

**La Quinta Public Library Quarterly Report
October – December 2014**

Circulation:

The Library circulated 60,618 items in the Second Quarter of 2014/15. This is an average of 94 items checked out every hour the Library was open. The numbers have remained steady over the quarter.

	2010	2011	2012	2013	2014
October	35,588	36,273	36,851	29,016	20,169
November	22,722	31,679	36,189	31,255	20,296
December	28,527	30,727	33,348	29,195	20,153

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, 7,432 computer sessions were logged on the Library's 28 public access computers. This is a decrease from Second Quarter 2013/14 (9,149 sessions), and can be attributed to policies regarding computer usage being in place.

Door Count:

This quarter, 45,642 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. This is a slight .01 percent increase over the Second Quarter 2013/2014.

	2010	2011	2012	2013	2014
October	18,854	19,895	21,373	17,529	16,873
November	18,463	16,369	19,335	14,189	14,547
December	16,808	15,457	17,400	13,261	14,222

New Borrowers:

The Library registered 525 new borrowers during the Second Quarter. There were 32,103 active borrowers as of December 31, 2014. Of these, 1,842 borrowers used their card this quarter. A Library card is good for three years and is purged after four if there are no fees attached. A card with fees stays until the record is cleared.

Reference:

There were 5,396 reference questions during the Second Quarter. Adult Reference, Children's Reference and Circulation staff record the amount of inquires per month. Reference questions can reflect user interest in the Library's programs, services, and materials.

Weekly Programming:

A *Preschool Storytime* for children 3 to 5 years old was held eight Tuesday mornings during this quarter. A total of 290 children attended.

The *On-The-Lap Storytime Program* for parents with babies and toddlers were held on eight Tuesday mornings, and were attended by 253 participants.

Adults are able to seek technological help from Library staff during the *One-on-One* sessions. Adults get one half-hour of free one-on-one support for their electronic device. There were 14 sessions in the Second Quarter.

Monthly Programs:

The Library offers a newly released film or a seasonally related classic movie that will appeal to the whole family or grown-ups. There were two movie days in the Second Quarter that were attended by three people.

Bilingual Storytime with Ms. Minerva began during this Second Quarter. Children and their families listen to bilingual stories, sing songs and do crafts. It is held the first Wednesday of the month. For this Quarter, there were three story times with 56 participants.

Other Programs:

Eisenhower Medical Center began their medical lecture series in November with a discussion on diabetes. There were seven participants in their November program. Attendees are required to register with Eisenhower.

The annual *Banned Book Week* was held in September. It supports the right to read any material. In the Library, various challenged or banned books were placed on display. There were 76 people who signed a proclamation showing their support for intellectual freedom, and 34 people checked out a challenged or banned book.

Harry Potter Month took place in November. Participants of all ages did activities and programs related to the Harry Potter books. Each activity earned points for their House. Over the course of the month, 79 people registered to participate in these activities. All eight Harry Potter movies were shown, with 52 people attending.

The Library held a book wreath making program in December. Three people participated and created a Christmas wreath from book pages.

Gingerbread Building Workshop was held in December. There were two sessions where 167 children and their families built gingerbread houses from pre-assembled kits.

The largest event for the Second Quarter was the *1st Annual Pumpkin Day*, held in October. Games, costume contest and snacks were provided for 307 attendees.

Teen programming began in late Second Quarter with a newly created *Teen Advisory Board*. Teens meet quarterly, and discuss what types of programs, displays and services they would like to see in the Library. For the first meeting, there were two attendees.

Volunteers:

During this quarter, 80 volunteers donated 572 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 promotion incentives for Farmer's Market and other outreach activities. They also help by volunteering time and effort in the Book Sale room.

Friend volunteers helped this quarter with two big family events: *Pumpkin Day* and *Gingerbread Building Workshop*. For *Pumpkin Day*, Friends greeted children and their families, and helped with the Costume Contest. During the *Gingerbread Building Workshop*, the President of the Friends brought Santa Claus for the children and gave away candy cane pencils.

Outreach:

The Library traveled to north La Quinta to have a story time at Colonel Mitchell Paige Middle School for preschoolers, ages 3 to 5 years old, every Tuesday and Thursday. For the Second Quarter, there were 14 story times with 32 children and their families participating.

La Quinta High School was visited by Library staff in December to promote teen programs. Incentives and promotions were given away. There were 32 students who visited the table and staff visited two classrooms to talk about the newly formed Teen Advisory Board.

Library staff visited three preschools in La Quinta to promote preschool story times. Staff also read to preschoolers, in both Spanish and English.

Library staff participated in the Farmer's Market in Old Town La Quinta every second and fourth Sunday, with a booth and free book giveaways. There were a total of seven visits, with 548 attendees visiting the booth. In November and December, Library staff held a story time on the second Sunday, with 60 children and families attending.

School Visits:

Local elementary schools visited the La Quinta Library a total of four times. There were 143 students, teachers and parents who toured the Library and listened to a story. Students were also taught how to utilize the Library and what type of programs and services it has to offer.

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

Library Contract Expenditures (LSSI)	7/1/14 to 9/30/14	10/1/14 to 12/31/14	1/1/15 to 3/31/15	4/1/15 to 6/30/15	Total
Labor & Benefits	\$116,061.14	146,104.86	0	0	\$262,166.00
Collection/Books	0	0	0	0	0
Automation & Courier	\$8,752.04	9,051.96	0	0	\$17,804.00
Other Direct Costs	\$9,861.60	8,924.40	0	0	\$18,786.00
Zone Administration	\$13,366.75	17,382.25	0	0	\$30,749.00
Shared Costs	\$12,714.69	18,163.31	0	0	\$30,878.00
Library Contract Expenditures	\$160,756.22	199,626.78	0	0	\$360,383.00

County Expenditures	7/1/14 to 9/30/14	10/1/14 to 12/31/14	1/1/15 to 3/31/15	4/1/15 to 6/30/15	Total
Personnel	\$1,255.12	476.51	0	0	\$1,731.63
Insurance	\$16,668.53	269.75	0	0	\$16,938.28
Miscellaneous Expenses	0	0.13	0	0	0
Special Program Expenses	\$637.84	47.84	0	0	\$685.68
Accounting Costs	\$84.61	112.71	0	0	\$197.32
Travel and Conferences	0	0	0	0	0
Support Services	\$21,412.13	52,823.86	0	0	\$74,235.99
County Expenditures	\$40,058.23	53,730.8	0	0	\$93,789.03

TOTAL EXPENDITURES	\$200,814.45	\$253,357.58	\$0	\$0	\$454,172.03
---------------------------	---------------------	---------------------	------------	------------	---------------------

La Quinta Museum Quarterly Report October - December 2014

Visitors

1,726 people visited the Museum this quarter – including 411 children.

Exhibits

Smithsonian Institute/Exhibit Envoy *"Journey Stories"* exhibit opened in late November. This exhibit traced the migration of people across the country. Local focus was the Great American Road Trip. Opening reception was sponsored by LQ Historical Society and had 50 people attend.

15 classes (338 students) from La Quinta elementary schools participated in a specially designed program in conjunction with *"Journey Stories."*

The first floor gallery added two new panels (*"Citrus Labels"* and *"Jadaan"*) to existing first floor local history exhibit.

Programming

First Friday events featuring local band, The Refills and jazz vocalist, Jeffrey Gimble, were well attended.

The Museum participated in American Craft Week by offering three classes, *"Day of the Dead Cigar Shadow Box," "Paper Mache Workshop"* and *"Painting on Terra Cotta"* to the public.

There was a reception for the Day of the Dead shadow box shrine and playing card quilts that was well attended. The exhibit remained open the entire month of October.

The *"Open Studio Tour"* was sponsored by the La Quinta Historical Society and hosted by the Museum with 23 open studios and over 200 visitors.

A holiday *"Open House"* was hosted by the Museum and attended by members of City Council as well as members of the La Quinta Historical Society.

Preschool Story Time for children ages 3 to 5, held the first Wednesday of each month, was attended by a total of 73 children and their caretakers.

Gift Shop

Total gift shop sales this quarter were \$2,535.30

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

Museum Personnel Costs	7/1/14 to 9/30/14	10/1/14 to 12/31/14	1/1/15 to 3/31/15	4/1/15 to 6/30/15	Total
Salaries	\$36,706.96	\$38,849.04	\$0	\$0	\$75,556.00
Total Personnel Costs	\$36,706.96	\$38,849.04	\$0	\$0	\$36,706.96

Museum Programming Costs	7/1/14 to 9/30/14	10/1/14 to 12/31/14	1/1/15 to 3/31/15	4/1/15 to 6/30/15	Total
Special Speaker	\$3,100.14	\$3,001.86	\$0	\$0	\$6,102.00
Printing	\$107.76	\$2,604.24	\$0	\$0	\$2,712.00
Total Programming Costs	\$3,207.90	\$5,606.10	\$0.00	\$0.00	\$8,814.00

Other Costs	7/1/14 to 9/30/14	10/1/14 to 12/31/14	1/1/15 to 3/31/15	4/1/15 to 6/30/15	Total
Travel	\$94.08	\$685.92	\$0	\$0	\$780.00
Supplies	\$1,861.17	\$6,530.83	\$0	\$0	\$8,392.00
Gift Shop Supplies	\$624.86	\$846.00	\$0	\$0	\$1,470.86
Miscellaneous	\$116.19	-1.00	\$0	\$0	\$115.19
Total Other Costs	\$2,696.30	\$8,061.75	\$0.00	\$0.00	\$10,758.05

TOTAL EXPENDITURES	\$42,611.16	\$52,516.89	\$0	\$0	\$95,128.05
---------------------------	--------------------	--------------------	------------	------------	--------------------