

LIBRARY ADVISORY COMMITTEE CITY OF PALM DESERT MEETING AGENDA

Monday, February 24, 2025

1:00 p.m.

Administrative Conference Room, City Hall

73-510 Fred Waring Drive

Palm Desert, CA 92260

Pursuant to Assembly Bill 2449, this meeting will be conducted as a hybrid meeting and there will be in-person access to this location.

- To participate via Zoom, use the following link: <https://palmdesert.zoom.us/j/88579677455> or call (213) 338-8477, Zoom Meeting ID: 885 7967 7455
- Written public comment may also be submitted to cityclerk@palmdesert.gov. E-mails received by 8:00 a.m. prior to the meeting will be distributed to the Committee. Any correspondence received during or after the meeting will be distributed to the Committee as soon as practicable and retained for the official record. **Emails will not be read aloud** except as an ADA accommodation.

Pages

1. CALL TO ORDER

2. ROLL CALL

3. NON-AGENDA PUBLIC COMMENTS

This time has been set aside for the public to address the Library Advisory Committee on issues that are not on the agenda for up to three minutes. Speakers may utilize one of the three options listed on the first page of the agenda. Because the Brown Act does not allow the Library Advisory Committee to act on items not listed on the agenda, members may briefly respond or refer the matter to staff for a report and recommendation at a future meeting.

4. CONSENT CALENDAR

All matters listed on the Consent Calendar are considered routine and may be approved by one motion. The public may comment on any items on the Consent Agenda within the three-minute time limit. Individual items may be removed by the Library Advisory Committee for a separate discussion.

RECOMMENDATION:

To approve the consent calendar as presented.

4.a APPROVAL OF MINUTES

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RECOMMENDATION:

Approve the Minutes of January 27, 2025.

5. CONSENT ITEMS HELD OVER

6. ACTION CALENDAR

The public may comment on individual Action Items within the three-minute time limit. Speakers may utilize one of the three options listed on the first page of the agenda.

6.a DISCUSS AND PROVIDE FEEDBACK ON LIBRARY UPDATES, STATISTICS, AND BUDGET FOR JANUARY 2025.

9

RECOMMENDATION:

Discuss and provide feedback on library updates, statistics, and budget for January 2025.

7. INFORMATIONAL REPORTS & COMMENTS

7.a LIBRARY ADVISORY COMMITTEE MEMBERS

7.b CITY COUNCIL LIAISON

7.c CITY STAFF

7.d ATTENDANCE REPORT

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8. ADJOURNMENT

The next Regular Meeting will be held on March 24, 2025.

9. PUBLIC NOTICES

Agenda Related Materials: Pursuant to Government Code §54957.5(b)(2) the designated office for inspection of records in connection with this meeting is the Office of the City Clerk, Palm Desert Civic Center, 73-510 Fred Waring Drive, Palm Desert. Staff reports for all agenda items considered in open session, and documents provided to a majority of the legislative bodies are available for public inspection at City Hall and on the City’s website at www.palmdesert.gov.

Americans with Disabilities Act: It is the intention of the City of Palm Desert to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, or in meetings on a regular basis, you will need special assistance beyond what is normally provided, the City will attempt to accommodate you in every reasonable manner. Please contact the Office of the City Clerk, (760) 346-0611, at least 48 hours prior to the meeting to inform us of your needs and to determine if accommodation is feasible.

AFFIDAVIT OF POSTING

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda for the Library Advisory Committee was posted on the City Hall bulletin board and City website not less than 72 hours prior to the meeting.

/S/ Erika Castellano
Recording Secretary

**LIBRARY ADVISORY COMMITTEE
CITY OF PALM DESERT
REGULAR MEETING MINUTES**

January 27, 2025, 1:00 p.m.

Present: Member Jann Buller, Vice Chair Matthew Johnson, Member Risa Lumley, Member Cathy Malone, Chair Robin Stewart

Others Present: Alternate Member Paul Murphy, Director of Library Services Gary Shaffer, Assistant Director of Library Services Shannon Vonnegut, Recording Secretary Erika Castellano

1. CALL TO ORDER

A Regular Meeting of the Library Advisory Committee was called to order by Chair Stewart on January 27, 2025, at 1:00 p.m., in the Administrative Conference Room, City Hall, located at 73-510 Fred Waring Drive, Palm Desert, California.

2. ROLL CALL

3. NON-AGENDA PUBLIC COMMENTS

4. CONSENT CALENDAR

Motion by: Vice Chair Johnson

Seconded by: Member Malone

To approve the consent calendar as presented.

Motion Carried (5 to 0)

4.a APPROVAL OF MINUTES

Motion by: Vice Chair Johnson

Seconded by: Member Malone

Approve the Minutes of December 9, 2024.

Motion Carried (5 to 0)

5. ACTION CALENDAR

5.a LIBRARY UPDATES AND STATISTICS

Director of Library Services Shaffer narrated a PowerPoint presentation and responded to member inquiries.

Motion by: Member Lumley

Seconded by: Member Buller

Discuss and provide feedback on library updates, statistics, and budget.

Motion Carried (5 to 0)

6. INFORMATIONAL REPORTS & COMMENTS

6.a LIBRARY ADVISORY COMMITTEE MEMBERS

Committee Member Buller encouraged the Committee to attend the Star Party at the Library on February 12 and 26, 2025.

6.b CITY COUNCIL LIAISON

Mayor Pro Tem Trubee informed the Committee that the City Council would be postponing appointments to the Palm Desert City Foundation until the spring of 2025.

6.c CITY STAFF

Recording Secretary Castellano reminded the Committee of the AB1234 Ethics Training session on January 30, 2025.

6.d ATTENDANCE REPORT

Report provided; no action taken on this item.

7. ADJOURNMENT

The Library Advisory Committee adjourned at 1:46 p.m.

Respectfully submitted,

Erika Castellano, Sr. Administrative Assistant
Recording Secretary

Gary Shaffer, Director of Library Services
Secretary

DATE APPROVED BY LIBRARY ADVISORY COMMITTEE

**CITY OF PALM DESERT
LIBRARY ADVISORY COMMITTEE
STAFF REPORT**

MEETING DATE: February 24, 2025

PREPARED BY: José García, Library Manager

SUBJECT: RECEIVE AND FILE JANUARY 2025 LIBRARY UPDATES RELATED TO LIBRARY STATISTICS, CUSTOMER FEEDBACK, LIBRARY IN ACTION (IMAGES), ONE BOOK/ONE PALM DESERT, FEATURED RESOURCE, PARTNERSHIP SPOTLIGHT & LIBRARY BUDGET.

RECOMMENDATION:

Receive and file January 2025 library updates related to statistics, customer feedback, library in action (images), One Book/One Palm Desert, featured resource, partnership spotlight & library budget.

BACKGROUND/ANALYSIS:

Staff updates on the following:

- Library statistics
- Customer feedback
- Library in action (images)
- One Book/One Palm Desert
- Featured Resource
- Partnership spotlight
- Library budget

ATTACHMENTS:

Staff report PowerPoint.

LIBRARY ADVISORY COMMITTEE

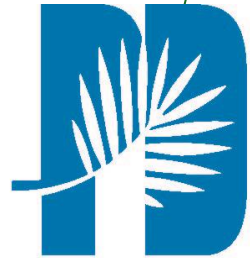
Gary Shaffer
Library Services
February 24, 2025



PALM DESERT



TODAY'S DISCUSSION



PALM DESERT
Library

- Library Statistics
- Customer Feedback
- Library In Action
- One Book - One Palm Desert
- Featured Resources
- Partnership & Community Engagement Spotlight
- Library Budget

LIBRARY STATISTICS

JULY - JANUARY 2024-2025

Metric	January	Fiscal YTD	Annual Goal	Notes
Library cards issued	1,225	8,677	15,000	Number of active customers to date
Checkouts	18,664	102,372	200,000	Physical and Digital checkouts (went live 10/31/24)
Link+	167	427	2,500	
Visits	10,079	56,155	100,000	Number of library visitors
Study Room & Community Room bookings	141	1,043	2,000	Study Room and Community Room usage
Lap-top Checkouts	644	4,056	7,500	Number of laptop sessions
Online Help/Website visits	17,883	65,776	100,000	Visitors to the library's website to access info & resources

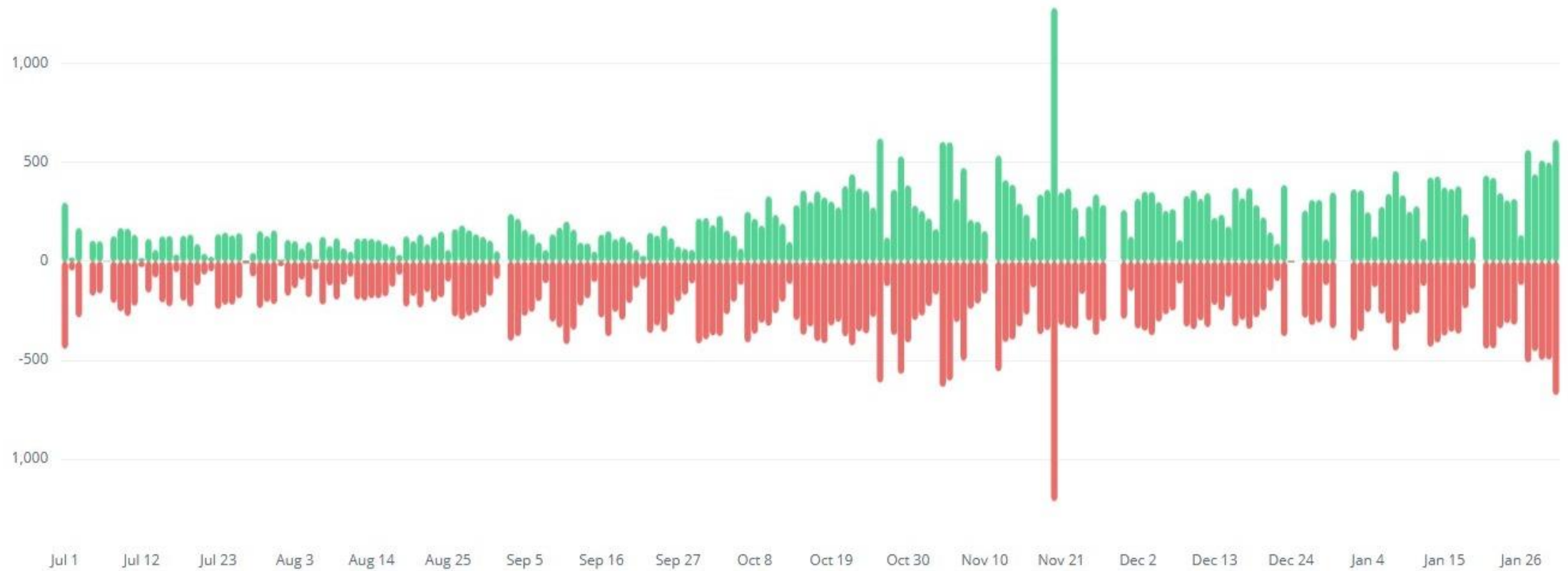
OUTREACH & VOLUNTEERS JULY-JANUARY 2024-2025

Type of Programs	By the Numbers January	By the Numbers FY to date	Annual Goal	Notes
Outreach Events	2	62	120	Annual Goal = # of events Total attendance to date 518
In-library Book Sales # / \$	\$2,117.79	\$14,100	\$22,500	
Volunteer Hours	177.5	1,021.75	1,750	
Volunteers	9	9	36	Library volunteers

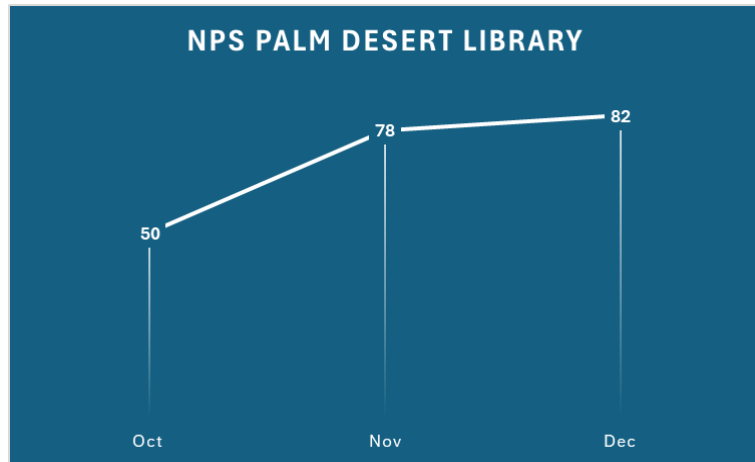
LIBRARY PROGRAMS JULY-JANUARY 2024-2025

Type of Programs	Number of Programs	Attendees to date	Annual Goal	Examples
Early Learners and Family Programming	81	896	1,500	Storytimes and Little Learners Lounge
School Age Children	81	1292	2,500	Afterschool Discovery and LEGO afternoons
Young Adult	39	627	1,000	Class Visits and Teenscape
Adult	80	2,127	4,000	Film Series, Learning In Retirement, Craft, Book Clubs, Grand Opening, and Mahjong
Virtual	21	1,016	2,000	Virtual Author Talks
YTD	302	5,958	11,000	*Does not include group meetings

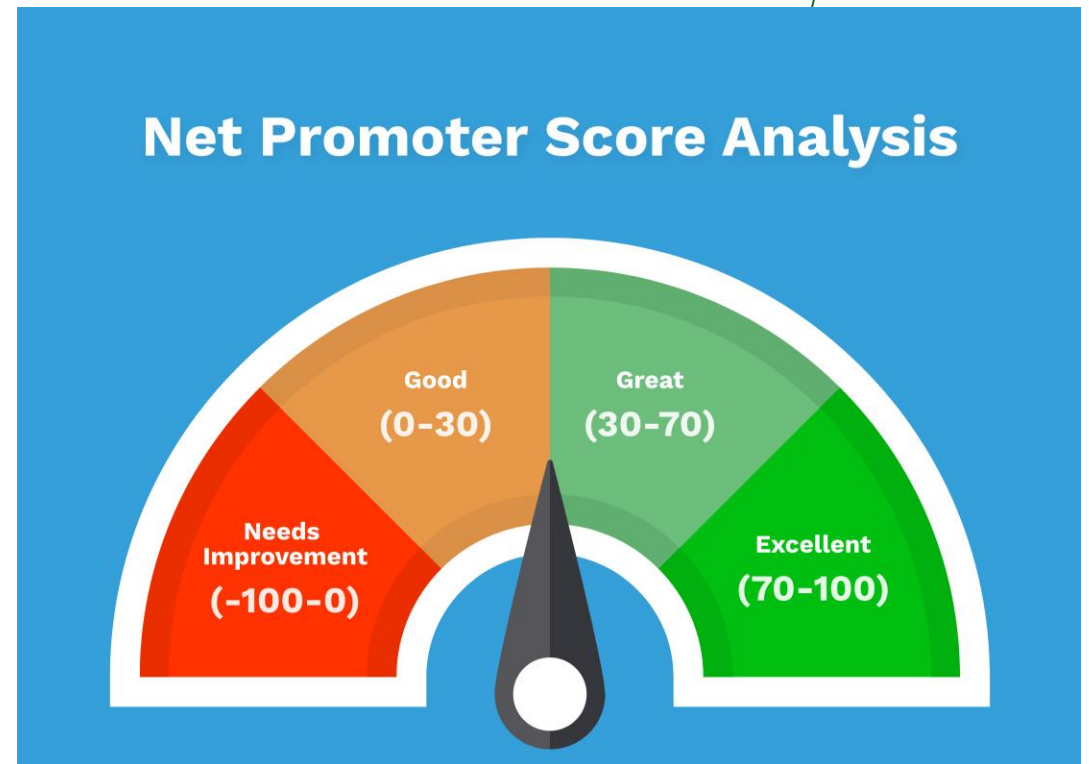
VISITOR TRENDS



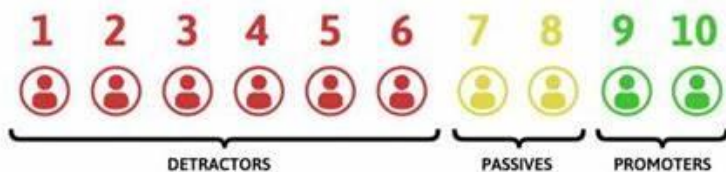
NET PROMOTER SCORE



Weighted Avg.	
Oct	50
Nov	78
Dec	82
Jan	100



Net Promoter Score



$$\text{NPS} = \% \text{ (Promoter Icon)} - \% \text{ (Detractor Icon)}$$

CUSTOMER FEEDBACK

January 2025

Positive Feedback (14):

- Ease of use, great electronic eBook selection that is up to date on recent releases. Friendly staff, great location and facility.
- I have been taking my 3- and 5-year-olds to the kids playtime on Monday and Friday and we love it.
- Great Library, the switch was an asset for your patrons.
- I want to commend the staff on their incredible customer service. The library is well organized and clean.

Negative Feedback (5):

- Love the new upgrades but the audiobooks are not in the best location for those of us with mobility issues. Maybe audio books can be on display like the new books.
- I was very unhappy that Palm Desert would no longer be part of the RCLS; I loved our library just as it was. I came to the 'NEW' Library with a negative attitude. However, staff is very helpful (as was RCLS). I hope whatever you hope to achieve is worth the transition. It has been a great library and this will be too. PS- thank you for staying open on Sundays and for Tech Tutors.
- The library is too hot! Can you turn up the a/c?



Public Piano



Historical Society



KMIR Interview



Glass Cutting Program

THE LIBRARY IN ACTION

ONE BOOK - ONE PALM DESERT MARCH 28-29, 2025

Meet Gobi and Dion Leonard

Friday, March 28, 2025

Panel Discussion on the Gobi Desert

- **Panelist:** Dion Leonard, Author of *Finding Gobi*
- **Panelist:** Dr. James A. Danoff-Burg, Vice President of Conservation at the Living Desert Zoo and Gardens
- Location: Palm Desert Library
- 11am-12pm

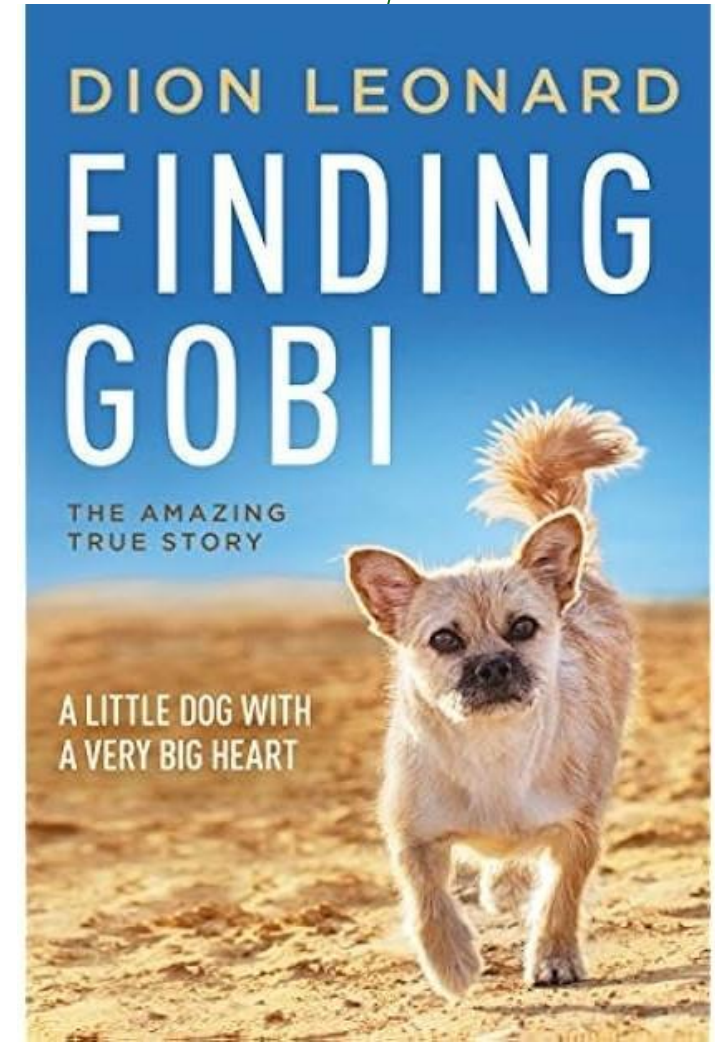
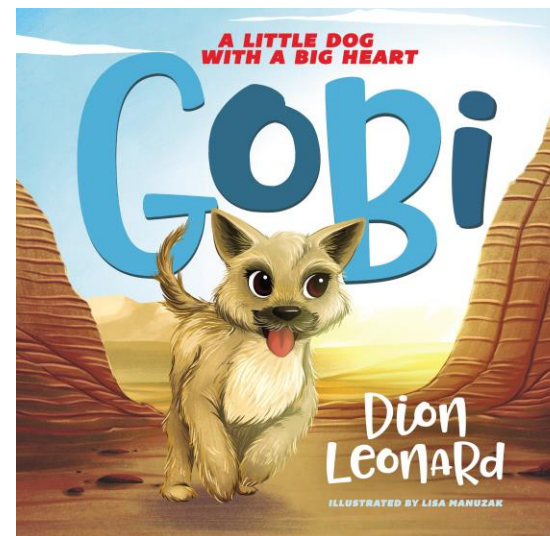
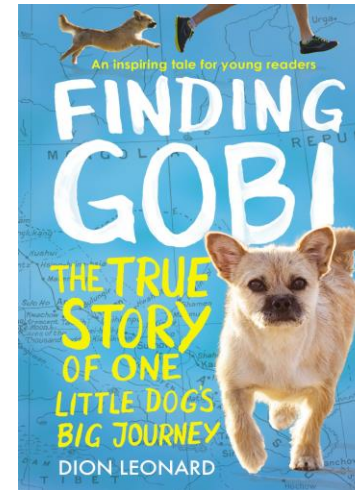
Saturday, March 29, 2025

- Children's Storytime with Author Dion Leonard and Gobi
- Location: Palm Desert Library
- 10:30am

Saturday, March 29, 2025

Meet the Author of *Finding Gobi*, Dion Leonard

- Location: UCR- Palm Desert
- 3:30-4:30pm



FEATURED RESOURCES: BRAINFUSE'S HOMEWORK HELP NOW, JOB NOW & VET NOW



- Online Tutoring with subject matter & grade-level experts
- Assignment review
- English & Spanish



- Resume Review & Tips
- Job Coaching
- New Career identification



RICHARD N. BOLLES

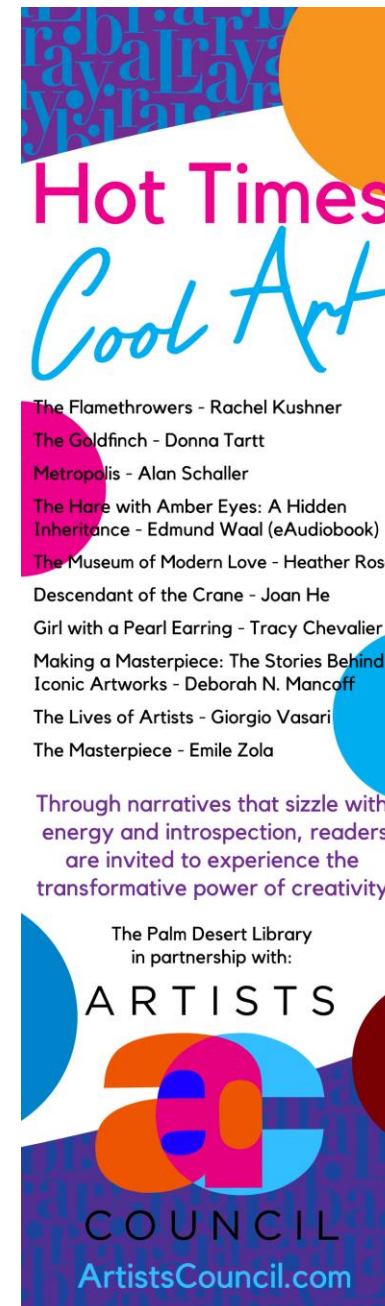


WHAT COLOR
IS YOUR
PARACHUTE?

PARTNERSHIPS & COMMUNITY ENGAGEMENT SPOTLIGHT

LOCAL ARTS COMMUNITY

- Arts Council
 - Cross-promotion
 - Themed bookmark
- Coachella Valley Watercolor Society
 - Arts of the month spotlight
- Desert Cities Art Council
 - Spring & Fall 2025 art exhibit



LIBRARY BUDGET – JANUARY 2025

City of Palm Desert Library

January 1 - 31, 2025

	Budget FY 2024-25	% of Budget	Encumbrances through Jan. 31, 2025	Remaining Balance through Jan. 31, 2025	Monthly Actuals Jan. 2025	Actuals through Jan. 31, 2025	% of Budget Actuals
Revenues							
Misc Fee (Copies, Book sales, Media)						\$1,493.11	
Contributions						\$50,000.00	
Total Operating Revenues						\$51,493.11	
Expenditures							
Staff Salary/Benefits	\$1,739,597.00	67%		\$813,980.36	\$182,494.23	\$925,616.64	53%
Books, software & Digital collections	\$389,792.40	15%	\$63,321.03	\$105,138.34	\$19,691.04	\$221,333.03	57%
Rent, Facility repairs & Janitorial	\$262,892.60	10%	\$53,576.99	\$46,193.58	\$11,853.32	\$163,122.03	62%
Programming/Outreach	\$49,000.00	2%	\$6,000.00	\$28,081.61	\$5,974.17	\$14,918.39	30%
Office supplies & equip. rentals	\$53,293.00	2%	\$13,959.97	\$15,639.96	\$8,255.64	\$23,693.07	44%
Other expenses	\$113,100.00	4%	\$25,383.05	\$27,448.64	\$17,154.48	\$60,268.31	53.0%
Operating Expenditures					\$245,422.88	\$1,408,951.47	
Remaining Balances			\$162,241.04	\$1,036,482.49			
Adopted Budget	\$2,601,077.00						
Adjusted Budget [1]	\$2,607,675.00						

* The six categories listed above encompass multiple accounts
 [1]\$6,598 Encumbrance Carryovers

MID-YEAR BUDGET REQUEST UPDATE

Account	Adopted Budget	Current Budget	Actual	Encumbrance	Remaining Balance	Requested Amount	Revised Budget	Justification
Books & Materials	\$299,100	\$181,942	\$37,744.51	\$69,000.17	\$75,197.32	\$50,000		Due to unanticipated costs the book budget was used to support other account items.
Professional Services	\$53,250	\$68,200	\$20,664.16	\$41,662.57	\$5,873.27	\$50,000		One-time expenses to cover internal cameras.
Software License	\$118,500	\$159,755	\$142,675.74	\$16,874.34	\$204.92	\$25,000		Additional money for Digital Collection, Overdrive, to better respond to patron demand.
	\$2,601,077	\$2,607,675				\$125,000	\$2,732,675	<ul style="list-style-type: none"> • FY 24/25 Adopted Budget \$2,601,077 • \$2,607,675 Adjusted Budget (Encumbrance Carryover) • Total Requested: \$125,000 • Adjusted FY 24/25 Budget: \$2,732,675

LIBRARY WORKING BUDGET FY 2025-'26

Item	Amount
Staff Salaries & Benefits	\$1,882,436
Books, Software & Digital Collections ¹	\$ 77,790
Rent, Facility Repairs & Janitorial	\$ 192,874
Programming/Outreach	
Office supplies & Equip. Rentals	\$ 13,800
Supplies (other)	\$ 12,100
Total	\$ 2,179,000

1. Software as a service

THANK YOU

Gary Shaffer

gshaffer@palmdesert.gov
760.776.6460



PALM DESERT



RIVERSIDE COUNTY P.D. LIBRARY VS. MUNICIPAL JANUARY 2025

Statistics	RCLS-PD March 2023	Palm Desert Jan. '24 Municipal Library	Notes
Library Visits	7,870	10,079	a.k.a. door-count
Meeting Room Use	?	141	Groups
Meeting Room Attendance	506	735	
Children's Programs	?, 280	31 360	a.k.a. pre-school & school-aged
Teen Programs	?, 120	4 32	a.k.a. young adult
Adult Programs	?, 495	29 199	
Volunteer Hours	431	177.5	Hours per volunteer RCLS 14.9
Volunteers	29	9	Hours per volunteer PD 20.93 ↑
Circulation	?	18,664	a.k.a. checkouts



CITY OF PALM DESERT ATTENDANCE REPORT

Advisory Body: Library Advisory Committee

Prepared By: Erika Castellano

Year	2024	2024	2024	2024	2024	2024	2025	Total	Total
Month	July	Aug	Sept	Oct	Nov	Dec	Jan	Total	Unexcused
Date	22-Jul	26-Aug	23-Sep	28-Oct	7-Nov	9-Dec	27-Jan	Absences	Absences
Buller, Jann	E	P	P	-	P	P	P	1	0
Johnson, Matt	P	A	P	-	P	P	P	1	1
Lumley, Risa	P	P	P	-	P	P	P	0	0
Malone, Cathy	E	E	P	-	P	P	P	2	0
Murphy, Paul	P-Voting	P	P	-	E	E	P	2	0
Perry, Ralph	P	P-Voting	P	-	P	E	E	1	0
Stewart, Robin	P	P	P	-	P	P	P	0	0

Palm Desert Municipal Code 2.34.010:

Monthly- Three unexcused absences from regular meetings in any twelve-month period on appointed bodies that meet monthly.

- P Present
- A Absent
- E Excused
- No meeting