

CITY OF PALM DESERT

REGULAR MEETING OF THE PALM DESERT LIBRARY PROMOTION COMMITTEE

POSTED AGENDA

Wednesday, November 20, 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 May 15, 2019.

Rec: Approve as presented.

Action:

**POSTED AGENDA
REGULAR PALM DESERT
LIBRARY PROMOTION COMMITTEE MEETING**

NOVEMBER 20, 2019

V. NEW BUSINESS

- A. PRESENTATION TO HONOR AND THANK LIBRARY PROMOTION COMMITTEE MEMBERS FOR THEIR SERVICE AND CONTRIBUTIONS IN 2019.

Rec: Presentation to Committee Members.

VI. CONTINUED BUSINESS

None

VII. OLD BUSINESS

None

VIII. REPORTS AND REMARKS

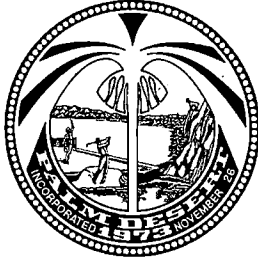
- A. Council Liaison (Mayor Pro Tem Gina Nestande)
B. Librarian (Julia Schumacher)
C. Special Events Coordinator (James Gallagher)
D. Volunteer Coordinator (Jan Judziewicz)
E. Friends of the Palm Desert Library (Karen Gonzales)
F. Committee Members
G. Staff

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 13th day of November, 2019.



Grace L. Rocha, Recording Secretary



CITY OF PALM DESERT

REGULAR MEETING OF THE PALM DESERT LIBRARY PROMOTION COMMITTEE

PRELIMINARY MINUTES

Wednesday, May 15, 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 3:02 p.m.

II. ROLL CALL

Present:

Member Ann Berman
Member Heather Greenwood
Member Louise Kermode
Member Ella Manor
Vice Chair Barbara Rosenberg
Chair Carol Marcuse

Absent:

Member Marilyn Hahn

Also Present:

Gina Nestande, City Council Liaison
Rachelle D. Klassen, City Clerk
Julia Schumacher, Branch Manager
Sue Duran, Desert Zone Manager (LSS)
James Gallagher, Special Events Coordinator
Jan Judziewicz, Volunteer Coordinator
Karen Gonzales, Friends of the Library
Gloria Sanchez, Recording Secretary

III. ORAL COMMUNICATIONS

None

**PRELIMINARY MINUTES
REGULAR PALM DESERT
LIBRARY PROMOTION COMMITTEE MEETING**

MAY 15, 2019

IV. CONSENT CALENDAR

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

Upon motion by Member Kermode, second by Vice Chair Rosenberg, and 6-0 vote of the Committee (AYES: Berman, Greenwood, Kermode, Manor, Rosenberg, and Marcuse; NOES: None; ABSENT: Hahn), the Minutes of February 20, 2019, were approved as presented.

V. NEW BUSINESS

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

Ms. Schumacher announced she is the permanent Library Branch Manager for Palm Desert and had an opportunity to introduce herself to the City Council and City staff last week.

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

Mr. Judziewicz introduced himself to the Committee, and they welcomed him.

VI. CONTINUED BUSINESS

None

VII. OLD BUSINESS

None

VIII. REPORTS AND REMARKS

- A. Council Liaison (Councilmember Gina Nestande)

Councilmember Nestande welcomed newly appointed members Ann Berman and Heather Greenwood. She thanked them for joining the team and looked forward to a great year. Also, she's happy the City now has a permanent librarian and felt everything was moving in the right direction.

B. Librarian (Julia Schumacher)

- Statistics Report – reported the circulation numbers have increased in some areas, but were down in others compared to a year ago. Something to note is the increase to programming numbers.
- New Programming – in partnership with the organization Girls Who Code, the Library hosted two clubs, both of which were full to capacity, and they plan to offer this again in the fall. The second Murder Mystery Party had 40 participants, and people are clamoring for another one already. Over 200 people attended the Dia de los Niños program, which is about celebrating children and reading. Free books were given out thanks to Friends of the Palm Desert Library. The Library hosted Project Connect, a resource fair for people experiencing homelessness and mental health issues. Additionally, they kicked-off a short literacy program named “Raising-a-Reader,” which is a book-bag borrowing program open to everyone; a library card is not required to participate. The program consists of children being able to take a bag and three books home and return the following week to switch them out. At the end of the program, every child receives their own bag to keep and a book from the author. She commended staff for putting so much work and effort into these programs.
- Social Media – increasing their presence on social media, staff is endeavoring to grow followers on Facebook and Instagram.
- Staffing – noted that Volunteer Coordinator Jan Jusiewicz was the newest staff member, and they have promoted one staff member to an expanded role on the Reference Desk. Additionally, they added a 20-hour-per-week position to Reference Staff, and that person is starting on Monday. Further, she and Zone Manager Sue Duran will be holding interviews next week for the Children’s Librarian position, which has been open since March.
- Library Building Maintenance – happy to report that many of the delayed maintenance items have been resolved, adding that the baby changing stations have been installed in accordance with State law. Staff is looking ahead to College of the Desert moving to their new building and the opportunities it will provide for the Palm Desert Branch.

**PRELIMINARY MINUTES
REGULAR PALM DESERT
LIBRARY PROMOTION COMMITTEE MEETING**

MAY 15, 2019

- Riverside County Library System (RCLS) - is looking into Kanopy Video Streaming Service, an on-demand streaming video platform for public libraries and universities. She believed this project will move forward in the next six months, stating the decision was made by the initial committee, and it's at the County level for funding.
- Equipment Upgrades: The Library is getting new printers and photocopiers, including a pay station system, which will allow patrons to pay not only for their printing and copying, but also for their Library fines using a credit card. She believes these changes will increase revenue for the Library.

She encouraged Committee Members to visit the Library and offered to show them anything they wished to see.

C. Special Events Coordinator (James Gallagher)

Mr. Gallagher distributed a report of Special Events and discussed the highlights, as follows:

- Chef's Table and Sunday Sounds – each series has concluded for the season, they were highly attended this year compared to last.
- Desert String Circle – In January the Library introduced this new weekly program that drew a large crowd. Desert String Circle is a group under the leadership of Mr. Mike Manis, primarily attracting ukulele players, but also open to string instrument players as well. By popular demand, the group will return next season as part of the weekly events.
- Author Talks and Frankly Speaking – these regular programs are continuing and have a steady attendance.
- Monday Night Meditation and Matinee Movies – these are ongoing programs that will continue.
- Art Workshop Painting With Acrylics – a highly attended new program that involves instruction in painting still life art with acrylics. Due to its popularity, the workshop is offered twice to accommodate those on the waitlist; once for adults and once for teenagers.
- Scrap-booking Crafter – card-making workshop for creating fancy greeting cards and well received.
- Summer Reading Program for Adults – this program is not quite as fancy or as entertaining as the kids programs, but it's a way to encourage people to participate and turn in a record of their reading for a prize.

**PRELIMINARY MINUTES
REGULAR PALM DESERT
LIBRARY PROMOTION COMMITTEE MEETING**

MAY 15, 2019

Mr. Gallagher thanked the City of Palm Desert for funding the Sunday Sounds program and The Friends for Karen's leadership in funding all their programming needs.

Chair Marcuse inquired about attendance at the Project Connect program for people experiencing homelessness and mental health issues.

Ms. Schumacher replied that the program was not hugely attended, but the organizers felt it was successful overall. There were 18 participants with 15 completing the circuit and receiving their backpacks. A large number went to the HIV free testing van, so they were very pleased with the turnout. Overall, including vendors and participants, there were about 35 people. As a first event, they were happy with it, and it's an event they want to bring back. Although, it's a hard population to connect with to draw in, particularly those experiencing homelessness. She believes that as the word gets out about this event, it will draw more participants.

Ms. Duran noted that F.I.N.D. (Food In Need of Distribution) provided food, fruit, bread, and water. The vendors here were a better selection compared to other events, because this one was more diverse - - including veteran resources, F.I.N.D., and Inland Legal Services.

D. Volunteer Coordinator (Jan Judziewicz)

Mr. Judziewicz stated he was formerly IT Director at Marquette University in Milwaukee before starting the Volunteer Coordinator position with the Library in March. He has been focusing on the digital conversion of all things by creating masters of all forms. He audited and scanned all the forms, waivers, and applications, and ensured there is an application and waiver on file for everyone. He also created an Outlook contact list and spreadsheet of all volunteers, making it easier to email them, keep track of their hours, and prepare statistical reports or provide information on demand. He added that Ms. Schumacher gave him permission to move forward with Volunteer Match, which is a website where you can enter your zip code, and it will provide a number of opportunities of where one can volunteer. He created postings specifically for the Library, one for teens and one for adults, along with a Google form on-line application. Responding to question about RSVP, he said he had a meeting with Jared over at RSVP to talk through what can be done for them and what they can do for the Library, and he will certainly keep a connection with them.

**PRELIMINARY MINUTES
REGULAR PALM DESERT
LIBRARY PROMOTION COMMITTEE MEETING**

MAY 15, 2019

Since he first started, has about 5 or 6 new volunteers on board. The stats indicate 26 volunteers were actively working in March and 33 in April. With the Summer Reading Program approaching, he expects to onboard quite a few teens; therefore, those numbers will increase. He said the teens helped with the Dia de Los Niños and the face-painting events; the kids really enjoyed working with them. Finally, he has been working with the National Charity League, which has Chapters around the country, including Palm Springs and Palm Desert. He provided them a spreadsheet of all events/activities where volunteers will be needed, and they will forward to their membership.

Ms. Greenwood asked if the Library uses anything like Sign-up Genius or similar software where the Library basically provides dates and times of when volunteers are needed and an email is sent out for them to sign up.

Mr. Judziewicz replied he was considering software that included event planning, where he could list all the volunteers in a tracking system, and would also allow them to do time sheets.

Ms. Greenwood stated that another group to consider is Junior League, because it's women helping different charities. She offered that a contact person at Palm Desert High School is Lynette Wohlmuth, who is in charge of high school students having to accumulate hours for various purposes.

Chair Marcuse inquired about her previous request for an automatic email notification about the Library's daily events.

Ms. Schumacher said it was on her to-do list and radar as something to do over the summer. For advertising the summer programs, the best avenue to utilize is Peach Jar, which is DSUSD's e-mail blast. It won't be for the patron group, because it's geared more toward reaching families in the community and notifying them about the things happening at the Library.

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

Ms. Gonzales reported on the following:

- Financial Report dated May 15, 2019, was provided. The last report dated February 20, 2019, was through that date, but because Friends of the Palm Desert Library held their semi-annual meeting this morning, she prepared a custom

**PRELIMINARY MINUTES
REGULAR PALM DESERT
LIBRARY PROMOTION COMMITTEE MEETING**

MAY 15, 2019

report for them that started at the beginning of the year (January). Using those same numbers, this May report duplicates a month of what the Committee received in February. She said book sales have increased, noting that in the last 4½ months they have sold \$3,200 in books on Amazon. Book Store sales were consistent with last year at a little over \$10,000 in sales. The membership drive that started in January offered a 50% discount on all purchases from the Book Store for the duration of their membership. Friends gained 19 new sign-ups (18 individual and 1 family membership). Friends received a check from the Seattle Foundation for an odd amount, stating it came from someone affiliated with the Palm Desert Library who died and left Friends as a receiver of money on an annual basis. She reviewed the remainder of the expenses, pointing out that printing and postage are the most sizable expenditures, and the more costly programs are the children and adult programs. Lastly, the balance has gone from \$61,905.97 to \$67,317.45 within the past 4½ months.

Mayor Pro Tem Nestande was amazed at the amount of money raised through book sales, questioning how the on-line prices compared to Book Store prices.

Ms. Gonzales explained she puts the more expensive books and/or coffee table books on Amazon. She has someone who comes in a couple of days a week to research prices and determine which ones will go on Amazon. She added that Friends has very generous donors that go out to Costco, read a book, then donate it to the Book Store. In fact, just last week she sold a book for \$250 that was posted about a year ago. The name of the book is "Seven Years," about Arnold Schwarzenegger and Maria Shriver -- his seven years as a governor, but more importantly, contained a personal anecdote in the inside cover with Arnold and Maria's signatures. She went on to report that at their Friends meeting today, Ms. Schumacher came with her wish list of things for the Library that includes adding a book collection, along with dollars for the children's and young adult programs for a total of \$22,800. Friends approved the request as an expenditure over the next year. The Friends decided to start accepting credit cards, hoping it will create more sales, but they will have to implement a \$5.00 minimum purchase.

**PRELIMINARY MINUTES
REGULAR PALM DESERT
LIBRARY PROMOTION COMMITTEE MEETING**

MAY 15, 2019

Responding to question about where the Events & Activities brochures are circulated, Mr. Gallagher said they are primarily at the circulation desk in the Library, but they are also distributed all over town to the senior assisted living facilities, the Joslyn Center, outside racks at Sherman's Deli and Albertsons, etc. He said 2,500 copies of the brochures are printed quarterly, stating it costs \$350 for layout design services, and \$1,150 for the printing, so the total cost is \$1,500. The current issue has the membership solicitation for The Friends, and the next issue will print a chronological calendar of all upcoming events.

F. Committee Members

Member Manor asked if the Library will be used as a Cooling Center during the summer.

Ms. Schumacher said the Palm Desert Library will be an official Cooling Center and listed on all notices. The program will provide water and runs June 1 through September. Responding to question about who was funding the program, she believed it was grant funded through Riverside County.

G. Staff

Ms. Klassen reported that at the April 25, 2019, City Council meeting, Council awarded a \$7.5 million contract for the San Pablo Corridor Improvement Project. There will be changes and traffic reconfiguration between Highway 111 and Fred Waring Drive near the Civic Center. A second phase will be coming down the road, stating the City hopes to energize the community and attract businesses to make a connection to the downtown. In the meantime, construction may be an inconvenience, but it will be nice once the project is completed.

IX. ADJOURNMENT

With Committee concurrence, Chair Marcuse adjourned the meeting at 3:40 p.m.

M. Gloria Sanchez, Recording Secretary