

LIBRARY ADVISORY COMMITTEE

CITY OF PALM DESERT

MEETING AGENDA

Monday, March 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. PRESENTATIONS

None.

5. 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.

5.a APPROVAL OF MINUTES

5

RECOMMENDATION:

Approve the Minutes of February 24, 2025.

6. ACTION CALENDAR

None.

7. INFORMATIONAL REPORTS & COMMENTS

7.a LIBRARY ADVISORY COMMITTEE MEMBERS

7.b CITY COUNCIL LIAISON

7.c CITY STAFF

7.c.1 FEBRUARY 2025 LIBRARY UPDATES

9

RECOMMENDATION:

Receive and file February 2025 library updates related to library statistics, customer feedback, library in action, bookmobile, College Corps, One Book – One Palm Desert, featured resource, partnership spotlight and library budget.

7.d ATTENDANCE REPORT

27

8. ADJOURNMENT

The next Regular Meeting will be held on April 28, 2025, at 1:00 p.m.

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/ Monique M. Lomeli, CMC
Recording Secretary

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

February 24, 2025, 1:00 p.m.

Present: Committee Member Jann Buller, Vice Chair Matthew Johnson, Committee Member Risa Lumley, Committee Member Cathy Malone, Committee Member Paul Murphy (alt.), Committee Member Ralph Perry (alt.), Chair Robin Stewart

Staff Present: Assistant City Manager Chris Escobedo, Director of Library Services Gary Shaffer, Library Manager Lauren Hancock, Library Manager Jose Garcia, Management Aid Angelique Hodges, Senior Project Manager Ryan Lamb, Recording Secretary Erika Castellano

Liaison(s) Present: Mayor Pro Tem Evan Trubee

1. CALL TO ORDER

A Regular Meeting of the Library Advisory Committee was called to order by Chair Stewart at 1:02 p.m. on February 24, 2025, 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: Committee Member Lumley

To approve the consent calendar as presented.

Motion Carried

4.a APPROVAL OF MINUTES

Motion by: Vice Chair Johnson

Seconded by: Committee Member Lumley

Approve the Minutes of January 27, 2025.

Motion Carried

5. CONSENT ITEMS HELD OVER

Library Advisory Committee Meeting Minutes
February 24, 2025

None.

6. ACTION CALENDAR

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

Director of Library Services Shaffer, Library Manager Hancock, and Library Manager Garcia narrated a PowerPoint presentation and responded to member inquiries.

Motion by: Vice Chair Johnson

Seconded by: Committee Member Malone

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

Motion Carried

7. INFORMATIONAL REPORTS & COMMENTS

7.a LIBRARY ADVISORY COMMITTEE MEMBERS

Committee Member Buller relayed positive feedback from the Historical Society of Palm Desert as it relates to Library staff.

7.b CITY COUNCIL LIAISON

Mayor Pro Tem Trubee encouraged Committee Members to attend the City Council meeting on February 27, 2025, to show their support for items related to the Library.

7.c CITY STAFF

None.

7.d ATTENDANCE REPORT

Report provided; no action taken on this item.

8. ADJOURNMENT

The Library Advisory Committee adjourned at 1:37 p.m.

Library Advisory Committee Meeting Minutes
February 24, 2025

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: March 24, 2025

PREPARED BY: José García, Library Manager, Community Partnerships & Engagement

SUBJECT: RECEIVE AND FILE FEBRUARY 2025 LIBRARY UPDATES RELATED TO LIBRARY STATISTICS, CUSTOMER FEEDBACK, LIBRARY IN ACTION, BOOKMOBILE, COLLEGE CORPS, ONE BOOK-ONE PALM DESERT, FEATURED RESOURCE, PARTNERSHIP SPOTLIGHT & LIBRARY BUDGET.

RECOMMENDATION:

Receive and file February 2025 library updates related to library statistics, customer feedback, library in action, bookmobile, College Corps, One Book – One Palm Desert, featured resource, partnership spotlight and library budget.

BACKGROUND/ANALYSIS:

Staff updates on the following:

- Library statistics
- Customer feedback
- Library in action
- Bookmobile
- College Corps
- One Book – One Palm Desert
- Featured Resource
- Partnership Spotlight
- Library Budget

ATTACHMENT

Staff report PowerPoint.

LIBRARY ADVISORY COMMITTEE

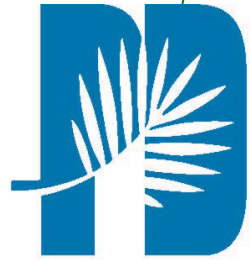
Gary Shaffer
Library Services
March 24, 2025



PALM DESERT



TODAY'S DISCUSSION



PALM DESERT
Library

- Library Statistics
- Customer Feedback
- Library In Action
- Bookmobile
- College Corps
- One Book – One Palm Desert
- Partnerships and Community Engagement
- Library Budget

LIBRARY STATISTICS

JULY – FEBRUARY 2024-2025

Metric	February	Fiscal YTD	Annual Goal	Notes
Library cards issued	988	9,665	15,000	Number of active customers to date
Checkouts Link+	17,373 126	107,969 553	200,000 2,500	Physical and Digital checkouts (went live 10/31/24)
Visits	11,772	67,927	100,000	Number of library visitors
Study Room & Community Room bookings	156	1,211	2,000	Study Room and Community Room usage
Lap-top Checkouts	784	4,840	7,500	Number of laptop sessions
Online Help/Website visits	16,997	82,773	100,000	Visitors to the library's website to access info & resources

OUTREACH & VOLUNTEERS JULY–FEBRUARY 2024- 2025

Type of Programs	By the Numbers February	By the Numbers FY to date	Annual Goal	Notes
Outreach Events	1	12	120	Annual Goal = # of events Total attendance to date 454
In-library Book Sales # / \$	\$1,901	\$14,867	\$22,500	
Volunteer Hours	185.5	1,207.25	1,750	
Volunteers	9	9	36	Library volunteers

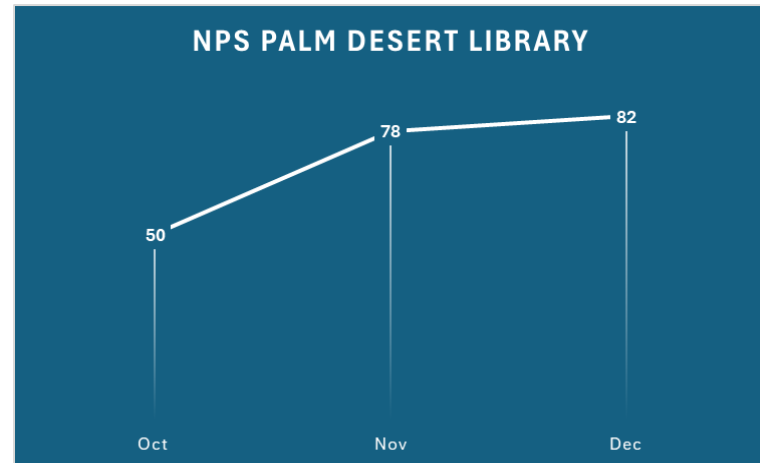
LIBRARY PROGRAMS

JULY-FEBRUARY

2024-2025

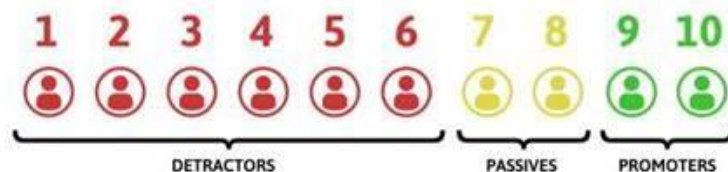
Type of Programs	Number of Programs to date	Attendees to date	Annual Attendee Goal	Examples
Early Learners and Family Programming	115	1,260	1,500	Storytimes and Little Learners Lounge
School Age Children	105	1,556	2,500	Afterschool Discovery and LEGO afternoons
Young Adult	61	743	1,000	Class Visits and Teenscape
Adult	132	3,085	4,000	Film Series, Learning In Retirement, Craft, Book Clubs, Grand Opening, and Mahjong
Virtual	24	1,088	2,000	Virtual Author Talks
YTD	437	7,732	11,000	*Does not include group meetings

NET PROMOTER SCORE: 75.7



Weighted Avg.	
Oct	50
Nov	78
Dec	82
Jan	100
Feb	88

Net Promoter Score



$$\text{NPS} = \% \text{ (Green)} - \% \text{ (Red)}$$



CUSTOMER FEEDBACK: 30 TOTAL

February 2025

Positive Feedback (17):

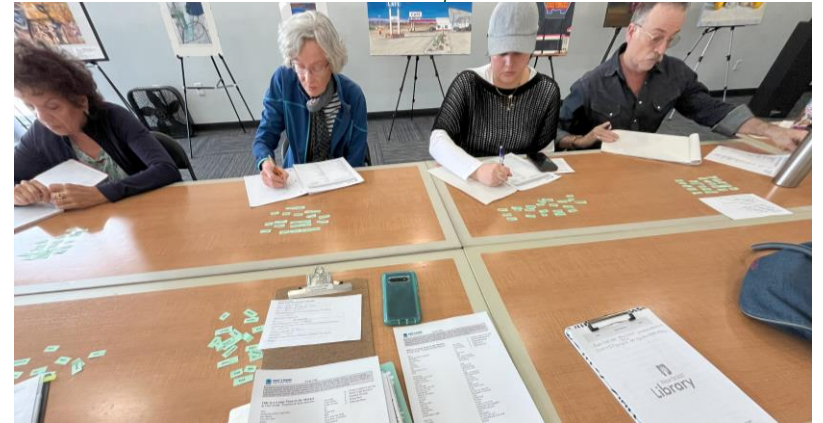
- Wonderful friendly staff, Daniella was great. Staff is always friendly and helpful, they are always fantastic
- The telescopes were top of the line. The gentlemen sharing information were very knowledgeable. We will be back for future star parties!
- The piano player is lovely.
- Book selection is great! loves putting her books on hold and the friendly environment is
- Customer really likes the automatic renew and the text messages and notifications.
- Patron loves the weekly newsletter and forwards it to her friends so they can plan their

Negative Feedback (6):

- The ability to source books from other libraries is weak [Customer did not want a LINK+](#)
- The computers lock too quickly, please change the settings to allow more time. [Staff](#)

Comments (7):

- Please bring back rubber bands for 'holds. [We upgraded to hold labels that adhere to](#)



THE LIBRARY IN ACTION

BOOKMOBILE

The bookmobile meets people where they are! These outreach efforts increase public engagement, ensuring library resource are accessible and visible to the city.

Bookmobile Statistics:

- Concerts in the Park (October 2025) - 120 attendees
- Shops at Palm Desert - October 2025 - Current - 155 attendees
- Street Fair at College of the Desert - December - January 2025 - 86 attendees
- Wildflower Festival (March 2025) - 200 attendees



COLLEGE CORPS OPPORTUNITY

CaliforniansforAll College Corps program combines academic and hands-on work experience for college students.

CaliforniansForAll College Corps is a first-of-its kind state service and career development program that provides students with financial support and professional experience while engaging in meaningful community service in education.

The Palm Desert Library applied to be a host agency, for the 2025-26 fiscal year. If accepted, Corps members would work at the library facilitating afterschool educational and tutoring programs for K-12 students. Each Corps member will complete 450 hours of service.



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

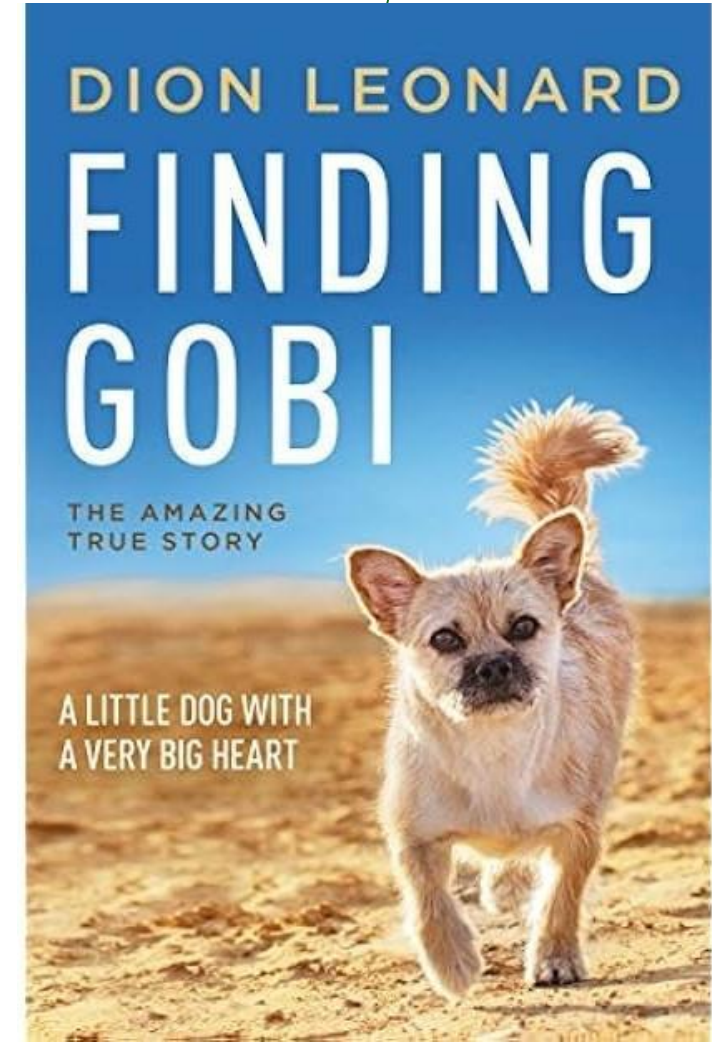
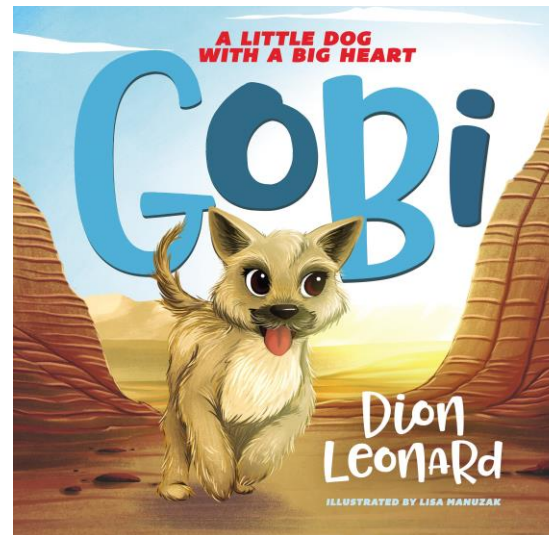
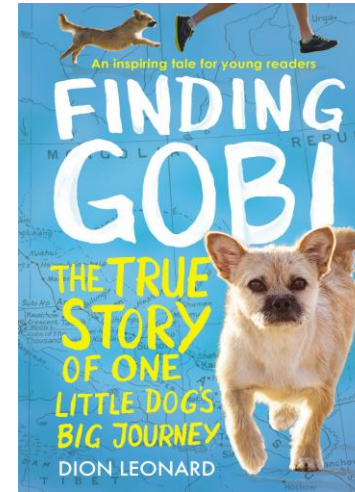
Saturday, March 29, 2025

- 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



FEATURED RESOURCE :

- A curated database of children's e-books.
- Features over 1100 titles for grades K-6.
- Includes unique animated, talking picture books, read-along chapter books, non fiction books and videos.
- Available in English, Spanish and French.
- Features Graphic Novels – a student favorite!
- 220 uses and counting so far this year.



PARTNERSHIPS & COMMUNITY ENGAGEMENT SPOTLIGHT

Senior Living/Center Facilities

Our goal is to Engage with Palm Desert's senior citizen community to meet their reading, educational and recreational needs by creating library awareness through our collections, programs and services.

- Partners
 - Joslyn Center
 - Atria Senior Living
 - The Carlotta



LIBRARY BUDGET – FEBRUARY 2025

City of Palm Desert Library							
February 1-28, 2025							
	Annual Budget	% of	Encumbrances	Remaining Balance	Monthly Actuals	YTD	% of Budget
	FY 2024-25	Budget	through Feb. 28, 2025	through Feb. 28, 2025	Jan. 2025	Actuals	Actuals
Revenues							
Misc Fee (Copies, Book sales, Media)						\$2,259.02	
Contributions						\$50,000.00	
Total Operating Revenues						\$52,259.02	
Expenditures							
Staff Salary/Benefits	\$1,665,479.00	62%		\$611,617.73	\$128,244.63	\$1,053,861.27	
Books, software & Digital collections	\$464,792.40	17%	\$112,647.12	\$111,182.87	\$24,188.61	\$240,962.41	52%
Rent, Facility repairs & Janitorial	\$257,072.60	10%	\$46,776.99	\$46,531.37	\$417.92	\$163,764.24	64%
Programming/Outreach	\$49,000.00	2%	\$6,000.00	\$26,977.28	\$1,104.33	\$16,022.72	33%
Office supplies & equip. rentals	\$59,583.00	2%	\$13,535.90	\$21,362.23	\$991.80	\$24,684.87	41%
Other expenses	\$169,400.00	6%	\$17,675.57	\$79,473.84	\$11,873.69	\$72,250.59	43%
Operating Expenditures					\$166,820.98	\$1,571,546.10	
Remaining Balances			\$196,635.58	\$897,145.32			
Adopted Budget	\$2,601,077.00						
Adjusted Budget [1]	\$2,607,675.00						
Adjusted Budget [2]	\$2,665,327.00						

* The six categories listed above encompass multiple accounts

[1] \$6,598 Encumbrance Carryovers

[2] \$57,652 Mid-Year budget

THANK YOU

Gary Shaffer

gshaffer@palmdesert.gov
760.776.6460



PALM DESERT



CITY OF PALM DESERT ATTENDANCE REPORT

Advisory Body: Library Advisory Committee

Prepared By: Erika Castellano

Year	2024	2024	2024	2024	2024	2024	2024	2025	2025	Total	Total
Month	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb		Total	Unexcused
Date	22-Jul	26-Aug	23-Sep	28-Oct	7-Nov	9-Dec	27-Jan	24-Feb		Absences	Absences
Buller, Jann	E	P	P	-	P	P	P	P		1	0
Johnson, Matt	P	A	P	-	P	P	P	P		1	1
Lumley, Risa	P	P	P	-	P	P	P	P		0	0
Malone, Cathy	E	E	P	-	P	P	P	P		2	0
Murphy, Paul	P-Voting	P	P	-	E	E	P	P		2	0
Perry, Ralph	P	P-Voting	P	-	P	E	E	P		1	0
Stewart, Robin	P	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