

# City of La Quinta

CITY COUNCIL MEETING September 15, 2015

## DEPARTMENT REPORT

**TO:** The Honorable Mayor and Members of the City Council

**FROM:** Edie Hylton, Deputy City Manager

**DATE:** September 15, 2015

**SUBJECT:** LIBRARY AND MUSEUM QUARTERLY REPORT FOR APRIL THROUGH  
JUNE 2015

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The Library and Museum Quarterly Report for April through June 2015 is attached.

## La Quinta Public Library Quarterly Report April – June 2015

### **Circulation:**

The Library circulated 70,145 items in the Fourth Quarter of 2014/15. This is an average of 140 items checked out every hour the Library was open. Circulation numbers have remained steady throughout the Fourth Quarter, and the increase in June is attributed to start of the Library's Summer Reading Program.

	2010	2011	2012	2013	2014	2015
<b>April</b>	21,337	22,016	24,733	19,945	26,242	21,921
<b>May</b>	20,152	20,950	25,589	18,486	23,837	21,103
<b>June</b>	22,191	24,655	27,422	22,187	25,672	27,121

### **Door Count:**

This Quarter 53,932 people visited the Library. Patrons checked out materials, read newspapers and magazines, utilized the Internet, attended programs and purchased books from the Friends of the Library Book Store.

	2010	2011	2012	2013	2014	2015
<b>April</b>	20,005	21,270	21,225	19,836	17,930	17,286
<b>May</b>	19,138	17,397	19,391	17,511	15,529	16,623
<b>June</b>	19,221	17,678	20,314	20,855	15,849	20,126

### **New Borrowers:**

The Library added 668 new borrowers to the system this Quarter. There are 33,489 registered La Quinta borrowers as of June 30, 2015. 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.

### **Library Catalog:**

The Riverside County Library System's catalog (PAC) was accessed by 11,794 La Quinta borrowers, who checked their account information, utilized databases and acquired other types of information. In addition, 5,001 items were placed on hold to be picked up at a later date, and 36 patrons registered online.

### **e-Books:**

Digitalized books are available for download from OverDrive through the Riverside County Library System website. In the Fourth Quarter 2013/14, the amount of e-books checked out was 11,049. For Fourth Quarter 2014/15 it was 11,735. This can be attributed to a slow but steady increase in e-book use.

### **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, 6,890 computer sessions were logged on the Library's 28 public access computers. This is a slight decrease from the Fourth Quarter of 2013/14 (8,092 computer sessions), which can be attributed to policies regarding computer usage being in place.

The Library's WiFi (wireless Internet access) had 215 patrons access it, with 623 active sessions for the Fourth Quarter. Patrons can log onto the Library's free WiFi service on their electronic devices such as cell phone, tablet or lap top computers.

**Weekly Programming:**

A *Preschool Storytime* for children 2 to 5 years old is held twice on Thursday mornings. There were 12 story times during this Quarter, with a total of 218 children attending.

The *Book Baby Storytime Program* for ages 0 to 3 is held on Thursday mornings. There were 9 story times this Quarter, attended by 132 participants.

Adults are able to seek technology help from library staff during the *One-on-One* media device sessions. Adults get one ½ hour session of support for their electronic device. During Fourth Quarter, there were 14 sessions, with 14 people attending.

**Bi-weekly Programming:**

*Family Game Night* is held 2 Fridays a month. Children and their parents interact with one another by playing board games like *Chess* and *Sorry*. For the Fourth Quarter, 6 programs were held with 50 people attending.

**Monthly Programs:**

A pre-beginning computer class (three weekly consecutive sessions on Monday) for adults with no previous computer experience was held in the Fourth Quarter. Each session teaches a different topic: basic computers, Internet and how to copy and paste into a Microsoft Word document. All three were held at the La Quinta Wellness Center Computer Lab, which is next door to the library. Ten people registered with 6 attending each session.

*Bilingual Storytime* is every 1<sup>st</sup> Wednesday of the month. Children and their families listen to bilingual stories, sing songs and do crafts with Ms. Minerva. There were 2 story times during Fourth Quarter with 33 people attending.

The La Quinta Museum hosted two special bilingual story times on the third Wednesday of the month. A total of 5 people attended.

*Ms. Sarah's Pajama Storytime* is held every 2<sup>nd</sup> week of the month. For the Fourth Quarter, there was only 1 *Pajama Storytime* held in April with 28 people attending.

The Library held 2 *Family Fun Nights* during the Fourth Quarter. Each *Family Fun Night* consists of stories, games and presenters. Sixty-two children and their families attended.

The *Reading Pals* preschool program serves the preschools in North La Quinta. Each preschool receives a red book bag emblazoned with the "Reading Pals" logo and 6 specially selected books. Inside each bag, is a stuffed toy quail named "Gambi" who is the mascot of the program. There were four preschools

that participated for April and May, and 3 for June.

### **Other Programs:**

During the Fourth Quarter, the Library held Do-It-Yourself programs with 4 participants.

Tweens (children ages 9 to 12) had 2 *Makerspace* programs during this Quarter: a Washi Tape craft and volcano building. There were 25 tweens total who attended.

*Day of the Child/Day of the Book – Dia de Los Niños/Dia de Los Libros* – was held on Saturday, April 12. Free books were given away as well as bags for the first 100 children. There were crafts, games and refreshments. Three hundred children and their families attended this annual event.

The Library held its first *Star Wars Day* on Monday, May 4<sup>th</sup>. *Star Wars Day* is held every year, and the Library participated by having a Jedi light saber craft, trivia and games as well as having refreshments. There were 125 people of all ages participating.

The Fourth Quarter saw the start of the Library's Summer Reading Program. The month of June saw 390 children, teens and adults sign up for the reading component and weekly programs. Each week, there are programs for children, teens and adults. The three weekly "Kidz Rock with Ms. Sarah" programs saw 395 attendees; the two weekly "Teen Pulse" programs saw 38 teens; and the adult program "Don't Stop Believin'" drew 8 adults. For the "Thursdays @ 3" program, there were 2 programs with a total of 380 people attending.

There were two movies: *Surf's Up!* shown in conjunction with the La Quinta Museum's *Penguins and Puffins* exhibit; and *Nick and Norah's Infinite Playlist*. There were a total of 11 attendees for both showings.

The Library saw the growth of their book clubs this Quarter. The *Tween Book Club* had four meetings with a total of 11 registered tweens. The teens moved their book club to a different day and time and for the Fourth Quarter there were three meetings with 6 teens attending. Adults also held their book club during this Quarter. There were three book club meetings for adults with a total of 26 sign-ups and 25 attending the monthly program.

### **Volunteers:**

During this quarter, 30 volunteers donated 247 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. The Friends provided funds for all special programs and reading incentives for this year's Day of the Child, Star Wars Day and Summer Reading Programs.

This Quarter, the Friends of the Library as well as Library staff were recognized by the Desert Sands Unified School District for their contribution of donated Classic paperbacks and Young Adult books to an English classroom at La Quinta High School. An article written by Library staff appeared in the May 2015 "Beacon", the district newsletter.

**Outreach:**

John Adams Elementary School visited the Library this quarter. There were two second grade classes with 50 school children and teachers listening to stories and taking a library tour.

The Library participated in some of the City events this Quarter: The Library had a booth at the *City of La Quinta's Birthday Bash* at the Civic Center Park where 333 people visited, 100 books given away and 40 people signed up for the La Quinta Library Newsletter; the *Annual Easter Egg Hunt*, where 267 people visited the table and made book markers; and finally, 2 members of Library staff attended the La Quinta Chamber Mixer held in May at LG's Steak House.

There were three new outreach events for the Library: The *Roosevelt Elementary School "Luau" and Family Fun Fair*, which hosted a festival with a Luau theme; the *Desert Co-op Collaborative Fair* for Homeschoolers, where La Quinta and Palm Desert library staff promoted the Summer Reading Program; and the *Desert Sun's Coffee+News* meeting, where reporters received information about programs at the Library from the Library's programming coordinator.

The Library continued to have a booth at the *Farmer's Market* in Old Town La Quinta every 2<sup>nd</sup> and 4<sup>th</sup> Sunday of the month. They had free books giveaways and story time. There were 3 visits this Quarter with 116 visitors for the booth, and 2 story times with 56 children and their families listening to stories about health and fitness.

Library staff also participated in the T.R.E.C. (Trustees Reaching Every Community) to 3 local La Quinta schools along with City officials including Mayor Linda Evans. They visited classrooms and saw firsthand how the International Baccalaureate (IB) Program worked with Common Core Standards at each school.

To promote the Summer Reading Program to teens, Library staff visited the La Quinta High School during lunch. There were 47 teens that visited the table and took flyers and free pens.

The Library was a part of 2 special meetings for this Quarter: *Eisenhower Presents* and the 10<sup>th</sup> anniversary renovation of the La Quinta Library. *Eisenhower Presents* discussed their future programming collaboration with the Library and the Wellness Center. The 10<sup>th</sup> anniversary renovation meeting took place with City officials to discuss the "refresh" of the inside of the Library, which includes carpet, paint and some new furniture. Also in discussion was the Grand Opening expected in November.

## La Quinta Library Expenditures

July 1, 2014 - June 30, 2015

Revised Figures

Library Contract Expenditures (LSSI)	7/1/14 to 09/30/14	10/1/14 to 12/31/14	1/1/15 to 3/31/15	04/01/15 to 06/30/15	Total Year to Date
Labor & Benefits	118,161.00	141,368.00	148,750.00	133,633.00	541,912.00
Materials, Net of Donations	-	-	-	-	-
La Quinta Collection/Books	-	-	170,230.80	33,202.23	203,433.03
Utilities	-	-	-	-	-
Automation & Courier	8,869.00	8,719.00	8,840.00	9,354.00	35,782.00
Other Direct Costs	9,994.00	8,536.00	2,282.00	4,849.00	25,661.00
Zone Administration	13,545.00	16,909.00	17,237.00	20,070.00	67,761.00
Shared Costs	12,884.00	17,729.00	16,164.00	15,892.00	62,669.00
<b>Total Library Contract Expenditures</b>	<b>\$ 163,453.00</b>	<b>\$ 193,261.00</b>	<b>\$ 363,503.80</b>	<b>\$ 217,000.23</b>	<b>\$ 937,218.03</b>

County Expenditures	7/1/14 to 09/30/14	10/1/14 to 12/31/14	1/1/15 to 3/31/15	04/01/15 to 06/30/15	Total Year to Date
Personnel	1,255.12	476.51	850.31	1,555.77	4,137.71
Insurance	16,668.53	269.75	1,302.83	1,302.83	19,543.94
Miscellaneous Expenses	-	0.13	-	-	0.13
Miscellaneous Maintenance Expenses	-	-	-	-	-
Special Program Expenses	637.84	47.84	-	169.57	855.25
Accounting Costs	84.61	112.71	123.22	229.68	550.22
Travel and Conferences	-	-	-	-	-
Support Services	21,412.13	52,823.86	28,499.19	40,509.14	143,244.32
<b>Total County Expenditures</b>	<b>\$ 40,058.23</b>	<b>\$ 53,730.80</b>	<b>\$ 30,775.55</b>	<b>\$ 43,766.99</b>	<b>\$ 168,331.57</b>

<b>TOTAL EXPENDITURES</b>	<b>\$ 203,511.23</b>	<b>\$ 246,991.80</b>	<b>\$ 394,279.35</b>	<b>\$ 260,767.22</b>	<b>\$ 1,105,549.60</b>
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## **La Quinta Museum Quarterly Report April - June 2015**

### **Visitors**

1,881 people visited the museum this quarter, including 440 children.

### **Exhibits/Opening**

March 31 opened 3 new exhibits:

“Nature’s Beloved Son - Rediscovering John Muir’s Botanical Legacy “on view from 3/31/2015 – 5/31/2015.

“Iconic Light” featuring the photographic works of Ansel Adams and Dorothea Lange

“Poetry in Space: Hubble at 25”

There was an opening reception for the 3 new exhibits catered by La Quinta High School Culinary.

May is National Photography Month, so we featured photography from the La Quinta High School photography students. In conjunction with this exhibit, also showing was “Focus on Teens” which was a partnership with Riverside County Libraries to provide teens in underserved areas of the valley with digital cameras and tablets to produce photographs. The exhibits were celebrated with an evening reception for friends and family.

“Penguins and Puffins” opened on June 17, 2015. Opening of Penguins and Puffins exhibit coincided with the launch of STEM/STEAM Summer Camp. Giveaways, sno-cones and evening reception.

“Iconic Light” and “Poetry in Space” will run through October 15, 2015.

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

### **Programming**

First Friday in April was the La Quinta High Jazz Band just recently returned from a performance at Carnegie Hall. We welcomed Mayor Evans and Councilman Radi to the performance.

Additional events in April included an Earth Day celebration with free wildflower seeds and butterfly talk and a 25<sup>th</sup> birthday celebration of the Hubble Telescope with a custom birthday cake.

May was welcomed with local Jazz fusion band Penny University. In addition to the concert, all attendees were given the band's latest cd.

As school was coming to a close, the Museum was host to the 2<sup>nd</sup> graders from Ben Franklin Elementary School. The children enjoyed the John Muir/Iconic Light/Poetry in Space exhibits.

June First Friday offered something for everyone! The Boys and Girls Club jazz band, HEATWAVE performed. Honorary guest and local lifelong La Quinta resident Louise Neeley was present and honored as she celebrated her 90<sup>th</sup> birthday this summer. We welcomed summer with a visit from the sno-cone truck and free son-cones for all! The building showcased a Memorial Day racing flag gallery.

STEM/STEAM Summer Camp 2015 began in June. The six week camp offered Tuesday sessions (STEM – Science, Technology, Engineering, Math) and Wednesday sessions (STEAM – Science, Technology, Engineering, Art, Math). The camp was open to children from ages 7-12. The Coachella Valley Chess Club and SCRAP Gallery were partners in the summer camp.

Several informative museum talks/programs were held over the 3-month period including topics relating to current exhibits included composting, butterflies, Sierra Club, meteorites, and water conservation.

The Museum also continued monthly programs, Brown Bag TED Talks and “Senior Moments”.

Preschool Story Time for children ages 3-5, was held the first Wednesday of each month. The Museum in partnership with the Library is offering Bi-lingual Story Time on the third Wednesday of the month. The sessions were attended by a total of 90 children and their caretakers.

### **Gift Shop**

Total gift shop sales this quarter were \$2,219



La Quinta Museum Expenditures

July 1, 2014 - June 30, 2015

	7/1/14-9/30/14	10/1/14 to 12/31/14	1/1/15 to 3/31/15	04/01/15-06/30/15	Total Year to Date
<b>Museum Personnel Costs</b>					
Salaries	36,706.96	38,849.04	18,800.00	18,754.00	113,110.00
<b>Total Museum Personnel Cost</b>	<b>36,706.96</b>	<b>38,849.04</b>	<b>18,800.00</b>	<b>18,754.00</b>	<b>113,110.00</b>
<b>Museum Programming Costs</b>					
Special Speaker	3,100.14	3,001.86	3,325.00	1,677.00	11,104.00
Printing	107.76	2,604.24	2,313.00	4,938.00	9,963.00
<b>Total Museum Programming Cost</b>	<b>3,207.90</b>	<b>5,606.10</b>	<b>5,638.00</b>	<b>6,615.00</b>	<b>21,067.00</b>
<b>Museum Other Costs</b>					
Travel	94.08	685.92	379.00	354.00	1,513.00
Supplies	1,861.17	6,530.83	782.00	7,523.00	16,697.00
Gift Shop Supplies	624.86	846.00	0.00	0.00	1,470.86
Miscellaneous	116.19	(1.00)	454.81	2,764.00	3,334.00
<b>Total Museum Other Cost</b>	<b>2,696.30</b>	<b>8,061.75</b>	<b>1,615.81</b>	<b>10,641.00</b>	<b>23,014.86</b>
<b>TOTAL EXPENDITURES</b>	<b>\$42,611.16</b>	<b>\$52,516.89</b>	<b>\$26,053.81</b>	<b>\$36,010.00</b>	<b>\$157,191.86</b>

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