NOTICE OF ADJOURNMENT

OF THE

PALM DESERT LIBRARY PROMOTION COMMITTEE

NOTICE IS HEREBY GIVEN that the Palm Desert Library Promotion Committee meeting scheduled for Wednesday, March 18, 2020, has been adjourned to Wednesday, March 25, 2020, at 3:00 p.m., in the Administrative Conference Room (ACR), 73510 Fred Waring Drive, Palm Desert, California.

I hereby certify under penalty of perjury under the laws of the State of California that the Adjournment notice for the Library Promotion Committee was posted on the City bulletin board not less than 72 hours prior to the meeting.

Grace L Rocha, Recording Secretary
Palm Desert Library Promotion Committee

Dated this 11\textsuperscript{th} day of March, 2020.
CITY OF PALM DESERT

ADJOURNED REGULAR MEETING OF THE
PALM DESERT LIBRARY PROMOTION COMMITTEE

POSTED AGENDA

Wednesday, March 25, 2020 – 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 November 20, 2019.

   Rec: Approve as presented.

   Action:
V. NEW BUSINESS


Rec: Conduct election of officers.

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

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 11th day of March, 2020.

Grace L. Rocha, Recording Secretary
CITY OF PALM DESERT

REGULAR MEETING OF THE
PALM DESERT LIBRARY PROMOTION COMMITTEE

PRELIMINARY MINUTES

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

I. CALL TO ORDER

Chair Marcuse called the meeting to order at 3:04 p.m.

II. ROLL CALL

Present:
Member Anne Berman
Member Heather Greenwood (left at 3:20 p.m.)
Member Marilyn Hahn
Member Louise Kermode
Member Ella Manor
Chair Carol Marcuse

Absent:
Vice Chair Barbara Rosenberg

Also Present:
Rachelle D. Klassen, City Clerk
Julia Schumacher, Branch Manager
James Gallagher, Special Events Coordinator
Jan Judziewicz, Volunteer Coordinator
Grace L. Rocha, Recording Secretary

III. ORAL COMMUNICATIONS

None

IV. CONSENT CALENDAR

A. MINUTES of the Palm Desert Library Promotion Committee Meeting of May 15, 2019.

Upon motion by Member Berman, second by Member Kermode, and 6-0 vote of the Committee (AYES: Berman, Greenwood, Hahn, Kermode, Manor, and Marcuse; NOES: None; ABSENT: Rosenberg) the Consent Calendar was approved as presented.
V. NEW BUSINESS

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

On behalf of the entire City Council, Ms. Klassen presented the Library Promotion Committee members with a gift card for their volunteer service.

VI. CONTINUED BUSINESS

None

VII. OLD BUSINESS

None

VIII. REPORTS AND REMARKS

A. Council Liaison (Mayor Pro Tem Gina Nestande)

None

B. Librarian (Julia Schumacher)

Ms. Schumacher handed out the Palm Desert Library Statistics Report and highlighted the following items:

- Statistics Report – the programming and circulation numbers are moving upward compared to last year.
- Summer Reading Program – total number of participants was 340, which includes a new high number of 56 for the adult summer reading program.
- Girls Who Code – this program continues to be a success, it’s in its second session now, and the third one will run again in the spring.
- Teen Program – teens had a fun program with the Sleepy Hollow Murder Mystery, and currently they are participating in the National Novel Writing Month (NaNoWriMo). On Saturdays, teens come into the Library, write as much as they can, and interact with each other.
- Staffing – reported the Library is currently fully staffed. Stephanie Gilliam was hired as the new Children’s Librarian;
Cynthia Mock is the new lead Reference Librarian, replacing Adriana Martinez; Ira Adkins is the new full-time circulation staff replacing Shantee Lands. The other three new staff members include: Kevin Johnson (shelving), Mary Hobson (circulation desk), and Madison Maler (reference).

- **Young Adult Services** – Estephania Ortiz is visiting middle schools and high schools, and has hosted tours of the Library for many school groups. More than 300 students have toured the Library, and 150 of them were issued a library card. She said Stephanie Gilliam, the Children’s Librarian has also had a few groups tour the Library, and she, too, will start visiting local schools in the coming year. In terms of outreach, they participated in the Veteran’s Resource Fair at the Indio Fairgrounds, and the Library will have a presence at the Miracle on El Paseo and Christmas Walk events. In fact, they will be right next to the Grinch’s booth where staff will be providing mini story times as kids wait in line for their picture with the Grinch.

- **Email Newsletter** – Library has started its newsletter via Mail Chimp. At previous meetings there was discussion about a video streaming service called Kanopy, but Riverside County LSS has decided it’s too expensive at this time.

- **Cooling Center** – noted the Library was a Cooling Center over the hot season. They served hundreds of people with water and snacks, and they will do it again next summer. However, the Library opted not to be a warming center, because the centers are not activated until temperatures reach 40 degrees.

Lastly, she reported she would be on leave beginning December 6, and Mr. Robert Hampton, the Circulation Supervisor, will be in charge. Zone Manager Sue Duran, who has her office at the Library, will also be available for any support.

C. **Special Events Coordinator (James Gallagher)**

Mr. Gallagher provided a handout with information about the special events for the period of May 2019 through November 2019. Some of the highlights are as follows:

- **Adult Summer Reading Program** – this year’s program had the highest participation with 56 entries in two different tracks.
• **Hooked on Books** – this class is up to about 12 regular members. He said the Library was approached by the Joslyn Center to conduct a similar program at their center, which began in July, and membership is up to seven people.

• **“You Be the Judge” Program** – monthly group that looks over the details of famous high crimes, and participants decide whether the person is guilty or innocent. He said participants discuss the case, and at the end of the workshop the actual outcome is revealed. He added that the Library will start two offerings of this program at 11:00 a.m. and 6:30 p.m.

• **Art Workshop and Card-making** – there has been a great response to these workshops, especially with holiday card-making.

• **Children’s Program** – the “Fairy Tale STEM” classes are very creative. He said they take a fairy tale like “Rapunzel,” “Hansel and Gretel,” or “Humpty Dumpty,” and for example, read the story to the children, then they are tasked with creating a wall that will help prevent Humpty Dumpty from falling off.

• **Teen Program** – Estefania Ortiz is coordinating “A Very Harry Potter Quiz-mas” in December, where everyone will make a magic wand that they will be able to take home.

• **Chef’s Table and Sunday Sounds** – series starts the first week of December, and the schedule is on the brochure that will go out very soon. He said they’ve had a hard time booking chefs, specifically for the months of March and April. He believes it’s because many of these people are restaurant owners, and it’s difficult to pull them away from their business. However, both series are very popular.

• **The Ukulele String Circle** – the two-hour sessions are drawing about 20-25 people every week, led by volunteer Mike Mannis and his wife. This year they will have a two-track system that includes a beginner’s string.

• **Alzheimer’s Association Presentations** – conducted two different presentations, one provided a general overview, the other was about how to delay the symptoms once Alzheimer’s has started. He said Ms. Schumacher has encouraged him to do outreach for other kinds of medical programs.

• **Regular Weekly Programs** – the Film Series, Matinee Movie, and Dungeons & Dragons are ongoing and continuing programs.
Mr. Gallagher thanked Friends of the Library who supports a lot of the programming, adding the City pays for the Sunday Concert Series generously as well.

Ms. Schumacher added that thanks to the City, they will be purchasing new computers and laptops; therefore, they will be offering more regular computer classes.

Mr. Gallagher said the Library also offers Technology Tech, a one-on-one computer training in 30-minute increments by appointment.

D. Volunteer Coordinator (Jan Judziewicz)

Mr. Judziewicz reported on the following:

- **National Charity League** - explained that one of the established relationships the Library has is with Vicki Petek from the National Charity League (NCL), which is typically comprised of mothers and daughters. He said they regularly provide volunteers for special events, and in December he will need about 20 or 25 volunteers.

- **New Computer Assistant Position** – Mr. Judziewicz announced this person will help at the reference desk and provide assistance operating the computers and printers. Ms. Schumacher added this sometimes can take up to 15 minutes’ time to assist people who need more hands-on help. She went on to say they will also be getting someone to help with the Tech Time computer appointments to supplement hours at the reference desk.

- **Better Impact System** – Library subscribed to this new system that’s now in place. This system has all the volunteers listed with their contact information, interests, profile, etc. He said it helps him keep track of the volunteer’s schedule and monthly hours, and it’s a nice tool when sending a mass mailing.

- **Volunteer Match** – this app matches volunteers to events and tasks (postings), and it’s linked to the Better Impact System as well. He added he’s received applications from these services.

- **Scanning Project Update** – mentioned at the last meeting that he would be scanning all of the volunteer application forms, waivers, and time sheets, and it’s been completed going back to 2015.
• **Volunteer Onboarding** – he's added 40 new volunteers since the last Library Promotion Committee meeting.

• **Outreach** - He and Ms. Schumacher attended and spoke at the National Charity League Volunteer Fair. Additionally, he attended the Volunteer Coalition of the Coachella Valley in August, the Regional Network Meeting, and the Volunteer Coordinator Workshop held at the Corona Public Library.

• **Upcoming Projects** – working on a winter recognition luncheon scheduled for January, expanding uses for the Better Impact Software, and preparing a Disaster Preparedness Workshop for the volunteers and staff.

Responding to question about whether the City uses “RSVP,” said he still utilizes it, in fact, signed up four or five volunteers this way, including Ms. Patsy Cooper. He said RSVP has benefits, including recognizing volunteers and providing insurance for traveling to and from their assignment. He encourages people of a certain age to apply.

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

On behalf of Ms. Gonzales, Mr. Judziewicz handed out the Friends Financial Report and reported on the following:


• **Credit Card Payment System** – The Friends purchased “SQUARE,” a technology device to take credit card payments. There has not been a significant increase in sales because of it, but the report doesn't reflect “in-season” numbers. Ms. Schumacher said SQUARE is a convenient option for customers to use when paying for their books.

• **Children and Adult Program Costs** – costs have more than doubled from the previous reporting period for Children's programming, which may have been attributable to the Summer Reading Program. However, costs for the adult programs have gone down.

• **DVD Collection** – $1,640 has been spent to add to the collection, and there are more purchases currently outstanding.
F. Committee Members

Member Marcuse inquired about the status of the College of the Desert’s portion of the building and asked when they will be moving out of the Library.

Ms. Klassen responded that it continues to be a work in progress. While you may see COD moving out, there are still details to be ironed out. The Library will not automatically be able to expand at this point in time. She said staff has met recently with Dr. Joel Kinnamon, President of College of the Desert, adding there are layers to get through to see what can be done. For those Committee members who were not around, this issue began in 2006, and she herself, is the only remaining staff member who recalls the agreement from that time. She said COD and the City each have their own ideas, so staff will continue to work on this diligently. Responding to question, she said if and when the COD portion of the building is vacated, staff will work with County staff to develop any plans that may come of it.

Ms. Schumacher agreed, stating there is still a lot of negotiation to happen, so there are no written plans at this time about the future. Of course, there are dreams and ideas that have been floated
around, but the City is continuing to work with Riverside County Economic Development Agency Deputy Director Suzanne Holland, and hopefully a resolution will be made soon. However, COD will be moving its Library out of the building at the end of January.

Ms. Klassen said this matter is an on-going negotiation, but the Library will continue to provide excellent service and a welcoming atmosphere. Responding to question, she said the building belongs to COD and explained that a portion of the County Taxes that residents pay went toward library services under the County, which is why the Library is a multi-agency facility. She added that if Palm Desert had its own City library, which is currently not even a consideration, it would lose the benefit of those tax dollars.

Ms. Schumacher pointed out the cities of Rancho Mirage and Palm Springs are the only two libraries in the Valley that are not part of the County Library System.

Mr. Gallagher offered an example of the book club he coordinates, which has to secure about ten or twelve copies of the same book every month. The only way he can accomplish this is by tapping the other libraries under the County System, stating it's seamless and a benefit to the Palm Desert Library.

G. Staff

See Section V – New Business, above.

IX. ADJOURNMENT

With Committee concurrence, Chair Marcuse adjourned the meeting at 3:48 p.m.

Grace L. Rocha, Recording Secretary