



San Francisco Public Library

MINUTES
Council of Neighborhood Libraries
February 27, 2025 4:00 p.m.
CALL TO ORDER

Meeting Location: Zoom Virtual Meeting

Facilitator: Rebecca Alcalá-Veraflor

CNL Members			
Toni Hines (BAY)		Helen Land (NBE)	x
Katherine Hsieh (CHI)	x	Nicky Trasvina (OVI)	x
Penni Wisner (EVA)		Johanna Lopez Miyaki (OVI)	
Marcia Parrot (EXC)	x	Edna James (OVI)	
Nora Dowley (GPA)	x	Chuck Moody (ORT)	
Lindy Chris (GPA)	x	Marcia Erlich (PAR)	x
Chloe Rounsley (GGV)		Diane Silver (PAR)	x
Leonie van den Berg (GGV)		Sherine Ta (PSI)	
Sonia Moscardon (ING)		Lily Li (PSI)	
Deirdre Merrill (MAR)	x	Peter Linenthal (POT)	
Phil Lesure (MAR)	x	Jessica Hyman (POT)	x
Judy Blanchard (MER)	x	Julia Anaya (RIC)	
Kathy Mallegni (MER)	x	Tara Cahn (RIC)	x
Sharon Chien (MBA)		Deborah Oppenheim (SUN)	x
Janie Alcindor (MBA)		Monica Herbert (WSA)	x
Ruth Maginnis (NVA)	x	Crystal Lê (WSA)	x

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

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

Guests: Jessica Parker (Friends of SFPL), Jaime Wong (Acting Director of Communications)

Housekeeping

Upcoming Meetings

- The next **Library Commission meeting in March** will be on **Thursday, March 20, 2025, 4:30 p.m., Hybrid (In-person and Virtual)**.
- The next **Council of Neighborhood Libraries Meeting in March** will be on **Thursday, March 27, 2025, 4:00 p.m., Virtual**

Announcements

- Tara Cahn has joined CNL and is continuing along her mother Elaine's CNL work in representing the Richmond Branch.
- The Friends of SFPL are hosting the Mary Louise Strong Society breakfast on Friday, February 28th. The annual event celebrates and recognizes supporters who have included the Friends in their estate plans.
- Upcoming Open Houses:
 - Sunset on March 22nd (1-4 pm)
 - Bayview on March 29th (1-5pm)
- Monica (WSA) – It is the 100th Anniversary of the [Morgan Libraray and Museum](#). The Morgan's first librarian and director was [Belle da Costa Greene](#), a Black woman who began as the private librarian for J.P. Morgan, managing and buying books for his personal library.

Minutes

- January 23, 2025 minutes were approved.

City Librarian's Report – Michael Lambert

FY26-27 Budget

- [FY26-27 budget presentation](#)
- The FY26-27 budget was approved by the Library Commission.
- Library revenue is \$2.3 million less than what was projected by the Controller's Office, however, the Library's stable funding helps to bridge the gap, ensuring the continued delivery of high quality services.
- The budget will be submitted to the Controller, the Mayor's Budget Office, and to the Board of Supervisors before going to the mayor.
- The budget includes additional money for branch renovations
 - \$3 million for the Mission. The renovation is 40% completed with an anticipated re-opening in early 2026
 - \$4.8 million for Ocean View, which is still in the planning phase
- Thirty-three Library positions are exempted from the mayor's hiring freeze, and hiring is going forward.. We will continue to request exemptions so that we can fill critical positions.

Skateboarding San Francisco: Concrete, Community, Continuity

- An exhibition celebrating skateboarding in San Francisco is currently on display in the Main's Jewett Gallery. The opening reception on February 13th was well attended. Patrons enjoyed music and refreshments while viewing archival photos and videos spanning the last 50 years.
- [NBC Bay Area's coverage of the exhibit](#)
- [KQED's coverage of the exhibit](#)

Q&A

- **Lindy (GPA) – How will the Library fill thirty-three positions?**
Lambert – We advertise the positions on career websites and do targeted recruitment. We have a total of ninety-seven vacancies and are being strategic when requesting exemptions to fill them.
- **Helen (NBE) – [Free for All: the Public Library](#) was outstanding. How is the Library promoting it so that more people can see it?**
Lambert – Library Commissioner, Susan Moll sponsored a screening recently. The film will also be screened to a national audience on April 29, 2025 on public television stations. We are working on having it screened at the American Library Association's annual conference in June.
- **Katherine (CHI) – Is the furniture for the Chinatown Branch included in the budget?**

Lambert – There isn't a direct line item for furniture, but we do have the funds. We hope to break ground in October. The Chinatown temporary site will be located at 950 Grant Avenue, but we don't yet have a move in date.

- **Monica – Some patrons think branch libraries will close. What assurances can be given to patrons about the health of the Library?**

Lambert – Times are leaner, and we are tightening our belt, but the Library is largely insulated from the cuts faced by other City departments because of the Library Preservation Fund. Our hours are baked into the City Charter, requiring libraries to be open a minimum number of hours. We are well equipped to balance our budget and still deliver high-quality services.

Alcalá-Veraflor – We can talk to the Public Services Team about how to calm the nerves of the community and let them know that Library is doing okay.

Library Commission Report – Margot Shaub

- The agenda and minutes from previous meetings can be found here: <https://sfpl.org/about-us/library-commission/library-commission-agendas-minutes-resolutions>
- The recording for the February 6, 2025 meeting can be found here: https://www.youtube.com/watch?v=cqrPaZ527Wo&list=PLQH-ihCu17QLV0fvFUcY8CnNO_5nyK5-&index=70
- The FY26-27 budget was presented and approved: <https://sfpl.org/sites/default/files/2025-01/ITEM-3-LC%20Feb-Budget-Presentation-FY-26-%26-27.pdf>
- The meeting adjourned in honor of, Elaine Cahn, Richmond Branch's CNL representative who passed away earlier in the year.
- March 20th meeting:
 - Update on capital projects
 - NBA All-Star Weekend event with the Warriors

Q&A

- **Katherine (CHI) – How long are the Library Commission meetings? Are remote comments allowed?**

Shaub – We allowed remote public comments during COVID, but at this time, remote public comments are not allowed unless it is a special accommodation for a disability and requests need to be made 48 hours in advance. Meetings with five agenda items are about two hours, and each additional agenda item will add another half hour to the meeting.

Friends Update – Jessica Parker

- The Library Laureates Gala will be held on May 3rd at the Main Library. Sponsors attending the event will enjoy an evening with thirty Bay Area writers, the City Librarian, and Library Commissioners. Proceeds support library programs, key initiatives, and branch renovations.
- The Mission and Chinatown capital campaigns will start ramping up in earnest.

Q&A

- **Katherine (CHI) – Can we donate books for the Friends at the library?**
- **Helen (NBE) – Is there a way the Library could work with local nonprofits or neighborhood entities who could volunteer help pickup donations on a regular basis?**

Deirdre (MAR) – This would be a great service project for high school students.

Parker – On rare occasions, the Friends volunteers will make a special trip to pick up donations, but it isn't a regular Friends program. The Friends are currently creating their strategic plan - I'll find out if there are plans to bring the program back. I'll also ask the volunteer manager about the possibility of working with a non-profit.

Nicky (OVI) – Project 20 with the SFMTA sends individuals out on volunteer jobs.

Deirdre (MAR) – This would be a great service project for high school students.

SFPL Media Campaigns – Jaime Wong

- The Library's Communications/Public Affairs Department promotes over 13,000 programs including large campaigns like Bay Beats, Summer Stride, One City Once Book, and Night of Ideas.
- Programs and campaigns fall into one of three tiers:
 - Tier 1 – City wide programs with the broadest audience appeal.
 - Tier 2 – City campaigns with a more targeted audience such as anniversaries, open houses, Tween Reading and author talks.
 - Tier 3 – programs at the branches or departments at the Main
- Major tools:
 - Print campaigns created by in-house graphic designers
 - *At the Library* newsletter and the e-newsletter
 - Advertisements in local papers and on transit
 - Posters and mailers
 - Press releases
 - Social media
 - SFPL Storytellers is a workgroup focused on social media communications
 - Staff create content that increases awareness of SFPL as more than a place just for books.
- Consider goals and audience when choosing the best tools for a campaign, then talk to subject matter experts to brainstorm a plan and even work with City partners.
- Resources are always a consideration.
- CNL members can help get the word out about Library programs, and share their ideas for promoting and marketing.

Q&A

- **Katherine (CHI) – How many email subscribers does the Library have and can emails with information for teens be sent just to the teens?**
Wong – We have about 460,000 library card holders and send emails to about 380,000 patrons. Our email list isn't divided into different age groups or categories.
- **Helen (NBE) – How can one sign up to receive e-newsletters?**
Wong – Patrons who provide their email address when registering for a library card, automatically receive the monthly e-newsletter. Patrons can unsubscribe if they don't want it. If you aren't receiving the e-newsletter and would like to, you can sign up on the Library's website: <https://sfpl.org/about-us/press-room/sfpl-newsletters>
- **Nora (GPA) – When signing up for e-newsletters, you can tailor which ones you want to receive by branch, by department, and reading interest. The e-newsletters are always full of great information. Is it possible to have a table of contents with live links at the top to easily get to specific information?**
Wong – I appreciate the feedback, and I'll find out. We always want to know what's working and what isn't so that the patron has a good experience.
Alcalá-Veraflor – Speaking of good experiences, Jaime's Public Affairs team provides staff with excellent support before they meet with reporters and give interviews.
- **Monica (WSA) – What is the best way to have branch updates added to the agenda?**
Alcalá-Veraflor – We'll see how we can add branch updates as a regular agenda topic.

Adjournment: 5:00 pm

Respectfully submitted by Florinda Battad