

CITY OF PALM DESERT

**REGULAR MEETING OF THE
PALM DESERT LIBRARY PROMOTION COMMITTEE**

POSTED AGENDA

**Wednesday, May 15, 2019 – 3:00 p.m.
Administrative Conference Room
73-510 Fred Waring Drive, Palm Desert, CA 92260**

I. CALL TO ORDER

II. ROLL CALL

III. ORAL COMMUNICATIONS

Any person wishing to discuss any item not on the Agenda may address the Library Promotion Committee at this point by giving his/her name and address for the record. Remarks shall be limited to a maximum of three minutes unless additional time is authorized by the Committee.

This is the time and place for any person who wishes to comment on Agenda items. It should be noted that at Library Promotion Committee discretion, these comments may be deferred until such time on the agenda as the item is discussed. Remarks shall be limited to a maximum of five minutes unless additional time is authorized by the Committee.

IV. CONSENT CALENDAR

- A. MINUTES of the Palm Desert Library Promotion Committee Meeting of February 20, 2019.

Rec: Approve as presented.

Action:

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V. NEW BUSINESS

- A. WELCOME TO NEWLY APPOINTED PALM DESERT PUBLIC LIBRARY BRANCH MANAGER JULIA SHUMACHER.

Rec: Welcoming of Ms. Shumacher to occur at the meeting.

Action:

- B. INTRODUCTION OF MS. JAN JUDZIEWICZ, VOLUNTEER COORDINATOR FOR THE PALM DESERT PUBLIC LIBRARY.

Rec: Introduction of Ms. Judziewicz to occur at the meeting.

Action:

VI. CONTINUED BUSINESS

None

VII. OLD BUSINESS

None

VIII. REPORTS AND REMARKS

- A. Council Liaison (Councilmember Gina Nestande)
- B. Librarian (Julia Schumacher)
- C. Special Events Coordinator (James Gallagher)
- D. Volunteer Coordinator (Jan Judziewicz)
- E. Friends of the Palm Desert Library (Karen Gonzales)
- F. Committee Members
- G. Staff

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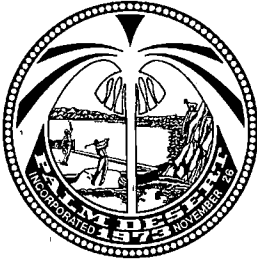
MAY 15, 2019

IX. ADJOURNMENT

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda for the Palm Desert Library Promotion Committee was posted on the City Hall bulletin board not less than 72 hours prior to the meeting. Dated this 8th day of May, 2019.



M. Gloria Sanchez, Recording Secretary



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PRELIMINARY MINUTES

Wednesday, February 20, 2019 – 3:00 p.m.
Administrative Conference Room
73-510 Fred Waring Drive, Palm Desert, CA 92260

I. CALL TO ORDER

Chair Marcuse convened the meeting at 3:04 p.m.

II. ROLL CALL

Present:

Member Heather Greenwood
Member Marilyn Hahn
Member Louise Kermode
Member Ella Manor
Member Barbara Rosenberg
Chair Carol Marcuse

Also Present:

Rachelle D. Klassen, City Clerk
Julia Schumacher, Interim Branch Manager
Sue Duran, Desert Zone Manager (LSS)
James Gallagher, Special Events Coordinator
Karen Gonzales, Friends of the Library
Grace L. Rocha, Recording Secretary

III. ORAL COMMUNICATIONS

- Mr. Rocha noted Anne Berman and Heather Greenwood were appointed to the Library Promotion Committee by the City Council on Thursday, February 14, 2019. She said Ms. Berman had a prior commitment and is unable to attend today, but she plans to attend the next meeting.
- Ms. Klassen administered the Oath of Office to newly appointed Member Heather Greenwood.

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Ms. Greenwood introduced herself to the Committee, stating her background is in real estate, and is the mother of 8- and 10-year-olds and a 9-month.

- Member Kermode thanked Ms. Rocha for all the work she does in preparing the agenda and minutes. Ms. Rocha appreciated the kind words.
- Ms. Klassen announced that at the request of the Mayor, a group photograph of the Committee members will be taken at the end of the meeting by City Public Information Officer David Hermann, adding that the Mayor may use the photograph at her "State of the City" address in March, where she plans to highlight volunteerism.

IV. CONSENT CALENDAR

- A. MINUTES of the Palm Desert Library Promotion Committee Meeting of December 19, 2018.

Upon Motion by Vice Chair Rosenberg, second by Member Hahn, and 6-0 vote of the Committee (AYES: Greenwood, Hahn, Kermode, Manor, Rosenberg, and Marcuse; NOES: None), the Minutes of December 19, 2018, were approved as presented.

V. NEW BUSINESS

- A. INTRODUCTION OF MS. JULIA SHUMACHER, INTERIM BRANCH MANAGER FOR THE PALM DESERT PUBLIC LIBRARY.

Ms. Schumacher said she was the branch manager at Cabazon Community Library since 2017, and in January 2, 2019, she took the Interim Branch Manager position at the Palm Desert Library. In the short time she's been there, she has learned it's one of the busiest libraries in the County. She recognizes and appreciates the good staff there, because they have been filling in the gaps as she learns her way around.

VI. CONTINUED BUSINESS

None

VII. OLD BUSINESS

None

VIII. REPORTS AND REMARKS

A. Council Liaison (Councilmember Gina Nestande)

None

B. Librarian (Julia Schumacher)

- Statistics Report – reported on the Circulation, Programming, and Volunteer Hours for 2018 and 2019. By comparison, the 2019 numbers are much better than the previous. Programming numbers have increased drastically - Children's, Young Adult, and Adult programs, including computer sessions.
- New Programming - announced that the Library added two new programs: Dungeons & Dragons and the Girls Code Club, which already has 13 girls signed up. The Girls Code Club will be funded through the Friends of the Library.

C. Special Events Coordinator (James Gallagher)

Mr. Gallagher provided his Special Events Report and went over some of the highlights, as follows:

- Chef's Table and Sunday Sounds – attendance has doubled over last year's series, noting that both programs were moved down a month beginning in December and running through the end of March, to more closely align with the "season" for snowbird visitors.
- Author Talks and Frankly Speaking Events – attendance has been steady for the past few months. The Library continues to offer a wide variety of events, such as Monday Matinee Movie, Meditation Monday, Tech Tuesday, and Introduction to the Internet.
- Desert Stringed Bands – this is a ukulele and stringed instrument group that meets for two hours every Thursday this winter and spring. The group is open to all levels of proficiency, and the instructor teaches simple chords for group playing and singing.
- Acrylic Paints - an art class teaching still life with acrylic paints, which has become very popular. The instructor has taught three sessions, and the class has been nearly filled to capacity (12 individuals).

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- Scrap-booking Crafter – an event was held in December for the making of Christmas and holiday cards, and a second class in January to make Valentine’s Day cards. There are requests to hold another event, which may take place to do Easter cards.
- Events Brochure – the brochure for March through May is currently at the printer’s. He continues to list all activities in the *BrightSide Newsletter*, or Facebook and the Riverside County Library System’s website.

Member Marcuse inquired about an automatic email notification with Library daily events, stating she mentioned it at the last meeting.

Mr. Gallagher replied he has been collecting email addresses and building up his mailing list. He added that currently events are posted on Facebook and the Library’s Website in the events page.

Ms. Schumacher offered that at the Cabazon Community Library she would email on Friday the following week’s events, stating she will work with Mr. Gallagher on this for the Palm Desert Library.

D. Volunteer Coordinator (Report by Zone Manager Sue Duran)

- Volunteer Coordinator – announced that Eileen Strain would not be coming back to work, and the 20-hour week position is currently vacant. However, an offer was made to a gentleman who has accepted the position; he is expected to start mid-March.

E. Friends of the Palm Desert Library (Karen Gonzales)

Ms. Gonzales reported on the following:

- Financial Report dated February 20, 2019, was provided. She pointed out that the beginning balance as of December 19, 2018, was \$60,146.50, and the ending balance as of February 19, 2019, is \$63,151.08. She believed the increase was attributable to increased Amazon book sales.

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- Friends of the Library Membership Drive – the campaign has brought about ten (10) new members. As part of the campaign, she sent out a letter to Friends of the Library Lifetime Members, offering them a 50% discount on all bookstore purchases, which she thought was a great deal. The upcoming Library brochure will also feature the membership drive, stating a family membership is \$40, and an individual membership is \$25.
- Petty Cash – reported that the petty cash box was decreased from \$250 to \$50, and the refund is reflected in the Financial Report as income/refund in the amount of \$200. It was felt that a smaller amount for petty cash would be more appropriate.

F. Committee Members

Chair Marcuse inquired on the following:

- 1) Ability to use Credit Cards at the Library. Ms. Schumacher replied that the Library Systems & Services (LSS) is going online within two months. Ms. Gonzales stated the Friends was looking at using “Square,” a mobile payment company.
- 2) “Read With Me Ministry” Program – Vice Chair Rosenberg explained this program is offered through Sacred Heart Church. She said the program requires carpooling/busing of volunteers to read to children in schools in Mecca. She added that the key was not just about reading to children, but making sure they comprehended what they were reading.

Ms. Duran offered that a Family Literacy Coordinator position for the Coachella Valley was created and that person will be based at the Indio Branch. She said this person can look at bringing back the Grandparent Program, where these individuals would read to children at the Library.

- 3) College of the Desert Move-out Date from the Palm Desert Library – Ms. Schumacher heard the move-out date could be in about 1½ years. Ms. Klassen said it was mentioned that it could happen in spring 2020, recalling that initially the date was anticipated for 2008/2009.

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Zone Manager Sue Duran reported as follows:

- a) Resource Fair for the Homeless - As part of the LSS (Library Systems & Services) goals of honoring and moving towards being more inclusive and diverse, they will be holding a Resource Fair in various locations, specifically in Moreno Valley and at the Palm Desert Library. The event will take place on May 6, 2019, 10:00 a.m. to 2:00 p.m. It will include vendors, resource organizations like Project Connect, FIND Food Bank, and informational hand-outs for veterans. Pamphlets will be available on how to go about getting food stamps, etc. Toiletries, t-shirts, and free haircuts will also be provided.

Ms. Klassen suggested getting in touch with Path of Life Ministries. She will also forward the information about the Fair to City staff involved with the homeless, including local police personnel.

- b) Cooling/Warming Center - announced that the Palm Desert Library was also going to be designated as a Cooling/Warming Center.

IX. ADJOURNMENT

With Committee concurrence, the meeting was adjourned at 3:51 p.m.

Grace L. Rocha, Recording Secretary