

# LIBRARY ADVISORY COMMITTEE

## CITY OF PALM DESERT

### MEETING AGENDA

Monday, June 23, 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](mailto: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.

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#### 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**

5

**RECOMMENDATION:**

Approve the Minutes of April 28, 2025.

**5. BUSINESS ITEMS**

Items listed in this section are presented for the Committee's review and action. Public comment is allowed on each item with a three-minute time limit per speaker. The Committee may provide direction, request additional information, or take action as appropriate.

**6. INFORMATIONAL REPORTS**

**6.a CITY COUNCIL LIAISON**

The liaison provides updates to facilitate communication between the City Council and the Committee. This is an informational item with no formal action.

**6.b CITY STAFF**

City staff will provide updates on relevant projects, activities, and other matters within the Committee's scope. These are informational items with no formal action.

**6.b.1 APRIL AND MAY 2025 LIBRARY UPDATES**

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**6.c ATTENDANCE REPORT**

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**7. REQUESTS FOR ACTION**

Committee Members may propose future agenda items within the Committee's scope. Items that receive support from at least one other member may be placed on a future agenda for discussion and possible action. No formal action can be taken at this time.

**8. ADJOURNMENT**

The next Regular Meeting will be held on Monday, September 22, 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](http://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/ Michelle Nance  
Recording Secretary



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

April 28, 2025, 1:00 p.m.

Present: Member Jann Buller, Member Risa Lumley, Member Cathy Malone, Member Paul Murphy, Chair Robin Stewart

Absent: Member Matthew Johnson, Member Ralph Perry

Staff Present: Director of Library Services Gary Shaffer, Assistant Director of Library Services Shannon Vonnegut, Library Manager Lauren Hancock

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 on Monday, April 28, 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**

None.

**4. CONSENT CALENDAR**

**Motion by:** Member Stewart

**Seconded by:** Member Malone

To approve the consent calendar as presented.

**Motion Carried (5 to 0)**

**4.a APPROVAL OF MINUTES**

**Motion by:** Member Stewart

**Seconded by:** Member Malone

Approve the Minutes of March 24, 2025.

**Motion Carried (5 to 0)**

**5. BUSINESS ITEMS**

None.

**6. INFORMATIONAL REPORTS**

**6.a CITY COUNCIL LIAISON**

In response to inquiry, Director of Library Services Shaffer provided a brief update on the upcoming library event, Dia de los Ninos/Children's Day taking place Saturday, May 3, 2025.

Mayor Pro Tem Trubee expressed gratitude for library staff and committee for continued success.

**6.b CITY STAFF**

**6.b.1 UPDATES TO LIBRARY ADVISORY COMMITTEE MEMBERSHIP AND MEETING SCHEDULE**

Senior Deputy Clerk Lomeli provided an update on committee membership and meeting schedule and responded to member inquiries.

**6.b.2 MARCH 2025 LIBRARY UPDATES**

Director of Library Services Shaffer and Library Manager Hancock narrated a PowerPoint presentation.

**6.c ATTENDANCE REPORT**

Report provided; no action taken on this item.

**7. REQUESTS FOR ACTION**

Committee Member Murphy suggested incorporating presentations related to athletics into library events.

**8. ADJOURNMENT**

The Library Advisory Committee adjourned at 1:33 p.m.

Respectfully submitted,

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Monique Lomeli, Sr. Deputy Clerk  
Recording Secretary

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Gary Shaffer, Director of Library Services  
Secretary

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DATE APPROVED BY LIBRARY ADVISORY COMMITTEE

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

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MEETING DATE: June 23, 2025

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

SUBJECT: APRIL AND MAY 2025 LIBRARY UPDATES

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**RECOMMENDATION:**

Receive and file April & May 2025 library updates related to library statistics, customer feedback, traffic patterns & future potential experimental adjustments, library in action, summer reading, featured resource, partnership & community engagement, and recent media coverage.

**BACKGROUND/ANALYSIS:**

Staff updates on the following:

- Library statistics
- Customer feedback
- Traffic patterns & future potential experimental adjustments
- Library in action
- Summer Reading
- Featured resource
- Partnerships & Community Engagement
- Recent media coverage

**ATTACHMENT**

Staff report PowerPoint.





# LIBRARY ADVISORY COMMITTEE

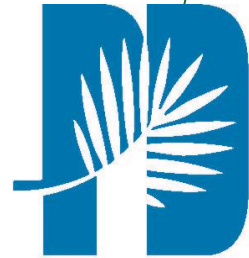
Gary Shaffer  
Library Services  
June 23, 2025



PALM DESERT



# TODAY'S DISCUSSION



PALM DESERT  
**Library**

- Library statistics
- Customer feedback
- Traffic patterns & future potential experimental adjustments
- Library in action
- Summer reading
- Featured resource
- Partnerships and community engagement



# LIBRARY STATISTICS

## JULY – MAY 2024-2025

Metric	April	May	Fiscal YTD	Annual Goal	Notes
<b>Library cards issued</b>	826	801	12,209	15,000	Number of active customers to date
<b>Checkouts</b>	17,549	18,000	180,976	200,000	Physical and Digital checkouts
<b>Link+</b>	295	401	2,130	2,500	(went live 10/31/24)
<b>Visits</b>	11,132	9,447	101,548	100,000	Number of library visitors
<b>Study Room &amp; Community Room bookings</b>	167	162	1,735	2,000	Study Room and Community Room usage
<b>Lap-top Checkouts</b>	804	730	7,135	7,500	Number of laptop sessions
<b>Online Help/Website visits</b>	15,153	14,788	132,705	100,000	Visitors to the library's website to access information & resources

# OUTREACH & VOLUNTEERS

## JULY–MAY 2024-2025

Type of Programs	By the Numbers April	By the Numbers May	By the Numbers FY to date	Annual Goal	Notes
Outreach Events	9	13	62	120	Annual Goal = # of events  May attendance: 1360 (includes SRP visits) YTD: 1814
In-library Book Sales # / \$	\$1837.28	\$1422.05	\$20,108.39	\$22,500	
Volunteer Hours	300	255.5	1462.75	1597.25	
Volunteers	15	16	16	36	Library volunteers

# LIBRARY PROGRAMS

## JULY-MAY 2024-2025

Type of Programs	Number of Programs to date	Attendees to date	Annual Attendee Goal	Examples
<b>Early Learners and Family Programming</b>	158	2,163	1,500	Storytimes and Little Learners Lounge
<b>School Age Children</b>	134	1,985	2,500	Afterschool Discovery and LEGO afternoons
<b>Young Adult</b>	89	865	1,000	Class Visits and Teenscape
<b>Adult</b>	190	4,142	4,000	Film Series, Learning In Retirement, Craft, Book Clubs, Grand Opening, and Mahjong
<b>Virtual</b>	33	1,447	2,000	Virtual Author Talks
<b>YTD</b>	<b>604</b>	<b>10,602</b>	<b>11,000</b>	*Does not include group meetings

# NET PROMOTER SCORE: 69

The Net Promoter Survey is sent weekly to 10% of patrons that recently visited the Library. The survey is based around a single question

(below)

On a scale from 0 (not at all likely) to 10 (very likely), how likely are you to recommend the library to others? \*

Not at all likely

Extremely likely

0

1

2

3

4

5

6

7

8

9

10

## Net Promoter Score


Since October

Weighted Avg.	
Oct	50
Nov	78
Dec	82
Jan	100
Feb	88
Mar	89
Apr	25
May	25



**617**

Emails Sent



**65.48%**

Open Rate


(404 opens)



**8.91%**

Click Rate

(55 clicks)



**55**

Survey Responses

(8.9% response rate)

# CUSTOMER FEEDBACK: 78 TOTAL

April & May 2025

## Positive Feedback (58):

- Max the Librarian was so good, knowledgeable, and calm. He helped me with my e-reader.
- May was so helpful. My first time in to use the computer and she was patient and kind.
- Excellent, high-quality crafts with wonderful guidance!
- Great atmosphere to unwind and read. Love this place!
- The best and 'most friendliest' customer service I have ever received.

## Negative Feedback (5):

- Concerning the 'near fight' [Sent patron an update](#)
- I can't believe you separated [resources](#)

## Comments (15):

- Please design a 'Family Bathroom'. Kids and parents need a place to go. [Will be added in](#)
- Please install better lighting in the sales section, bookstore. [COD working on upgrading](#)
- Wish Big Print books had some classics to re-read: Dickens, Steinbeck, Hemingway, [support](#)

- Please get more non-fiction Big Print books & the redecorating looks great! [Requested](#)



# Operational Hours Review

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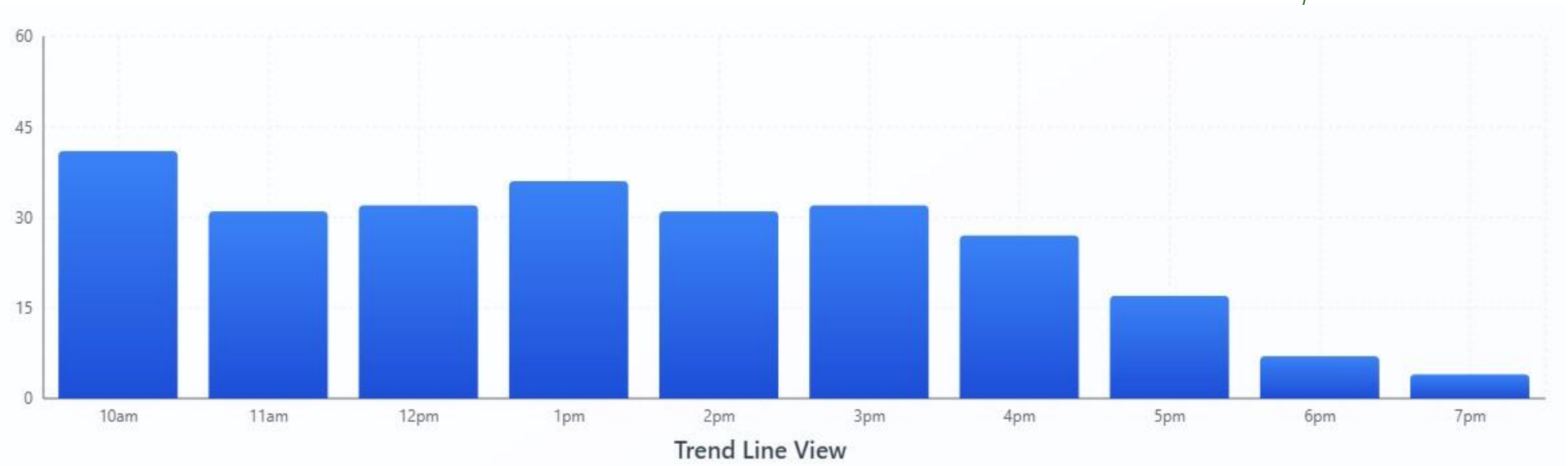
# COACHELLA VALLEY LIBRARIES' HOURS OF OPERATION

Library	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Open Hours/week
Palm Desert	10-8	10-8	10-8	10-6	10-6	10-6	1-5	<b>58</b>
Rancho Mirage	9-6	9-6	9-6	9-6	9-6	9-6	Closed	<b>54</b>
Palm Springs	10-6	10-8	10-8	10-6	10-5	10-5	Closed	<b>50</b>
Cathedral City	10-6	10-6	10-8	10-6	Closed	10-6	1-6	<b>47</b>
La Quinta	10-7	10-7	10-7	10-7	10-6	10-6	12-4	<b>56</b>

# HOURLY AVERAGES JULY 2024-JUNE 2025

Average door count, per hour

10am - 41  
11am - 31  
12pm - 32  
1pm - 36  
2pm - 31  
3pm - 32  
4pm - 27  
5pm - 17  
6pm - 7  
7pm - 4

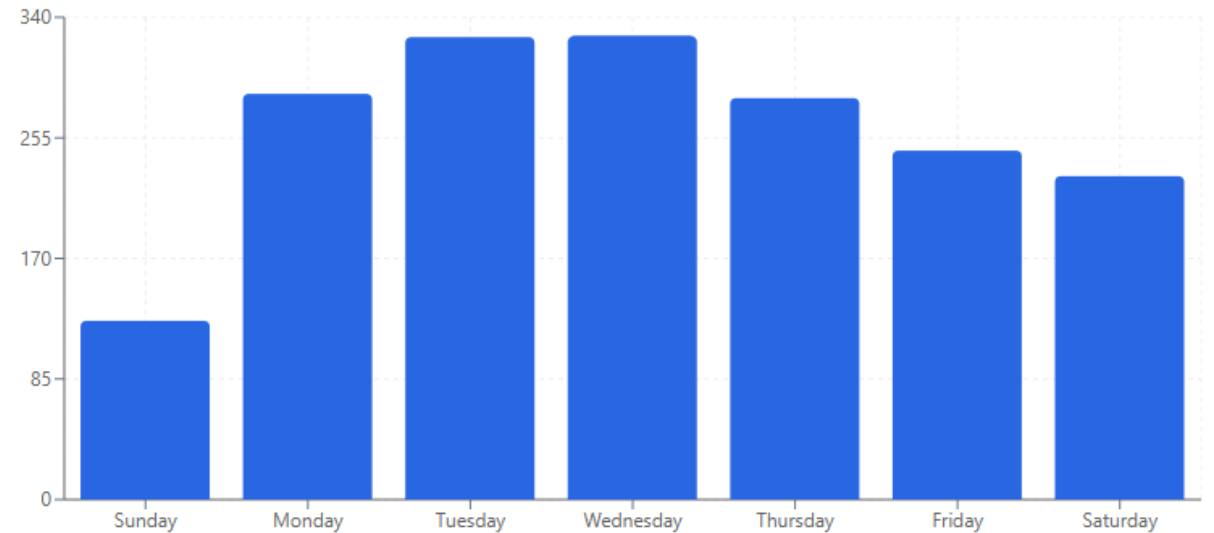


# AVERAGE BY DAY OF THE WEEK

Day	Visitors per day	Open hours	Visitors per hour
Sunday	126	4	31.5
Monday	286	10	28.6
Tuesday	326	10	32.6
Wednesday	327	10	32.7
Thursday	283	8	35.3
Friday	246	8	30.75
Saturday	228	8	28.5

## Weekly Library Visitor Average

2024-25



Sunday  
126

Monday  
286

Tuesday  
326

Wednesday  
327

Thursday  
283

Friday  
246

Saturday  
228

# COACHELLA VALLEY LIBRARIES' HOURS OF OPERATION

Library	Open Hours/week
Palm Desert	<b>58</b>
Rancho Mirage	<b>54</b>
Palm Springs	<b>50</b>
Cathedral City	<b>47</b>
La Quinta	<b>56</b>

# EXPERIMENTAL HOURS

## Option 1 ( perhaps Summer)

Monday	9am-6pm
Tuesday	9am-6pm
Wednesday	9am-6pm
Thursday	9am-6pm
Friday	9am-6pm
Saturday	9am-5pm
Sunday	12pm-5pm
<b>Total hours</b>	<b>58</b>

## Option 2 ( perhaps Summer)

Monday	9am-7pm
Tuesday	9am-7pm
Wednesday	9am-7pm
Thursday	10am-6pm
Friday	10am-6pm
Saturday	10am-6pm
Sunday	1pm-5pm
<b>Total hours</b>	<b>58</b>

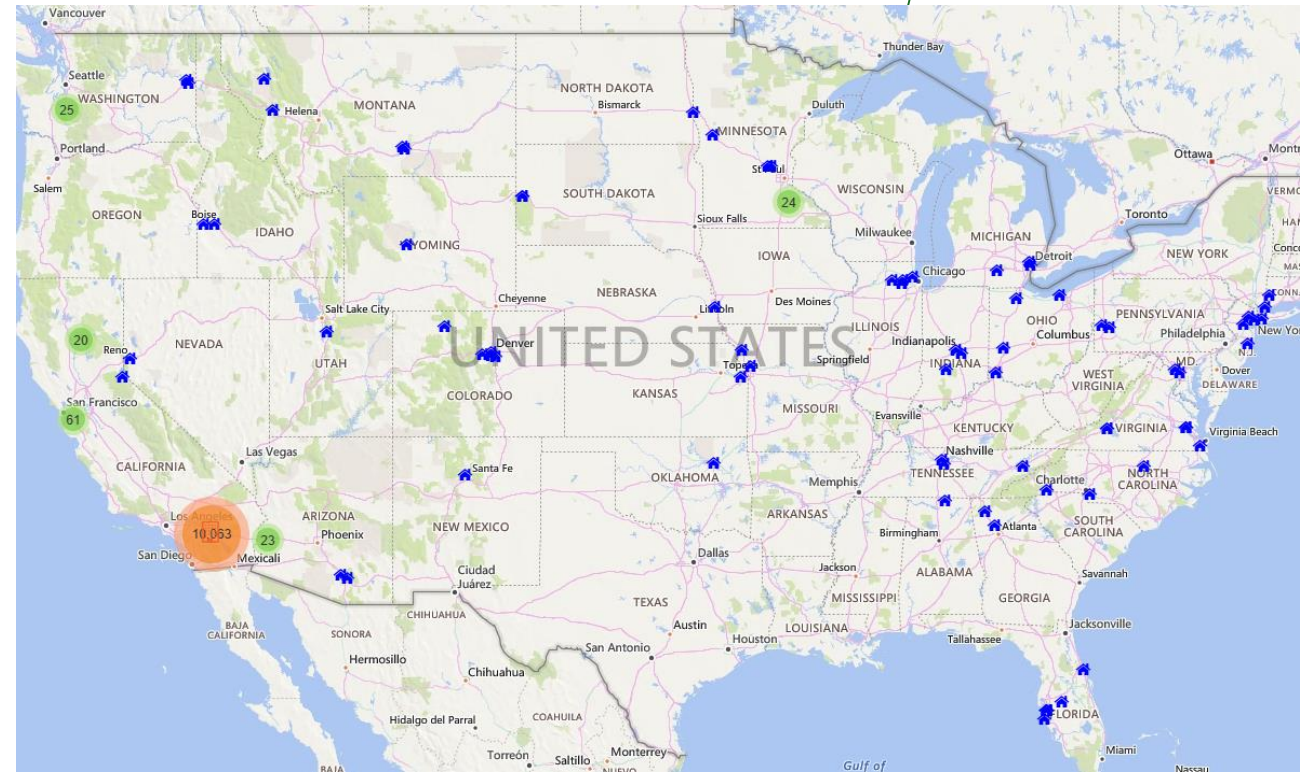
## Option 3 (perhaps in-Season)

Monday	9-8	11
Tuesday	9-8	11
Wednesday	9-8	11
Thursday	9-6	9
Friday	9-6	9
Saturday	9-6	9
Sunday	12-5	5
<b>Total hours</b>		<b>65</b>
<b>Increased Cost</b>	<b>2 Library Assistants</b>	<b>\$74,269.44</b>

# LIBRARY CARDHOLDERS

## Palm Desert Library Cardholders by Coachella Valley City

City	Cardholders	Percentage
Palm Desert	6,065	70%
La Quinta	750	8.7%
Cathedral City	591	6.8%
Rancho Mirage	389	4.5%
Inian Wells	251	2.9%
Palm Springs	217	2.5%
Desert Hot Springs	209	2.4%
Thousand Palms	130	1.5%
Hi Desert	67	0.8%
<b>Total</b>	<b>8,669</b>	<b>100.0%</b>







# THE LIBRARY IN ACTION

# SUMMER READING PROGRAM

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## **Palm Desert Summer Reading Program**

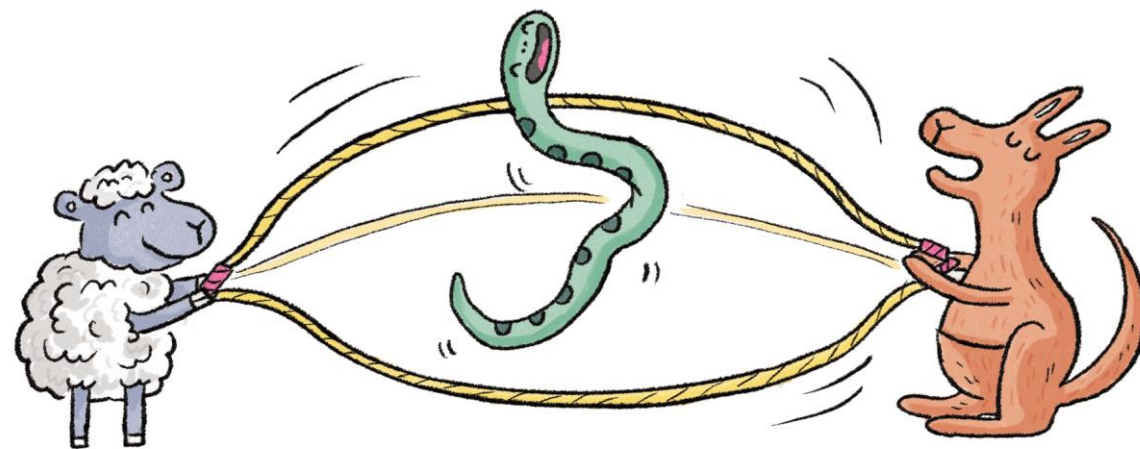
A dynamic blend of reading goals and exciting activities designed to build strong summer reading habits. Participants set goals, enjoy great books, earn prizes, and take part in fun engaging events at the library.

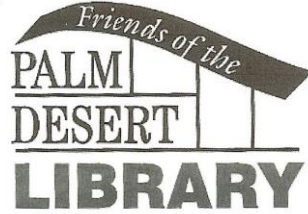




# GOALS OF SUMMER READING

1. Promote literacy and the joy of reading
2. Encourage strong reading habits—everything counts! (comic books, graphic novels, short stories, poems, magazines, and more)
3. Make reading and learning resources easy to access for everyone
4. Connect programs and activities to reading and lifelong learning
5. Foster community and a sense of belonging in Palm Desert
6. Help build home libraries through book giveaways





## SUMMER READING PROGRAM PARTNERSHIPS & SPONSORSHIPS



PROMOTING LITERACY AND THE LOVE OF READING



### Partners:

- Incentives
  - Palm Desert Aquatic Center
  - The Living Desert
- Outreach
  - Desert Recreation District
  - YMCA of the Desert
  - Desert Sands Unified School District



**DESERT SANDS**  
UNIFIED SCHOOL DISTRICT

## FEATURED RESOURCE: LIBRARY STAFF

- Ready reference
- Interlibrary loans  
(via LINK+)
- PC troubleshooting
- Local resources  
referral
- Information  
literacy
- Reading  
recommendations
- **Just to name a few!**







## RECENT MEDIA COVERAGE

- [Palm Desert Teen Highlights Importance of Literacy and Tech Balance at Reopened Library](#)
- [Palm Desert Unveils Plans for Modern Library](#)

# THANK YOU

Gary Shaffer

[gshaffer@palmdesert.gov](mailto:gshaffer@palmdesert.gov)  
760.776.6460



PALM DESERT





# CITY OF PALM DESERT ATTENDANCE REPORT

**Advisory Body:** Library Advisory Committee

**Prepared By:** Monique Lomeli

Year	2024	2024	2024	2024	2025	2025	2025	2025	2025		Total	Total
Month	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May		Total	Unexcused
Date	23-Sep	28-Oct	7-Nov	9-Dec	27-Jan	24-Feb	24-Mar	28-Apr	26-May		Absences	Absences
Buller, Jann	P	-	P	P	P	P	P	P	-		0	0
Johnson, Matt	P	-	P	P	P	P	P	E	-		1	0
Lumley, Risa	P	-	P	P	P	P	P	P	-		0	0
Malone, Cathy	P	-	P	P	P	P	P	P	-		0	0
Murphy, Paul	P	-	E	E	P	P	P	P	-		2	0
Perry, Ralph	P	-	P	E	E	P	P	E	-		3	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