Ocean View Branch renovation? Traffic on Brotherhood Way is still a concern.**  
Lambert (LIB) – We need more clarity about the project's budget and if we will need to seek additional money. We met with our Public Works partners to get a fresh cost estimate due to inflation. We are also monitoring the traffic studies from the SFMTA Brotherhood/Alemay Safety Improvements Project (BASIP). We are prioritizing the space on Brotherhood Way and Orizaba Avenue, but we have not selected a site yet and are keeping our options open. We are proceeding cautiously and will move forward when we have a full understanding of pedestrian safety and access in that area.
- **Leonie (GGV) – Has a temporary location for the Chinatown Branch been found?**  
Lambert – We have finalized a lease agreement for a space two blocks from the branch at 950 Grant Avenue (at Jackson Street). The building needs minimal improvements and at 25,000 square feet, we'll have enough space to deliver core library services. The ground-breaking for the Chinatown Branch will be in January/February 2025.

- **Jessica (POT) – Can you explain what a page does?**

Lambert (LIB) – A page is our entry level customer service position. I started as a page in November 1992.

- **Katherine (CHI) – Who is checking out the digital materials? Are they people from other counties taking advantage of SFPL’s digital offerings because their libraries are not robust?**

Lambert (LIB) – California residents can get a library card and check out digital materials. We are lucky that our collections budget is so healthy that people from other counties are using and checking out our eResources.

- **Heather (RIC) – Can you explain what a partnership with San Francisco Unified School District (SFUSD) means?**

Lambert (LIB) – Our partnership works on a macro and micro level. For example, the African American Achievement and Leadership Initiative (AAALI) was created to change the inequitable pattern of outcomes for African American students in SFUSD and holds SFUSD and City agencies accountable for providing a quality educational experience to African American students. Understanding the challenges teachers face, the Library will leverage its resources and work with our SFUSD colleagues by doing outreach at schools to spark curiosity about our collections, host book fairs and give away books.

Other partnerships with SFUSD include initiatives with the SF Department of Children, Youth and Their Families to help students with school readiness and giving all SFUSD library cards through the Scholar Card program.

Estrovitz (LIB) – We have also partnered with SFUSD and collaborated with teacher librarians to host a visit with Grace Lin, an award-winning author and illustrator of picture books, early readers and middle grade novels. Every school has a dedicated teacher librarian who helps promote the Library.

- **Leonie (GGV) –Golden Gate Valley has an excellent DVD collection compared to other branches. Why do collections differ so much from one branch to another?**

Lambert (LIB) – A branch’s collection is curated and maintained by the librarians at that location. The materials they choose reflect the character of the neighborhood, as well as the interests and needs of the community.

Monica (WSA) – Patrons can use the Library’s amazing reserve system to get materials not found at their branch. Western Addition Branch serves the Japanese, Russian and African American communities and maintains a robust collection despite the complexity of choosing books for such a diverse group.

- **Sonia (ING) – One of the keynote speakers at the Night of Ideas talked about book banning. What is SFPL doing about this issue?**

Estrovitz (LIB) – We educate our staff about the issue so that they are prepared to be responsive. We have also worked with PEN America and held workshops teaching high school students how to combat book banning and censorship.

## **Neighborhood Sharing**

### **Diane (PAR)**

- Page Street Lounge is a fabulous program in the Park Branch meeting room that meets on the fourth Wednesday of each month from 2-4pm.
- Diane and Marcia, Park’s CNL reps, worked as greeters.

- Patrons can enjoy snacks, coffee, and tea while working on puzzles and coloring books or play records from the branch's vinyl collection. There is also an area for kids.
- Estrovitz (LIB) – Intergenerational programs are part of the Strategic Plan!

**Heather (RIC).**

- Richmond Branch will begin a partnership with McCoppin Elementary School and tie in Summer Stride with their math themed summer program at the Richmond Neighborhood Center.
- Multiple copies of the books on the program's booklist will be available at the branch for checkout and count towards summer reading hours and an extra prize.

**Nicky (OVI)**

- The Glen Park branch manager, Darren Heiber was tabling and giving away free books at the César Chávez Day celebration at the Glen Park Recreation Center. The event also included a lecture by San Francisco journalist Emil Guillermo.
- The Library's Eve Peña was also giving away books at the César Chávez Holiday Breakfast.

**Adjournment: 5:00 pm**

**Respectfully submitted by Florinda Battad**