

**La Quinta Public Library Quarterly Report  
July 2014 – September 2014**

**Circulation:**

The Library circulated 84,696 items in the first quarter of 2014/15. This is an average of 93 items checked out every hour that the Library was open. The numbers were lower due in part to fewer programs held this summer and the Palm Desert Library reopening. The Library was also closed for 5 days because of a flood on September 8, 2014.

	2007	2008	2009	2010	2011	2012	2013	2014
July	10,599	19,965	26,758	33,072	39,108	33,104	35,551	26,939
August	10,323	17,349	26,616	26,645	36,015	38,155	29,937	19,461
September	9,096	17,905	26,247	29,786	37,757	35,062	27,790	18,127

**Public Computer Usage:**

Public computers are used by all ages and provide an important connection for tourist and short-term visitors to keep in touch with work, family, or to check travel arrangements. During this quarter, 6,702 computer sessions were logged on the Library's 28 public access computers. This is a decrease from the first quarter of 2013/14 (9,080 computer sessions), mainly linked to the Library closure due to flooding. The decrease can also be linked to the increase in use of the Library's free WiFi access.

**Door Count:**

This quarter 44,264 people visited the Library to check out materials, read newspapers and magazines, utilize Internet services, attend programs and purchase books from the Friends of the Library Book Store.

	2010	2011	2012	2013	2014
July	19,511	16,636	19,740	17,881	15,665
August	18,368	17,742	19,396	16,339	14,558
September	19,844	18,788	19,218	17,256	14,041

**New Borrowers:**

The Library registered 575 new borrowers during the first quarter. La Quinta had 31,418 registered borrowers as of September 30, 2014. A Library card is good for three years and is purged after four if there are no fees attached. A card with fees stays active until the record is cleared.

### **Weekly Programming:**

A *Preschool Storytime* for children 3½ to 5 years old was held seven Tuesday mornings during this quarter. A total of 386 children attended.

The *On-The-Lap Storytime Program* for parents with babies and toddlers were held on seven Tuesday mornings, and were attended by 329 participants.

### **Monthly Programs:**

The Library offers a newly released film or a seasonally-related classic movie that will appeal to the whole family. There were six movie days in the first quarter that were attended by 32 people.

### **Other Programs:**

During the first quarter, the Library completed the Summer Reading Program, "Paws to Read," with 480 children, teens and adults registering. There were five performers and 1,600 people participating in the 24 programs. The Friends of the Library sponsor this program each year.

Thursdays @ Three is a weekly series of free programs featuring professional performers and is sponsored by the Friends of the Library. These were exclusive to the Summer Reading Program this year. There were five programs in the first quarter, with 873 people attending.

The last program for the Summer Reading Program was the Stuffed Animal Sleepover, held the first week in August. There were 55 participants, which included children and their parent/guardians.

### **Volunteers:**

During this quarter, 69 volunteers donated 414 hours of their time. Volunteers worked in the book store, shelved returned books in the Library, helped with programs, and performed a myriad of other tasks.

### **Friends of the Library:**

The La Quinta Friends of the Library continue to offer support in all areas including volunteering during large programs. The Friends provided funds for all special programs and reading incentives for this year's Summer Reading Program. They also help by volunteering time and effort in the Book Sale room.

### **Outreach:**

The Library is focusing on doing more outreach. In August, staff attended Teacher Appreciation Day and set up an event table with flyers, free incentives and a chance to join a raffle. There were 33 teachers who visited the table and entered the raffle.

In September, Library staff participated in La Quinta High School's *Back To School* night. Incentives and flyers were given and ten people stopped by the event table. Staff is looking into visiting the schools on a regular basis.

Library staff visited the Recreation District to look into story time collaboration with the preschool, as well as other state-run preschools in north La Quinta.

The Library has also met with several community entities regarding programming. The Library agreed to participate in the La Quinta Arts Foundation's American Craft Week in October. The La Quinta Museum would also like more story times and other program participation from the Library, especially when there are exhibits on display. The La Quinta Senior Center (soon to be Wellness Center) also showed an interest in having Library programs in their building. Finally, Eisenhower Medical Center agreed to have a monthly program during the 2014/15 year.

**La Quinta Library Expenditures**  
**July 1, 2014 – June 30, 2015**

<b>Library Contract Expenditures (LSSI)</b>	<b>7/1/14 to 9/30/14</b>	<b>10/1/14 to 12/31/14</b>	<b>1/1/15 to 3/31/15</b>	<b>4/1/15 to 6/30/15</b>	<b>Total</b>
Labor & Benefits	\$116,061.14	0	0	0	\$116,061.14
Collection/Books	0	0	0	0	0
Automation & Courier	\$8,752.04	0	0	0	\$8,752.04
Other Direct Costs	\$9,861.60	0	0	0	\$9,861.60
Zone Administration	\$13,366.75	0	0	0	\$13,366.75
Shared Costs	\$12,714.69	0	0	0	\$12,714.69
<b>Library Contract Expenditures</b>	<b>\$160,756.22</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>\$160,756.22</b>

<b>County Expenditures</b>	<b>7/1/14 to 9/30/14</b>	<b>10/1/14 to 12/31/14</b>	<b>1/1/15 to 3/31/15</b>	<b>4/1/15 to 6/30/15</b>	<b>Total</b>
Personnel	\$1,255.12	0	0	0	\$1,255.12
Insurance	\$16,668.53	0	0	0	\$16,668.53
Miscellaneous Expenses	0	0	0	0	0
Special Program Expenses	\$637.84	0	0	0	\$637.84
Accounting Costs	\$84.61	0	0	0	\$84.61
Travel and Conferences	0	0	0	0	0
Support Services	\$21,412.13	0	0	0	\$21,412.13
<b>County Expenditures</b>	<b>\$40,058.23</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>\$40,058.23</b>

<b>TOTAL EXPENDITURES</b>	<b>\$200,814.45</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$200,814.45</b>
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## **La Quinta Museum Quarterly Report July--September 2014**

### **Visitors:**

The Museum had 1,922 visitors this quarter.

### **Exhibits:**

Renovation and updates continue on the first floor gallery to provide further education on the local Cahuilla Indians and native animal dioramas.

Exhibit design preparation for the Smithsonian "*Journey Stories*" exhibit continued with a variety of local items and Ron Backer (historical illustrator) paintings to be displayed in conjunction with the exhibit.

The "*La Quinta Then and Now*" exhibit on the second floor continues - showing how the community developed from an unforgiving desert landscape into the agricultural and hospitality industries of today. Early maps and images contrast with how places and structures have evolved into what we see now. Pieces of this exhibit will be utilized in the upcoming Smithsonian "*Journey Stories*" exhibit.

Research was completed to develop new panels on packing houses and citrus labels unique to the Coachella Valley to be displayed on the first floor gallery. Once digitized, the selection of local citrus labels will also be incorporated into an online Citrus Label Collection for the Museum and within a broader online collection featuring 111 labels unique to Riverside County.

### **Programming:**

Preschool Story Time for children ages 3-5 was held the first Wednesday of July and August. It was attended by 24 children and their caretakers each time.

The theme for the Summer Camp for elementary school children was Desert Animals. Two classes with accompanying crafts were provided for 27 children each time.

Preparation for American Craft Week began with design for the "Day of the Dead Cigar Shadow Box Shrine Exhibit," scheduled to run for five weeks in October, along with two workshops scheduled for the October 3-9, 2014 timeframe— "Calavera Mask" and "Painting on Terra Cotta."

Preparation of lesson plans for the Smithsonian "*Journey Stories*" exhibit for local school classes were prepared. At present, eleven classrooms are scheduled for visits by Museum staff as well as conducting Museum tours with the students.

The Museum continued to accommodate relocated Bridge classes on Mondays and Ukulele classes on Thursdays during the Wellness Center construction.

### **Gift Shop:**

Total gift shop sales this quarter were \$1,279.85

### **Staff and Miscellaneous:**

A new staff member was added in July, who carries advanced degrees in Public and Social Historianship from the University of California Riverside's nationally acclaimed program. This individual is engaged with both internal exhibit preparation and outreach school programs at the Museum and in the classroom.

Inventorying of Museum artifacts continued during this quarter after an upgrade to the Past Perfect Archival software was completed. Approximately 40 percent of the Museum's inventory of artifacts is complete.

On September 8, 2014, the City sustained damage from significant flooding. The Museum incurred some water related damage in relation to historical documents and artifacts housed in the casita. These one-of-a-kind, irreplaceable historical documents and artifacts were triaged and conserved by specially trained archival personnel on staff during the emergency so as to minimize the water damage to them. In addition, humidity levels in the Museum remained very high for a number of days following the flooding. Special guidelines were followed by Museum staff to ensure adequate environmental controls for the exhibits and collection after an event of this magnitude.

Minor flooding in the Museum work areas was tended to by contracted Cotton Global Disaster Solutions personnel. The tree in front of the Museum was damaged to the extent that it had to be removed.

**La Quinta Museum Expenditures**  
**July 1, 2014 – June 30, 2015**

<b>Museum Personnel Costs</b>	<b>7/1/14 to 9/30/14</b>	<b>10/1/14 to 12/31/14</b>	<b>1/1/15 to 3/31/15</b>	<b>4/1/15 to 6/30/15</b>	<b>Total</b>
Salaries	\$36,706.96	\$0	\$0	\$0	\$36,706.96
<b>Total Personnel Costs</b>	<b>\$36,706.96</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$36,706.96</b>

<b>Museum Programming Costs</b>	<b>7/1/14 to 9/30/14</b>	<b>10/1/14 to 12/31/14</b>	<b>1/1/15 to 3/31/15</b>	<b>4/1/15 to 6/30/15</b>	<b>Total</b>
Special Speaker	\$3,100.14	\$0	\$0	\$0	\$3,100.14
Printing	\$107.76	\$0	\$0	\$0	\$107.76
<b>Total Programming Costs</b>	<b>\$3,207.90</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$3,207.90</b>

<b>Other Costs</b>	<b>7/1/14 to 9/30/14</b>	<b>10/1/14 to 12/31/14</b>	<b>1/1/15 to 3/31/15</b>	<b>4/1/15 to 6/30/15</b>	<b>Total</b>
Travel	\$94.08	\$0	\$0	\$0	\$94.08
Supplies	\$1,861.17	\$0	\$0	\$0	\$1,861.17
Gift Shop Supplies	\$624.86	\$0	\$0	\$0	\$624.86
Miscellaneous	\$116.19	\$0	\$0	\$0	\$116.19
<b>Total Other Costs</b>	<b>\$2,696.30</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$2,696.30</b>

<b>TOTAL EXPENDITURES</b>	<b>\$42,611.16</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$42,611.16</b>
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