



# LIBRARY BOARD OF TRUSTEES

CITY OF PALM SPRINGS, CALIFORNIA

[www.palmspringslibrary.gov](http://www.palmspringslibrary.gov)

## REGULAR MEETING AGENDA WEDNESDAY, JANUARY 5, 2022 5:30 P.M.

Pursuant to Assembly Bill 361, this meeting will be conducted by teleconference and there will be no in-person public access to the meeting location.

- To view/listen to the meeting live, please use the following link:  
<https://us02web.zoom.us/j/82759094611> or call 1-669-900-6833, Meeting ID: 827 5909 4611
- Submit your public comment to the Library Board of Trustees electronically. Material may be emailed to [jeannie.kays@palmspringsca.gov](mailto:jeannie.kays@palmspringsca.gov). Transmittal prior to the start of the meeting is required. Any correspondence received during or after the meeting will be distributed to the Board and retained for the official record.
- You may provide telephonic comments by calling the Library Director at (760) 322-8375 to be added to the public comment queue. At the appropriate time, a staff member will call you so that you may provide your public testimony to the Board.
- The meeting will be recorded, and the audio file will be available from the Office of the City Clerk and will be posted on the City's YouTube channel, as soon as practicable.

### TRUSTEES

**Ed McBride, Chair**

**Craig Borba, Ed. D., Vice-Chair**

**Juanita Garner, Trustee**

**David Norgard, Trustee**

**Al Jones, Treasurer**

*Palm Springs is an inclusive world-class city dedicated to providing excellent and responsive public services to enhance the quality of life for current and future generations.*

Staff representative: Jeannie Kays, Director of Library Services, Palm Springs Public Library

### I. CALL TO ORDER - ROLL CALL

- II. **ACCEPTANCE OF THE AGENDA:** In order to meet Brown Act requirements, items may be added to the agenda only upon decision by a majority of the Board of Directors to add the item because of a need for immediate action. This Agenda was available for public access at the City Hall exterior bulletin board (west side of Council Chamber), and City Clerk's office on or before 5:30 p.m., December 29, 2021. A courtesy posting of this Agenda can be found on the Library's website at [www.palmspringslibrary.org](http://www.palmspringslibrary.org). Pursuant to the Government Code Section 54957.5, the designated office for inspection of public records in connection with the public meeting of the Library Board of Trustees is the office of the City Clerk, City Hall, at 3200 East Tahquitz Canyon Way, Palm Springs, California.

Acceptance of Agenda:

Motion:            Second:            Approved:            Opposed:            Abstention Names(s):

**III. PUBLIC COMMENTS:** This time has been set aside for members of the public to address the Library Board of Trustees on Agenda items; and items of general interest within the subject matter within jurisdiction of the City. Although the Library Board of Trustees values your comments, pursuant to the Brown Act, it generally cannot take any action on items not listed on the posted Agenda. Three (3) minutes are assigned to each speaker.

**IV. CONSENT AGENDA**

- A. Meeting Minutes of December 1, 2021
- B. Library Statistics
- C. Donation Report

Acceptance of Consent Agenda:

Motion:            Second:            Approved:            Opposed:            Abstention Names(s):

**V. ADMINISTRATIVE REPORTS**

- A. Friends of the Palm Springs Library
- B. Palm Springs Public Library Foundation
- C. Library Staff

**VI. TREASURERS REPORT**

Acceptance of Treasurers Report:

Motion:            Second:            Approved:            Opposed:            Abstention Names(s):

**VII. DISCUSSION/ACTION ITEMS**

- A. Approve gift of \$25,000 from Paul E. Scheibner and Irene M. Scheibner Revocable Trust

Motion:            Second:            Approved:            Opposed:            Abstention Names(s):

- B. PR Campaign Funds Proposal

Motion:            Second:            Approved:            Opposed:            Abstention Names(s):

C. Report of Conversation with Mayor Middleton Regarding Future of the Library Building (McBride/Jones)

Motion: Second: Approved: Opposed: Abstention Names(s):

D. Finance Investment Ad Hoc Committee Update (Jones/Borba)

Motion: Second: Approved: Opposed: Abstention Names(s):

**VIII. TRUSTEE/STAFF COMMENTS/FUTURE AGENDA ITEMS**

**IX. ADJOURNMENT:** The meeting of the Library Board of Trustees will adjourn to its next regularly scheduled meeting at 5:30 p.m. on Wednesday, February 2, 2022 in the Large Conference Room at Palm Springs City Hall or virtually.

The Palm Springs Public Library Board of Trustees meets at 5:30 p.m. on the 1st Wednesday of every month, unless noted otherwise, virtually or in the Large Conference Room at Palm Springs City Hall, 3200 East Tahquitz Canyon Way, Palm Springs, CA.

THE PUBLIC IS INVITED TO PARTICIPATE

**COMMITTEES:**

**STANDING:**

ADVOCACY	MCBRIDE
BUDGET	JONES/MCBRIDE
BUILDINGS	BORBA
POLICIES/BYLAWS	GARNER/NORGARD


**AD HOC:**

FOUNDATION LIAISON	GARNER/MCBRIDE
FRIENDS LIAISON	BORBA
MEASURE J LIAISON	JONES

AFFIDAVIT OF POSTING

State of California )  
County of Riverside ) ss.  
City of Palm Springs )

I, Jeannie Kays, Director of Library Services of the City of Palm Springs, California, hereby certify this Agenda was delivered to each member of the Library Board of Trustees, provided to all parties who have requested such notice, posted at City Hall before 5:30 p.m., on December 29, 2021, and posted on the City's website as required by established policies and procedures.

  
\_\_\_\_\_  
Jeannie Kays, MLIS  
Director of Library Services

PUBLIC NOTICES

Pursuant to G.C. Section 54957.5(b)(2) the designated office for inspection of records in connection with the meeting is the Office of the Library Director, Palm Springs Public Library, 300 S. Sunrise Way. Complete Agenda Packets are available for public inspection at: Palm Springs Public Library. Agenda and staff reports are available on the City's website [www.palmspringsca.gov](http://www.palmspringsca.gov). If you would like additional information on any item appearing on this agenda, please contact the Director of Library Services at (760) 322-8375.

It is the intention of the City of Palm Springs to comply with the Americans With Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, If you will need special assistance beyond what is normally provided, the City will attempt to accommodate you in every reasonable manner. Please contact Lisa Brock at 760-322-8387 to inform us of your particular needs and to determine if accommodation is feasible. Please advise us at that time if you will need accommodations to attend or participate in meetings on a regular basis.

**PALM SPRINGS PUBLIC LIBRARY  
BOARD OF LIBRARY TRUSTEES  
MINUTES**

Palm Springs Public Library  
Teleconference via Zoom

December 1, 2021

**1. CALL TO ORDER**

Chair McBride called the meeting to order at 5:32 p.m.

**ROLL CALL**

**PRESENT**

Craig Borba	Yes
Juanita Garner	Yes
Al Jones	Yes
Ed McBride	Yes
David Norgard	Yes

**STAFF PRESENT:** Jeannie Kays, Director of Library Services.

**CITY STAFF PRESENT:** Lisa Brock, Library Operations and Collection Manager; Julie Warren, Library Services and Public Relations Manager, Teresa Gallavan, Assistant City Manager.

**PUBLIC PRESENT:** Robert Engel, David Sidley.

**2. ACCEPTANCE OF THE AGENDA:**

**MOTION:** (Jones/Borba, 5-0) To accept the agenda.

**3. PUBLIC COMMENTS:** Teresa Gallavan, the new Assistant City Manager introduced herself.

**4. CONSENT AGENDA**

**MOTION:** (Jones/Borba, 5-0) To approve the consent agenda.

**4. A. Meeting Minutes of November 3, 2021**

**4. B. Library Statistics**

**4. C. Donation Report**

**5. ADMINISTRATIVE REPORTS**

**5. A. Friends of the Palm Springs Library**

Julie Warren gave the report. The Friends held a gift-wrapping event at the Welwood Murray Memorial Library as part of the Shop Local Shop Small Saturday. On December 4 from 10am – 1pm they are having a DVD and CD sale in the Library. They will have three events for Modernism Week: a house tour, a lecture, and a dishware exhibit.

**5. B. Palm Springs Public Library Foundation**

Director Kays gave the report. The Foundation sent out their annual year end giving letter and they have had good results so far. Waiting to hear about Bighorn Grant which will be announced in December. They are planning a Board retreat. They are continuing to repay the loan.

## 5. C. Library Staff

Donation from Renee Glickman in honor of Trustee Jones joining the Library Board.

Redistricting Meetings: December 16 at 5:30 pm, at Palm Springs Library

Pictures with Santa: December 8, 3-6 pm by appointment only. Reservations will open December 1.

Online events:

- Adults: Bottle Cap Snowman
- Teen: Melty Bead Stars
- Kids: Sugar cone trees

## 6. TREASURERS REPORT

Treasurer Jones gave the report. The Trust Fund balance is \$1,871,526.70. There are \$104,741.93 of allocated funds that will be discussed later in the meeting. Accounts for projects that have been completed and have a zero balance have been removed from the report.

## 7. DISCUSSION/ACTION ITEMS

### 7. A. Allocate \$104,741.93 of unallocated funds in cash account to Future Library Projects

Director Kays gave the report. Over the years donations have not been allocated to any projects or the Future Library Projects accounts.

**MOTION:** (Borba/Jones, 5-0) To move the unallocated funds, \$104,741.93, to the Future Library Projects account.

### 7. B. Discussion and Acceptance of Bylaws Revisions (Norgard/Garner)

Trustee Norgard gave the report. The section related to Officer Elections was updated to reflect current practices. Officer titles were changed to reflect current practice. Article II Section II was changed to reflect what is currently on the City of Palm Springs website. Article VI Section I and III were changed to allow for more flexibility in establishing whatever committees the Board may deem prudent to have. The two sections were updated to be consistent with common best practices in bylaw formation. In Article VII a new section I was inserted that cites the parameters of the Boards authority as prescribed by City Council Resolution 17288.

**MOTION:** (Borba/Jones, 5-0) To accept the revised Bylaws.

### 7. C. Suggestions for PR Campaign Funds-details to be presented at meeting

Julie Warren gave the report. The original \$25,000 was allocated for an Awareness Campaign for the Library following the Strategic Plan. Once the COVID closure happened the Library pivoted some of the money to a campaign to make people aware of the Library resources they could access from home. Due to pausing the Awareness Campaign there is \$5263.46 left over. The Library is proposing two options for the remainder of the money. The first option is to not use the money now but save it for a later date. The second option is to do a three-month online web banner campaign that would promote new and existing services. Trustee Borba suggested advertising in the airport. Trustee Garner asked if we reached a new demographic when we do online campaigns. Julie Warren said she can gather the reports from the previous campaign but there is only about a month of data before the campaign was paused due to COVID. If the library did a new campaign it would be with different media outlets to make sure we are hitting a variety of audiences. Chair McBride asked for a report on how well the campaign went and if it met the Library's expectations. Julie Warren said she will gather as much information as possible, but some might be lost because her emails were purged. Trustee Garner said she feels we need to keep the momentum.

**MOTION:** (Borba/No Second) To table any future expenditures until a report is given on the last campaign.

No second so the motion was taken off the table.

**MOTION:** (Jones/Borba, 0-5) To return the unused portion of the money set aside for the PR Campaign back into the Future Projects Fund.

The motion did not pass.

**MOTION:** (Borba/Jones, 5-0) To table any future expenditures until a report is given on how the campaign has gone so far.

Julie Warren will prepare a report and include information on how the money will be spent and how the success will be evaluated.

#### **7. D. Finance Investments ad hoc committee update (Jones/Borba)**

Trustee Jones gave the report. The committee met with Director Kays, Heather Cain, Nancy Pauley, and Chris McCarry the Senior Portfolio Manager at Chandler Asset Management. They learned about the rules and restrictions for investing public funds. The City has invested over \$285 million; they are investing very conservatively. Trustee Borba said the City is currently moving their money to the Chandler organization. It's been six months but will take about a year to be fully invested. The current return is negative .2. Trustee Borba believes it is worth looking into other options that can follow code for public fund investments. Chair McBride said an option could be to leave some money with the City and invest some money outside. He asked if the Board gave the Foundation money would the Foundation have to follow the same investment guidelines. Director Kays said it's kind of a gray area because of the loan between the Foundation and Board and we would need to get clarification. The ad hoc committee will continue to investigate other options.

#### **7. E. Measure J application update (McBride)**

Chair McBride gave the report. The Measure J application has been submitted.

### **8. TRUSTEE/STAFF COMMENTS/FUTURE AGENDA ITEMS**

Chair McBride said the LGBTQ archive project at Welwood was a great event and thanked the staff for the program.

### **9. ADJOURNMENT**

The December meeting adjourned at 6:39 p.m.

**RESPECTFULLY SUBMITTED,**



**Jeannie Kays**  
Director of Library Services

## November 2021 vs. November 2020

LIBRARY STATISTICS	2021	2020	%CHANGE
<b>MATERIALS CHECKED OUT (Total)</b>	<b>25,127</b>	<b>13,106</b>	<b>92%</b>
Print	12,197	4,967	146%
Media	7,898	3,346	136%
Electronics	37	0	-
Other (Downloadable & In-house)	4,995	4,793	4%
<b>LIBRARY CARD REGISTRATIONS (Total)</b>	<b>163</b>	<b>90</b>	<b>81%</b>
Palm Springs Resident	88	52	69%
California Resident	62	35	77%
Out of State and/or Fee Cards	13	3	-
<b>DOOR COUNT (Main)</b>	<b>6,283</b>	<b>230</b>	-
<b>DOOR COUNT (WMML)</b>	<b>2,762</b>	<b>0</b>	-
<b>PUBLIC COMPUTER SESSIONS (Main)</b>	<b>1,767</b>	<b>69</b>	-
<b>PUBLIC COMPUTER SESSIONS (WMML)</b>	<b>162</b>	<b>0</b>	-
<b>WiFi COMPUTER SESSIONS (Main)</b>	<b>1,307</b>	<b>285</b>	<b>359%</b>
<b>WiFi COMPUTER SESSIONS (WMML)</b>	<b>137</b>	<b>26</b>	<b>427%</b>
<b>NO. OF PASSPORTS PROCESSED</b>	<b>34</b>	<b>0</b>	-
<b>IN-PERSON PROGRAMMING (Total)</b>	<b>4</b>	<b>0</b>	-
Pre-School	0	0	-
School Age	0	0	-
Family	0	0	-
Teen	0	0	-
Adult	4	0	-
<b>IN-PERSON PROGRAM ATTENDANCE (Total)</b>	<b>1,000</b>	<b>0</b>	-
Pre-School	0	0	-
School Age	0	0	-
Family	0	0	-
Teen	0	0	-
Adult	1,000	0	-
<b>LIVE-VIRTUAL PROGRAMMING (Total)</b>	<b>6</b>	<b>14</b>	<b>-57%</b>
Pre-School	0	3	-
School Age	0	1	-
Family	0	0	-
Teen	0	4	-
Adult	6	6	0%
<b>LIVE-VIRTUAL ATTENDANCE (Total)</b>	<b>73</b>	<b>87</b>	<b>-16%</b>
Pre-School	0	17	-
School Age	0	6	-
Family	0	0	-
Teen	0	4	-
Adult	73	60	22%
<b>PRERECORDED PROGRAMMING (Total)</b>	<b>10</b>	<b>0</b>	-
Pre-School	7	0	-
School Age	1	0	-
Family	0	0	-
Teen	1	0	-
Adult	1	0	-
<b>ON-DEMAND VIEWS (Total)</b>	<b>83</b>	<b>994</b>	<b>-92%</b>
Pre-School	34	526	-94%
School Age	30	428	-
Family	0	0	-
Teen	9	24	-



	Adult	10	16	-
<b>SELF-DIRECTED ACTIVITIES (Total)</b>		<b>0</b>	<b>0</b>	<b>-</b>
	Pre-School	0	0	-
	School Age	0	0	-
	Family	0	0	-
	Teen	0	0	-
	Adult	0	0	-
<b>SELF-DIRECTED ACTIVITIES COMPLETED (Total)</b>		<b>0</b>	<b>0</b>	<b>-</b>
	Pre-School	0	0	-
	School Age	0	0	-
	Family	0	0	-
	Teen	0	0	-
	Adult	0	0	-





# City of Palm Springs

## Palm Springs Public Library

300 South Sunrise Way • Palm Springs, California 92262-7699

Tel: (760) 322-READ (7323) • Fax: (760) 327-5744

[www.palmspringslibrary.org](http://www.palmspringslibrary.org)

December 23, 2021

Lynda Jarman  
[REDACTED]

Dear Ms. Jarman,

On behalf of the Palm Springs Public Library and the Library Board of Trustees, I want to thank you for your December 14, 2021 donation of \$1,500.00.

Without the generous support of donors, the Palm Springs Public Library would not be able to offer all that we do. For more information about our events and services, visit [www.palmspringslibrary.org](http://www.palmspringslibrary.org). We cannot thank you enough for your donation.

With gratitude,

Jeannie Kays  
Director of Library Services  
Palm Springs Public Library  
City of Palm Springs

**BALANCE SHEET FOR 2022 6**

FUND: 151 Library Endowment Fund			NET CHANGE FOR PERIOD	ACCOUNT BALANCE
<b>ASSETS</b>				
151	10005	Operating Bank Account	1,122.16	1,801,096.06
151	10299	Unrealized Investments	.00	2,355.02
151	12105	Interest Receivable	.00	3,605.87
151	12300	Notes Receivable	-2,000.00	58,000.00
TOTAL ASSETS			<b>-877.84</b>	<b>1,865,056.95</b>
<b>FUND BALANCE</b>				
151	29000	Fund Balance Unreserved	.00	-1,865,934.79
151	29315	Expenditure Control	877.84	877.84
151	29320	Budgetary FB Unreserved	.00	1,766,784.77
151	29325	Estimated Revenue	.00	75.00
151	29330	Appropriations	.00	-1,766,859.77
151	29335	Encumbrance Control	-877.84	29,122.16
151	29345	Budgetary FB Reserve for Encum	877.84	-29,122.16
TOTAL FUND BALANCE			<b>877.84</b>	<b>-1,865,056.95</b>
TOTAL LIABILITIES + FUND BALANCE			<b>877.84</b>	<b>-1,865,056.95</b>

\*\* END OF REPORT - Generated by Jeannie Kays \*\*

**ACCOUNT TRIAL BALANCE FOR FY22/NOV TO DEC**

FUND 151

ACCOUNT	ACCOUNT NAME	ORG	BEG. BALANCE	DEBITS	CREDITS	NET CHANGE	END BALANCE		
PER	JNL	SRC	EFF DATE	REFERENCE					
151	10005								
	Operating Bank Account	151	1,797,973.90						
5	220229	CRP	11/15/21	CASH RECEIPTS JOURNAL	2,000.00	.00	2,000.00		
6	220094	CRP	12/06/21	CASH RECEIPTS JOURNAL	2,000.00	.00	4,000.00		
6	220109	APP	12/09/21	120921	.00	746.51	3,253.49		
6	220236	APP	12/22/21	122221	.00	131.33	3,122.16		
					1,797,973.90	4,000.00	877.84	3,122.16	1,801,096.06
151	10299								
	Unrealized Investments	151	2,355.02						
					2,355.02	.00	.00	.00	2,355.02
151	12105								
	Interest Receivable	151	3,605.87						
					3,605.87	.00	.00	.00	3,605.87
151	12300								
	Notes Receivable	151	62,000.00						
5	220229	CRP	11/15/21	10110	CASH RECEIPTS JOURNAL	.00	2,000.00	-2,000.00	
6	220094	CRP	12/06/21	10110	CASH RECEIPTS JOURNAL	.00	2,000.00	-4,000.00	
					62,000.00	.00	4,000.00	-4,000.00	58,000.00
151	20010								
	Accounts Payable Control	151	.00						
6	220108	API	12/09/21	B 489	.00	746.51	-746.51		
6	220109	APP	12/09/21	120921	AP CASH DISBURSEMENTS JOURNA	746.51	.00	.00	
6	220215	API	12/22/21	B 525	.00	131.33	-131.33		
6	220236	APP	12/22/21	122221	AP CASH DISBURSEMENTS JOURNA	131.33	.00	.00	
					.00	877.84	877.84	.00	.00
151	29000								
	Fund Balance Unreserved	151	-1,865,934.79						
					-1,865,934.79	.00	.00	.00	-1,865,934.79
151	29320								
	Budgetary FB Unreserved	151	1,766,784.77						
					1,766,784.77	.00	.00	.00	1,766,784.77
151	29325								
	Estimated Revenue	151	.00						
5	220373	BUA	11/24/21		75.00	.00	75.00		
					.00	75.00	.00	75.00	75.00
151	29330								
	Appropriations	151	-1,766,784.77						
5	220373	BUA	11/24/21		.00	75.00	-75.00		
					-1,766,784.77	.00	75.00	-75.00	-1,766,859.77
151	29335								
	Encumbrance Control	151	.00						
5	220371	POM	11/10/21	101798	22000038	MIDWEST TAPE IN	10,000.00	.00	10,000.00
5	220372	POM	11/17/21	100128	22000043	BRODART CO	20,000.00	.00	30,000.00

**ACCOUNT TRIAL BALANCE FOR FY22/NOV TO DEC**  
 FUND 151

ACCOUNT						BEG. BALANCE	DEBITS	CREDITS	NET CHANGE	END BALANCE
PER	JNL	SRC	EFF DATE	REFERENCE	ORG					
6	220108	POL	12/09/21	B 489			.00	746.51	29,253.49	
6	220215	POL	12/22/21	B 525			.00	131.33	29,122.16	
						.00	30,000.00	877.84	29,122.16	29,122.16
151	29345									
Budgetary FB Reserve for Encum 151						.00				
5	220371	POM	11/10/21	101798	22000038	MIDWEST TAPE IN	.00	10,000.00	-10,000.00	
5	220372	POM	11/17/21	100128	22000043	BRODART CO	.00	20,000.00	-30,000.00	
6	220108	POL	12/09/21	B 489			746.51	.00	-29,253.49	
6	220215	POL	12/22/21	B 525			131.33	.00	-29,122.16	
						.00	877.84	30,000.00	-29,122.16	-29,122.16
TOTALS FOR FUND 151										
Library Endowment Fund						.00	35,830.68	36,708.52	-877.84	-877.84

**ALL LIBRARY EXPENDITURE ACCOUNTS**

**12/29/2021**

<b>LIBRARY TRUST FUNDS</b>							
<b>Org</b>	<b>Object</b>	<b>Description</b>	<b>Budgeted</b>	<b>YTD Spent</b>	<b>Encumbered</b>	<b>Available Budget</b>	<b>Percent Used</b>
1514010	50005	Training, Travel and Dues	3,750.00	0.00	0.00	3,750.00	0.00
1514010	50035	Materials and Supplies	52.81	0.00	0.00	52.81	0.00
1514010	50201	Future Library Projects	1,496,970.59	0.00	0.00	1,496,970.59	0.00
1514010	50202	Trust Fund Books	64,157.17	877.84	29,122.16	34,157.17	46.76
1514010	50203	Kropitzer Trust Donation	196,665.74	0.00	0.00	196,665.74	0.00
1514010	50207	PR Library Campaign	5,263.46	0.00	0.00	5,263.46	0.00
		<b>TOTALS</b>	<b>1,766,859.77</b>	<b>877.84</b>	<b>29,122.16</b>	<b>1,736,859.77</b>	

**ALL LIBRARY EXPENDITURE ACCOUNTS**

**12/29/2021**

<b>MAIN LIBRARY</b>							
<b>Org</b>	<b>Object</b>	<b>Description</b>	<b>Budgeted</b>	<b>YTD Spent</b>	<b>Encumbered</b>	<b>Available Budget</b>	<b>Percent Used</b>
1004000	40000	Salaries, Full Time	1,100,241.85	313,324.87	0.00	786,916.98	28.48
1004000	40002	Salaries, Overtime	2,500.00	0.00	0.00	2,500.00	0.00
1004000	40010	Leave Payoffs	0.00	10,372.48	0.00	-10,372.48	0.00
1004000	40020	Fringe Benefits	303,525.00	57,416.34	0.00	246,108.66	18.92
1004000	40045	Medical Insurance Withdrawal	0.00	1,725.00	0.00	-1,725.00	0.00
1004000	40050	RHS Health Benefit	13,800.00	3,637.50	0.00	10,162.50	26.36
1004000	40055	PERS Retirement Cost	390,993.06	115,164.58	0.00	275,828.48	29.45
1004000	40060	PERS - POB	36,645.00	9,161.25	0.00	27,483.75	25.00
1004000	40065	Workers' Compensation	53,461.00	13,365.25	0.00	40,095.75	25.00
1004000	40095	Medicare Insurance	15,748.33	4,856.32	0.00	10,892.01	30.84
1004000	40100	Retiree Health Benefit	127,029.00	31,757.25	0.00	95,271.75	25.00
1004000	40105	Contractual Services	115,710.18	69,020.22	0.00	46,689.96	59.65
1004000	50005	Training, Travel and Dues	3,675.00	1,897.00	0.00	1,778.00	51.62
1004000	50030	Gas and Lubrications	5,000.00	888.92	0.00	4,111.08	17.78
1004000	50031	Communications	16,600.00	633.14	631.14	15,335.72	7.62
1004000	50035	Materials and Supplies	265,403.00	174,005.09	37,771.43	53,626.48	79.79
1004000	50055	Insurance	122,956.00	30,739.00	0.00	92,217.00	25.00
1004000	50105	Repairs and Maint General	88,200.00	71,924.75	10,733.78	5,541.47	93.72
1004000	50120	Facilities Maintenance Service	140,007.00	35,001.72	0.00	105,005.28	25.00
1004000	50126	Grants	0.00	3,789.84	0.00	-3,789.84	0.00
1004000	50135	Administrative Benefits	12,649.95	3,162.49	0.00	9,487.46	25.00
1004000	50140	Printing	11,000.00	251.27	0.00	10,748.73	2.28
1004000	50145	Advertising	8,900.00	1,950.00	0.00	6,950.00	21.91
1004000	50200	Friends of the Library	11,711.92	11,711.92	0.00	0.00	100.00
		<b>TOTALS</b>	<b>2,845,756.29</b>	<b>965,756.20</b>	<b>49,136.35</b>	<b>1,830,863.74</b>	
<b>WELWOOD MURRAY MEMORIAL LIBRARY</b>							
<b>Org</b>	<b>Object</b>	<b>Description</b>	<b>Budgeted</b>	<b>YTD Spent</b>	<b>Encumbered</b>	<b>Available Budget</b>	<b>Percent Used</b>
1004005	40105	Contractual Services	85,800.00	51,542.40	0.00	34,257.60	60.07
1004005	50015	Electricity	30,000.00	0.00	0.00	30,000.00	0.00
1004005	50020	Water	2,500.00	374.84	0.00	2,125.16	14.99
1004005	50030	Gas and Lubrications	5,000.00	0.00	0.00	5,000.00	0.00
1004005	50031	Communications	16,000.00	0.00	631.14	15,368.86	3.94
1004005	50038	Welwood Operations	30,025.00	870.16	12,776.80	16,378.04	45.45
		<b>TOTALS</b>	<b>169,325.00</b>	<b>52,787.40</b>	<b>13,407.94</b>	<b>103,129.66</b>	



## KLATCHKO & KLATCHKO

LINDA STEARNS KLATCHKO  
PHILIP S. KLATCHKO

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EMAIL: [law@klatchko.com](mailto:law@klatchko.com)

July 1, 2021

### **Via: U.S.P.S and Certified Return Receipt Mail**

The Palm Springs Library  
Jeanne Kays, Library Director  
300 S. Sunrise Way  
Palm Springs, CA 92262

**Re: Notification By Trustee Pursuant to California Probate Code  
Section 16061.7**

Dear Ms. Kays,

Enclosed please find formal Notification by Trustee Pursuant to California Probate Code Section 16061.7. As referenced, I am the attorney for Wesley A. Witt, the Trustee of the Trust described on the Notice. You are receiving notice because you are entitled to same by statute. Receipt of this Notice does not mean that you or your organization are in fact receiving any distribution or request from the Trust, merely that you are entitled to statutory notice. If you do have any questions do not hesitate to call on me.

Sincerely yours,

KLATCHKO & KLATCHKO



Philip S. Klatchko

PSK: cmf

Enclosure

cc: Wesley A. Witt, Trustee (Via: Email)

cc: Jeanne Kays (Via Email: [Jeannie.Kays@palmspringsca.gov](mailto:Jeannie.Kays@palmspringsca.gov))

**NOTIFICATION BY TRUSTEE PURSUANT TO  
CALIFORNIA PROBATE CODE SECTION 16061.7**

NOTIFICATION is hereby given by WESLEY A. WITT, Trustee of the Paul E. Scheibner and Irene M. Scheibner Revocable Trust dated May 30, 2006 as follows:

1. PAUL E. SCHEIBNER and IRENE M. SCHEIBNER were the settlors of the trust executed May 30, 2006.

2. WESLEY A. WITT is the Trustee of the Trust. The mailing address and telephone number of WESLEY A. WITT is as follows: c/o Klatchko & Klatchko, Attorneys at Law, 177 Civic Drive, Ste. 3, Palm Springs, CA 92262, 760-320-7878.

3. The address of the physical location where the principal place of administration of the Trust is located at 74000 Country Club Drive, Suite H2, Palm Desert, California 92260.

4. PAUL E. SCHEIBNER, a settlor of the Trust, died September 25, 2018, in Palm Springs, California. IRENE M. SCHEIBNER, a settlor of the Trust, died December 7, 2020, in Palm Springs, California.

5. The recipients of this Notification are entitled, upon reasonable request to the Trustee, to receive from the Trustee a true and complete copy of the "terms of the Trust" (as defined in California Probate Code Section 16060.5).

6. **YOU MAY NOT BRING AN ACTION TO CONTEST THE TRUST MORE THAN 120 DAYS FROM THE DATE OF THIS NOTIFICATION BY THE TRUSTEE IS SERVED UPON YOU OR 60 DAYS FROM THE DAY ON WHICH A COPY OF THE TERMS OF THE TRUST IS MAILED OR PERSONALLY DELIVERED TO YOU IN RESPONSE TO YOUR REQUEST DURING THAT 120-DAY PERIOD, WHICHEVER IS LATER.**

Dated:

6/3/2021

Wesley A Witt  
WESLEY A. WITT

## AWARENESS CAMPAIGN UPDATE from 11/05/2019 – Current 12/30/2021

### November 2019

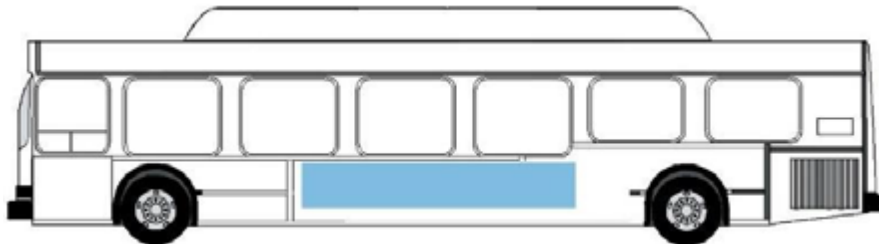
Selected Jones Agency to do creative work/create campaign \$4999.00 + \$2500 pro bono in services

Campaign scheduled to occur over next three months Nov. 2019 – Jan. 2020

Combination of radio, print and social media:

First radio ad played on KGAY during Pride and following week

- First Run: 10/31/19-11/03/19 6:00a-9:00p 18xThFSSu
  - Second Run: 11/04/19-11/10/19 6:00a-9:00p 15xMTWThFS
  - Third Run: 11/11/19-11/14/19 6:00a-9:00p 7xMTWTh
- 
- Theater ads running in Camelot Theaters for Nov. and Dec.
    - First Block: Nov 6 - Dec 5 - 30 Days, three screens
    - Second Block: Dec 6 - 28 - 23 Days, three screens
    - Third Block: Jan 17 - 23- 7 Days, three screens
  
  - Radio ads running on U 92.7 for 2 weeks each during Nov., Dec. and Jan.
    - First Run: Nov 1 - 30 - 38 spots
    - Second Run: Dec 1 - 31 - 38 spots
    - Third Run: Jan 1 – 19 - 38 spots
  
  - SunLine bus stop ad and king panel on bus in process, est. min. 4 weeks in Dec./Jan., may extend to 8 weeks



- Cancelled downtown banner due to loss of center downtown location to Plaza Theater banner
- In process of creating Spanish radio ads, to run on KUNA 1 week for each 3 mos.
- In process of creating printed rack card in English/Spanish to use at library, distribute, etc.

To be scheduled:

- Palm Springs Life banner online ads
- Desert Sun banner online ads
- Promotional item/giveaway tbd

**AWARENESS CAMPAIGN UPDATE as of 1/30/2020  
(PRE-CLOSURE additional add-ons to original campaign)**

**PRINT:**

- **Co-op partner LOCALE Magazine** – 3 issues: February/March/April – half-page ad, \$400 per month
- **SunLine Bus Shelters (3)/Bus wraps (2 routes) – added second round:**  
1/9/20 – 2/9/20 – \$1400 (added - netted 10 free days on display)  
#780 Baristo/Farrell (Interior) & #27 Sunrise/Ramon (Interior/Exterior)
- **Promotional Item** – canceled, decided against creating anything at this time
- **Online Web Banner Advertising**
  - **Palm Springs Life** – estimated 10K impressions per month (approx. 200-300 times per day) for 3-month campaign
  - **Desert Sun** – estimated 50K impression per month/3-month campaign

**AWARENESS CAMPAIGN UPDATE as of 5/26/2020  
(POST-CLOSURE March 13 – May 26, 2020)**

**RADIO – Alpha Media 3 stations, 3 weeks, 38 spots** (part of campaign listed below)

**Radio – COVID/Library online resources/we’re all in this together:**

5/11 – 5/25 :30 second commercials on Mix 100.5, the Bull 98.5, U-92.7 in English and Spanish

**Radio – COVID/Library online resources/Introducing Library A-Go-Go service**

5/26 – 6/1 :30 second commercials on Mix 100.5, the Bull 98.5, U-92.7 in English and Spanish

**RADIO - FREE media through IHUB internet radio – “Uncertain Times”**

8-week campaign, running :60 second spot re: online services available at the Library (nominal production cost)

Began running 4/11/20

**RADIO – Alpha Media 1 station, 3 weeks – paid for out of Library advertising for COHS [not Trust]**

**Radio – Career Online High School:**

3/22 – 4/12 :30 second commercials on U-92.7

**Composed round-two campaign during COVID comprised of Radio, TV and internet/digital advertising \$8,328.50**

- Began with Alpha Media radio, 3 stations, (listed above)
- KESQ TV advertising package – station has proposed a one for one match on our proposed TV campaign highlighting the resources the Palm Springs Public Library is offering to the public. Therefore, for every dollar spent we will return in kind with additional airtime. Combination of (am/pm) news and morning/afternoon talk show. Proposed 3-month campaign with per month cost being matched in-kind. Will note on ads that advertising is being paid for by the Library Board of Trustees.

**TV Advertisement Summary:**

- Broadcast
  - •96 custom :30 advertising messages
  - •Schedule delivers 249,600 Impressions
  - •Frequency of 4.9
- Digital
  - •40,000 monthly impressions on kesq.com
  - •Spots will run throughout the site
  - 
  - Production
  - 1x :30 spot composed of graphics
- **TV Investment**  
Total Monthly Investment:  
\$1000–per month with a Total Investment \$3,000 over three months
- Desert Sun Print & Digital – quarter page ad, eight color ads, runs 2x per week for 4 weeks + 50K online digital impressions – constant for one month
- Uken Report – Digital advertising – Hero Ad, Valley Life section, article with live links, online, one month.

## December 2021 Proposal for Remaining PR Campaign Funds

At the end of FY 2020 campaign had spent all but \$5,263.46 of the original \$25,000 budget. At the November 2021 the Board asked for a proposal for the remaining funds to be presented to them at the December 2021 meeting.

### PROPOSED:

Online web banner campaign highlighting some of our new services and resources such as lending hotspots and Chromebooks as well as new databases and other services and restarting some in-person programming...as well as just continuing the awareness of the library for our community. The campaign would be on a variety of media outlets and web sites to be determined. The campaign would span at least 3 months.

Continue with creative campaign designed pre-COVID with tweaks to design and messaging to update and promote new services.

### DELIVERABLES:

Updated Campaign with new digital banner messages to promote new services.

Updated rack card – with new services included

Media plan to support digital campaign

### BUDGET:

Updated rack cards Pro Bono

Adjusted Creative \$500

Updated IHUB Radio Pro Bono

Media Purchase (ADNET & SMART MOBILE) \$4500

Project Mgmt. Pro Bono

**TOTAL ESTIMATE \$5,000**

3-month campaign - 90 days (exact dates TBD)

ADNET – Month # 1 75,000 Imps 30 days

Geo: Coachella Valley

Demo: A 21-54

Target Overlay: Interested in renting computers

Cost: \$794

ADNET- Month #2 75,000 Imps 30 days

Geo: Coachella Valley

Demo: AD 21-54

Target Overlay: Interested in renting computers

Cost: \$794

ADNET- Month # 3 75,000 Imps 30 days

Geo: Coachella Valley

Demo: A 21-54

Target Overlay: Interested in renting computers

Cost: \$794

Sizes per month: 160x600/300x250/728x90/320x50/300x600

SMART MOBILE-

Month #2

95,500 Imps 30 days

Geo: Coachella Valley

Demo: AD 21-54

Target Overlay: Interested in renting computers

Cost: \$1059

Month #3

95,500 Imps 30 days

Geo: Coachella Valley

Demo: AD 21-54

Target Overlay: Interested in renting computers

Cost: \$1059

Sizes per month: 320x480/320x50/300x250

We will target our audience(s) using filters of geo, financial, behavior – and then the message is sent out to the appropriate recipients. ADNET is delivered through multiple platforms to over 300 premium sites including : New York Times, Los Angeles Times, People, YouTube, Pandora, Orbitz, MSN, eBay, Zillow, Esquire, Yelp, Wayfair, Realtor.com, and MLB.com as well as local markets like Palm Springs Life, Desert Sun, and Locale Magazine.

The exact same is true of the SMART mobile – however it is ONLY delivered to phones.

Targeted Mobile strategically reaches mobile users based on real-time location data and sophisticated audience targeting:

- Geotargeting- We offer a variety of geographic targeting options, including OMA and zip-code level to meet your localized campaign needs
- Geofencing- Capture devices that visit a specific geographic location and target them with display ads
- Geofarming - Identifying devices that visited a location at a specific time in the past and retarget them with display ads
- Audience Targeting- Layer on demographic and behavioral segments to reach
- consumers who are most likely to engage with your brand
- Attribution - Attribute the success of the campaign based on actual, in-store foot traffic numbers, and dwell time.

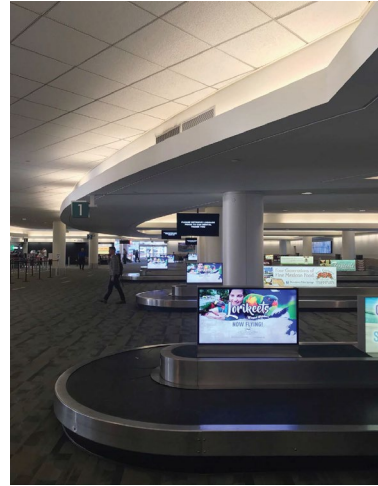
Summary of Media Purchase:

ADNET \$2,382 with overlay of some local markets like Palm Springs Life, Desert Sun, and Locale  
SMART MOBILE: \$2,116

Total Media Purchase Cost: \$4,500

## Advertising at the Palm Springs Airport

I contacted the airport representative and learned that since we are a department of the City there would be no charge to us to post advertising at the airport. However, to receive the free spots we must be flexible. The space is only when available (when not sold) and there is no guarantee the length of time our ads will appear in the space. We will be rotated in as space allows in conjunction with airport and other advertising. We can create campaign ads that either will be displayed in the digital kiosks (both vertical and horizontal) that would rotate and be visible for 10 seconds before rotation in at least 3 locations within the airport: checkpoint, concourse, and baggage end cap:



Or, if we chose to have static kiosk ads it would be free to be onsite but there would be printing and mounting/installation costs (to come) depending on location, size, and material. Of the static spaces available here are the two that might be good locations for library messaging. The first is a vertical ad near the escalators and upper restaurant in the Bono Concourse. The second is a horizontal banner static ad mounted above the restrooms also in the Bono Concourse:





On 12/22/21 I toured the airport with staff to view possible ad site locations. After this tour and discussion of availability and consideration of printing/installation costs in addition to the no guarantee of how long the static ads would be up and viewable, I recommend we start with **digital ads only** at this time.

We will tweak previous bus shelter ads as appropriate to reach out to both residents and visitors, adding a call to action to get a library card, example:



If we start with digital ads only at the airport and utilize the free ad space generously offered to us by the airport it would allow us to be visible in three (3) locations throughout the airport, no printing costs, allow us to scale or revise messaging as needed with very limited/no cost, and will give us an opportunity to try out the effectiveness of advertising at the airport. We can always choose to purchase ad space later, as funds allow, but this would provide an opportunity to test the effectiveness of this location before committing dollars and resources.

I have requested an ad space price list from the vendor in charge of selling the ad space for future planning to ensure location and length of visibility, once we determine effectiveness of advertising at the airport. Due to the holidays that pricing information will not be available until January.