

**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