

## La Quinta Public Library Quarterly Report January 2015 – March 2015

### **Circulation:**

The Library circulated 67,747 items in the Third Quarter of 2014/2015. This is an average of 100 items checked out every hour that the Library was open. Although the numbers have remained steady over the quarter, it is a significant decrease from the year before and can be attributed to readership transitioning to e-books and e-readers.

	2010	2011	2012	2013	2014	2015
January	32,838	36,586	37,055	37,930	32,129	22,558
February	30,840	35,618	36,383	31,328	29,417	21,297
March	31,945	39,785	40,138	33,451	25,198	23,892

### **e-Books:**

Digitalized books have been made available for download from OverDrive through the Riverside County Library System website. In the Third Quarter 2013/2014, the amount of e-books checked out was 7,353; for Third Quarter 2014/2015 it was 9,820. This is an increase of 25 percent. This can be attributed to an increase in e-book availability.

### **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, 6,688 computer sessions were logged on the Library's 28 public access computers. This is a decrease from Third Quarter 2013/2014 (8,092 sessions), and can be attributed to changes in computer usage policies including the separation of children and adult users.

### **Door Count:**

This quarter, 53,061 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 .01% decrease from Third Quarter 2013/2014.

	2010	2011	2012	2013	2014	2015
January	19,308	20,182	19,022	22,071	17,233	17,146
February	18,548	18,559	17,846	20,142	16,576	17,813
March	22,575	23,565	24,396	21,364	20,057	18,102

### **New Borrowers:**

The Library registered 670 new borrowers during the Third Quarter. There were 33,071 borrowers as of March 31, 2015. Of these, 3,550 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 7,529 reference questions during the Third 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 2 to 5 years old was held 20 times, at 10:00 a.m. and 11:00 a.m. on Thursday mornings, during this quarter. A total of 264 children attended.

The *Book Babies Storytime Program* for parents with babies and toddlers were held 24 times, at 10:00 a.m. and 11:00 a.m. on Tuesday mornings, and were attended by 519 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 two sessions held every Wednesday at 10:30 a.m. and 4:00 p.m. Twenty-four sessions were held in the Third Quarter, with attendance at 20.

During the Third Quarter, there were 9 pre-beginner computer classes for adults who had no previous computer experience. They were at 10:30 a.m. and held at the Wellness Center in their computer lab. Forty-six people attended.

### **Bi-weekly Programming:**

*Family Game Night* was held two Fridays a month. Children and their parents interacted with each other by playing board games like *Chess* and *Sorry*. There were 6 programs for the Third Quarter with 56 participants.

### **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 7 movie days in the Third Quarter that were attended by 39 people.

Children and their families listen to bilingual stories, sing songs and do crafts during *Bilingual Storytime with Ms. Minerva*. It is held the first Wednesday of the month. For this Quarter, there were 3 story times with 48 participants.

The La Quinta Museum hosted a *Bilingual Storytime at the Museum* beginning in January. Each program offered bilingual stories for preschoolers. There were 3 story times with 7 people attending.

*Pajama Storytime* is a new monthly storytime featuring stretchers, songs and stories. There were 3 story times this Quarter with 36 people attending.

### **Other Programs:**

Eisenhower Medical Center continued their medical lecture series during the Third Quarter with discussions on eating for sports; maintaining blood pressure; and allergies and asthma. There were a total of 68 participants for their three programs. Attendees were required to register with Eisenhower.

Book clubs for adults (ages 18 and over), teens (ages 13 – 18) and tweens (ages 9 – 12) started this spring. Each featured the latest titles for them to read and a discussion afterward. Adults and teens met once a month, while tweens met biweekly. There were 2 meetings for the adults with 21 attending; 2 teens participated in 2 meetings for Third Quarter; and 26 participated in 6 tween discussions.

The reading program sponsored by In-N-Out entitled *Cover-to-Cover* began on March 7 (ending April 18). It featured a free hamburger or cheeseburger for any child aged 2 to 12 who read 5 books. For the Third Quarter, 82 signed up.

Teens had three 3 programs in the Third Quarter. There were 16 teens who attended the robotics workshop, where teens made a robot and used a computer to guide it on a floor map. Twenty-seven teens also took part in two interactive displays in the Teen Room.

This Quarter featured *Read Across America Day* on March 3, during the Book Baby Storytime the day after Dr. Seuss's birthday. Mayor Linda Evans and City Council member Robert Radi read Dr. Seuss books to the preschoolers. There were 55 children and parents who attended.

All-age programming began in January and continued throughout the Third Quarter. There were *Do It Yourself* (DIY), cultural and interactive programs. The DIY programs featured t-shirt scarves, canvas and painter's tape art and washi tape. There was also a *Read-a-Thon*, *Bubble Wrap Appreciation Day*, a Chinese New Year program and *Dino Day*. There were a total of 8 events for the Third Quarter, with 170 participants.

### **Volunteers:**

During this quarter, 82 volunteers donated 578 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 events: The teen *Robotics Workshop* and the children's *Dino Day*. The workshop required 16 separate kits for individuals and the *Dino Day* was a craft day where children made a dinosaur mobile.

### **Outreach:**

The La Quinta Library participated in many City events and programs to promote the Library: The Humana Well-Being Walk and Healthy Fun Fair, YMCA Fundraiser Carnival, La Quinta Police Safety Fair and Week of the Young Child's Day of the Young Child event. Over 644 people visited the booths during these events.

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 7 visits, with 650 attendees visiting the booth. In the Third Quarter, Library staff held one story time on the second Sunday, with 45 children and their families attending.

Library staff presented the Library history as well as current events to the Retired Public Employees Association at Heritage Palms Country Club in February.

### **School Visits:**

The *Reading Pals* program began on March 16. Eight preschools were targeted to receive a red bag of books to read to the children. Mayor Linda Evans, City Council member Robert Radi and Library staff visited First School of La Quinta to offer the first bag to the school. The YMCA and John Adams Headstart also participated. In each bag are 6 specially selected books based on the Library and its community partners. Also inside was a stuffed toy quail named Gamby. Each preschool present received a bag from the Mayor, while the others were hand-delivered. Each month, Library staff will visit the schools and switch out the books with different ones. The school gets to keep Gamby as a mascot.

One class visited the Library during Third Quarter from John Adams Headstart. Library staff read bilingual books and offered a tour of the Library. There were 54 children and teachers.

## La Quinta Library Expenditures

July 1, 2014 - March 31, 2015

Library Contract Expenditures (LSSI)	7/1/14 to 09/30/14	10/1/14 to 12/31/14	1/11/15 to 3/31/15	Total Year to Date
Labor & Benefits	116,061.14	146,104.86	168,916.00	\$ 431,082.00
Materials, Net of Donations	-	-	-	\$ -
La Quinta Collection/Books	-	-	170,230.80	\$ 170,230.80
Utilities	-	-	-	\$ -
Automation & Courier	8,752.04	9,051.96	10,038.00	\$ 27,842.00
Other Direct Costs	9,861.60	8,924.40	2,592.00	\$ 21,378.00
Zone Administration	13,366.75	17,382.25	19,574.00	\$ 50,323.00
Shared Costs	12,714.69	18,163.31	18,356.00	\$ 49,234.00
<b>Total Library Contract Expenditures</b>	<b>\$ 160,756.22</b>	<b>\$ 199,626.78</b>	<b>\$ 389,706.80</b>	<b>\$ 750,089.80</b>

County Expenditures	7/1/14 to 09/30/14	10/1/14 to 12/31/14	1/11/15 to 3/31/15	Total Year to Date
Personnel	1,255.12	476.51	850.31	\$ 2,581.94
Insurance	16,668.53	269.75	1,302.83	\$ 18,241.11
Miscellaneous Expenses	-	0.13	-	\$ 0.13
Miscellaneous Maintenance Expenses	-	-	-	\$ -
Special Program Expenses	637.84	47.84	-	\$ 685.68
Accounting Costs	84.61	112.71	123.22	\$ 320.54
Travel and Conferences	-	-	-	\$ -
Support Services	21,412.13	52,823.86	28,499.19	\$ 102,735.18
<b>Total County Expenditures</b>	<b>\$ 40,058.23</b>	<b>\$ 53,730.80</b>	<b>\$ 30,776.55</b>	<b>\$ 124,564.58</b>

<b>TOTAL EXPENDITURES</b>	<b>\$ 200,814.45</b>	<b>\$ 253,357.58</b>	<b>\$ 420,482.35</b>	<b>\$ 874,654.38</b>
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## **La Quinta Museum Quarterly Report January – March 2015**

### **Visitors**

2,061 people visited the Museum this quarter, including 173 children.

### **Exhibits**

January saw dramatic physical changes to the upstairs galleries. The chuck wagon and train station were removed, the walls were freshly painted, and the space refreshed.

“It’s About Time!” and “Crystals” opened the end of January and ran through March 20, 2015.

Three new exhibits opened March 31:

“Nature’s Beloved Son - Rediscovering John Muir’s Botanical Legacy”; “Iconic Light,” featuring the photographic works of Ansel Adams and Dorothea Lange; and “Poetry in Space: Hubble at 25.”

The first floor gallery remained dedicated to local history including Cahuilla Indian and native animal dioramas as well as displays on the La Quinta Hotel and the Desert Club. Newly added panels include La Quinta Casitas and Date Growing.

### **Programming**

First Friday in February was a double-billed evening featuring magician/ventriloquist Rob Watkins and the opening reception for “It’s About Time” and “Crystals.” Over 200 people in attendance.

Sandii Castleberry and Friends performed a courtyard bluegrass concert in March. Due to New Year’s holiday, there was no January First Friday event.

The Museum co-hosted with the Historical Society an appraisal event. Lofty Appraisal (an on-line auction house from New York) sent television personality/appraiser Timothy Gordon for an all-day appraisal event.

Several informative Museum talks/programs were held over the 3-month period including topics such as e-cigarettes, crystals, business etiquette, watch talk, history of spices, and history of living foods to name just a few.

The Museum celebrated Chinese New Year in February with an afternoon of Mah Jongg and fortune cookies.

In conjunction with the La Quinta Arts Festival, the Museum hosted the Desert Weavers and Spinners for a day long demonstration in the Museum courtyard.

The Museum also launched 2 new monthly programs, Brown Bag TED Talk and “Senior Moments.”

Preschool Story Time for children ages 3-5, was held the first Wednesday of each month. Also, the Museum in partnership with the La Quinta Library is offering Bilingual Story Time on the third Wednesday of the month. The 3-sessions were attended by a total of 130 children and their caretakers.

**Gift Shop**

Total gift shop sales this quarter were \$2,835.



**La Quinta Museum Expenditures**

**July 1, 2014 - March 31, 2015**

<b>Museum Personnel Costs</b>	<b>7/1/14-9/30/14</b>	<b>10/1/14 to 12/31/14</b>	<b>1/1/15 to 3/31/15</b>	<b>Total Year to Date</b>
Salaries	36,706.96	38,849.04	18,800.00	94,356.00
<b>Total Museum Personnel Cost</b>	<b>36,706.96</b>	<b>38,849.04</b>	<b>18,800.00</b>	<b>94,356.00</b>
<b>Museum Programming Costs</b>				
Special Speaker	3,100.14	3,001.86	3,325.00	9,427.00
Printing	107.76	2,604.24	2,313.00	5,025.00
<b>Total Museum Programming Cost</b>	<b>3,207.90</b>	<b>5,606.10</b>	<b>5,638.00</b>	<b>14,452.00</b>
<b>Museum Other Costs</b>				
Travel	94.08	685.92	379.00	1,159.00
Supplies (including a mural)	1,861.17	6,530.83	782.00	9,174.00
Gift Shop Supplies	624.86	846.00	0.00	1,470.86
Miscellaneous	116.19	(1.00)	454.81	570.00
<b>Total Museum Other Cost</b>	<b>2,696.30</b>	<b>8,061.75</b>	<b>1,615.81</b>	<b>12,373.86</b>
<b>TOTAL EXPENDITURES</b>	<b>\$42,611.16</b>	<b>\$52,516.89</b>	<b>\$26,053.81</b>	<b>\$121,181.86</b>

