



# LIBRARY BOARD OF TRUSTEES

CITY OF PALM SPRINGS, CALIFORNIA

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

## REGULAR MEETING AGENDA WEDNESDAY, JULY 13, 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/85958290008?pwd=cUV6NDJuTndZVk1TcEtYUeSWUdpQT09> or call 1-669-900-6833, Meeting ID: 859 5829 0008, Passcode: 090845
- 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., July 6, 2022. 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 June 8, 2022
- 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. Report of Joint Commission/City Council meeting

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

B. Report of PR Awareness Campaign

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

C. Library Board of Trustees Response to Library Foundation request for funds-discuss written response document

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

D. Review and adjust Library Board of Trustees meeting dates for Fiscal Year 2022-23. Reschedule October 5, 2022 meeting currently during Yom Kippur.

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 scheduled meeting virtually on Zoom at 5:30 p.m. on Wednesday, September 7, 2022. There is no meeting in August.

The Palm Springs Public Library Board of Trustees meets via Zoom at 5:30 p.m. on the 1st Wednesday of every month, unless noted otherwise.

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 July 6, 2022, 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

June 8, 2022

**1. CALL TO ORDER**

Chair McBride called the meeting to order at 5:31 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.

**PUBLIC PRESENT:** Robert Engle, David Sidley, Bill Wiley.

**2. ACCEPTANCE OF THE AGENDA:**

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

**3. PUBLIC COMMENTS:** None.

**4. CONSENT AGENDA**

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

**4. A. Meeting Minutes of May 19, 2022**

**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 will be meeting this month and will do their officer elections.

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

David Sidley gave to report. The Foundation is recruiting new members for its Board.

**5. C. Library Staff**

Summer Reading Program runs June 6-July 16, 2022. Open to all ages. Grand Finale July 20 at 10:30 a.m. Would like Trustees to attend the Grand Finale for the prize drawings. 192 signups, 118 check ins.

Holiday closures: Juneteenth, June 20; Independence Day, July 4.

Zip Books: Grant funded program of \$10,000. Have \$800 left. Program ends June 30 or when funds are expended.

City Council Joint Study Session: Council expressed an interest in establishing annual funding from Measure J to save up for the library renovation.

## **6. TREASURERS REPORT**

Treasurer Jones gave the report. The trust fund balance is \$1.866 million. Director Kays is waiting to hear from the Finance Department to find out what the current return rate is. The treasury reports are posted on the City's website, but the most recent reports are not posted yet.

## **7. DISCUSSION/ACTION ITEMS**

### **7. A. Chair Appoint Nominating Committee for Election of Officers**

Chair McBride will stay on the Board until his position is filled. Chair McBride appointed Trustee Norgard and Trustee Jones to the Nominating Committee.

### **7. B. Discuss Joint City Council/Boards & Commission Meeting-Library Board. Develop 10-minute Presentation Outline.**

The City is asking for a brief presentation from Commissions discussing what they have accomplished and what their goals are for the next fiscal year. The meeting is June 21, 2022. The Board members brainstormed things to include in the presentation including updating the bylaws, awareness campaign, Welwood patio, supplemented book and DVD budget, and worked to strengthen the relationship between the Board.

### **7. C. Library Foundation Request for Forgiveness of Promissory Note**

Chair McBride said that he feels now is the time to show the Foundation that we are as committed to them as we are the Friends and to the Library. If the Board has any reservations now is the time to discuss them. Trustee Garner said now is the time to take action to improve the Library; if the Foundation is committed and motivated, we need to support them. Trustee Norgard asked if the funds are cash reserves or endowments. If the funds are primarily endowments, are there donor restrictions placed on them? The scope of the Board's authority is not clear; the bylaws and the City resolution state that the Board manages the trust funds, but the Board does not have the authority to make investment decisions. Trustee Norgard said he has respect for the Foundation but does not know enough about the Foundation to know if they have the capacity to undertake the capital campaign. It would be helpful to see the Foundations plan or broad outline of a capital campaign. He suggested working with the Foundation to create a schedule of incremental payments correlated to the fundraising progress. He also suggested the request might be premature and should wait until there is a serious and solid commitment from City leaders to proceed. Regarding funds requested to hire an Executive Director it would be useful to see a position description and a list of priorities. He would also like to know what is being contemplated when it comes to the awareness campaign.

Director Kays spoke to the City Attorney's office about some of the questions. The City Attorney said that the City gives money to non-profits all the time. The Treasurer of the City holds and manages the funds, but the Library Board oversees how the money is spent as long as it finds public purpose. The Library Board controls how it gets spent but not how it is invested. Currently the only money in the Trust Fund that has donor restrictions is the Kropitser trust money. The City Attorney suggests that the Board creates an MOU with the Foundation that includes structured metrics and expectations of how the money should be used and spreading out the gift over a few years. A loan is an option and terms of the loan can include that it can be forgiven if certain metrics are met.

Treasurer Jones asked Director Kays if what the City Attorney said was in writing. It was a phone conversation. He feels what the City Attorney said is contradictory to what they have said in the past and would like it in writing. Trustee Borba asked if the Board can buy bonds in the library's name. He also said that the law that the City refers to is about tax dollars and since the money in the trust fund is not tax dollars it should not be under those stipulations.

Trustee Borba asked for clarification on the outstanding balance of the promissory note. Director Kays said she has a check for \$2000 so the new balance is \$46,000.

**MOTION:** (Borba/Jones, 5-0) To forgive the \$46,000 that the Foundation owes to the Library Board and that they use that to address some of their requests.

#### **7. D. Library Foundation Request for Trust Funds**

This item was partially discussed in 7. C. Chair McBride said there are things the Board needs further clarification from the Foundation on some items in the request. Trustee Borba requested monthly budget reports from the Foundation. Director Kays suggested scheduling a joint meeting with the Foundation Board to brainstorm how to move forward. Chair McBride suggested the Library Board Foundation Liaison can report to the Library Board about the monthly financials.

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

The next Library Board meeting will be pushed back one week to July 13, 2022.

#### **9. ADJOURNMENT**

The June meeting adjourned at 7:21 p.m.

**RESPECTFULLY SUBMITTED,**



**Jeannie Kays**  
**Director of Library Services**

## May 2022 vs. May 2021

LIBRARY STATISTICS	2022	2021	%CHANGE
<b>MATERIALS CHECKED OUT (Total)</b>	<b>24,787</b>	<b>17,618</b>	<b>41%</b>
Print	11,839	8,092	46%
Media	7,513	4,692	60%
Electronics	68	8	375%
Other (Downloadable & In-house)	5,367	4,826	11%
<b>LIBRARY CARD REGISTRATIONS (Total)</b>	<b>185</b>	<b>211</b>	<b>-12%</b>
Palm Springs Resident	99	134	-26%
California Resident	83	71	17%
Out of State and/or Fee Cards	3	6	-50%
<b>DOOR COUNT (Main)</b>	<b>7,988</b>	<b>4,897</b>	<b>63%</b>
<b>DOOR COUNT (WMML)</b>	<b>2,475</b>	<b>0</b>	<b>-</b>
<b>PUBLIC COMPUTER SESSIONS (Main)</b>	<b>1,372</b>	<b>478</b>	<b>187%</b>
<b>PUBLIC COMPUTER SESSIONS (WMML)</b>	<b>563</b>	<b>0</b>	<b>-</b>
<b>WiFi COMPUTER SESSIONS (Main)</b>	<b>1,033</b>	<b>523</b>	<b>98%</b>
<b>WiFi COMPUTER SESSIONS (WMML)</b>	<b>92</b>	<b>23</b>	<b>300%</b>
<b>NO. OF PASSPORTS PROCESSED</b>	<b>72</b>	<b>0</b>	<b>-</b>
<b>IN-PERSON PROGRAMMING (Total)</b>	<b>6</b>	<b>0</b>	<b>-</b>
Pre-School	4	0	-
School Age	0	0	-
Family	0	0	-
Teen	0	0	-
Adult	2	0	-
<b>IN-PERSON PROGRAM ATTENDANCE (Total)</b>	<b>64</b>	<b>0</b>	<b>-</b>
Pre-School	55	0	-
School Age	0	0	-
Family	0	0	-
Teen	0	0	-
Adult	9	0	-
<b>LIVE-VIRTUAL PROGRAMMING (Total)</b>	<b>5</b>	<b>13</b>	<b>-62%</b>
Pre-School	0	4	-
School Age	0	1	-
Family	0	0	-
Teen	0	2	-
Adult	5	6	-17%
<b>LIVE-VIRTUAL ATTENDANCE (Total)</b>	<b>54</b>	<b>67</b>	<b>-19%</b>
Pre-School	0	0	-
School Age	0	0	-
Family	0	0	-
Teen	0	0	-
Adult	54	67	-19%
<b>PRERECORDED PROGRAMMING (Total)</b>	<b>0</b>	<b>0</b>	<b>-</b>
Pre-School	0	4	-
School Age	0	1	-
Family	0	0	-
Teen	0	0	-
Adult	0	0	-
<b>ON-DEMAND VIEWS (Total)</b>	<b>0</b>	<b>27</b>	<b>-</b>
Pre-School	0	12	-
School Age	0	2	-
Family	0	0	-
Teen	0	0	-



	Adult	0	13	-
<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	-

**BALANCE SHEET FOR 2022 13**

FUND: 151 Library Endowment Fund			NET CHANGE FOR PERIOD	ACCOUNT BALANCE
<b>ASSETS</b>				
151	10005	Operating Bank Account	.00	1,811,374.60
151	12105	Interest Receivable	.00	3,605.87
151	12300	Notes Receivable	.00	46,000.00
	<b>TOTAL ASSETS</b>		<b>.00</b>	<b>1,860,980.47</b>
<b>LIABILITIES</b>				
151	20010	Accounts Payable Control	-230.59	-230.59
	<b>TOTAL LIABILITIES</b>		<b>-230.59</b>	<b>-230.59</b>
<b>FUND BALANCE</b>				
151	29000	Fund Balance Unreserved	.00	-1,865,934.79
151	29310	Revenue Control	.00	-36,300.52
151	29315	Expenditure Control	230.59	41,485.43
151	29320	Budgetary FB Unreserved	.00	1,766,784.77
151	29325	Estimated Revenue	.00	25,075.00
151	29330	Appropriations	.00	-1,791,859.77
151	29335	Encumbrance Control	-230.59	3,778.03
151	29345	Budgetary FB Reserve for Encum	230.59	-3,778.03
	<b>TOTAL FUND BALANCE</b>		<b>230.59</b>	<b>-1,860,749.88</b>
	<b>TOTAL LIABILITIES + FUND BALANCE</b>		<b>.00</b>	<b>-1,860,980.47</b>

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

**ACCOUNT TRIAL BALANCE FOR FY22/MAY TO EOY**

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	1,827,146.22				
12	220153 CRP	06/07/22		2,000.00	.00	2,000.00	
12	220429 APP	06/23/22	062322	.00	5,501.74	-3,501.74	
			1,827,146.22	2,000.00	5,501.74	-3,501.74	1,823,644.48
151	12105						
	Interest Receivable	151	3,605.87				
			3,605.87	.00	.00	.00	3,605.87
151	12300						
	Notes Receivable	151	52,000.00				
12	220153 CRP	06/07/22	10110	.00	2,000.00	-2,000.00	
			52,000.00	.00	2,000.00	-2,000.00	50,000.00
151	20010						
	Accounts Payable Control	151	.00				
12	220324 API	06/23/22	B 1128	.00	4,029.84	-4,029.84	
12	220400 API	06/23/22	B 1132	.00	992.51	-5,022.35	
12	220406 API	06/23/22	B 1144	.00	479.39	-5,501.74	
12	220429 APP	06/23/22	062322	5,501.74	.00	.00	
13	220010 API	06/30/22	B 1180	.00	21.81	-21.81	
13	220023 API	06/30/22	B 1210	.00	208.78	-230.59	
			.00	5,501.74	5,732.33	-230.59	-230.59
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	25,075.00				
			25,075.00	.00	.00	.00	25,075.00
151	29330						
	Appropriations	151	-1,791,859.77				
			-1,791,859.77	.00	.00	.00	-1,791,859.77
151	29335						
	Encumbrance Control	151	25,940.38				
12	220324 POL	06/23/22	B 1128	.00	4,029.84	-4,029.84	
12	220400 POL	06/23/22	B 1132	.00	992.51	-5,022.35	
12	220406 POL	06/23/22	B 1144	.00	479.39	-5,501.74	
13	220010 POL	06/30/22	B 1180	.00	21.81	-5,523.55	
13	220023 POL	06/30/22	B 1210	.00	208.78	-5,732.33	
			25,940.38	.00	5,732.33	-5,732.33	20,208.05
151	29345						
	Budgetary FB Reserve for Encum	151	-25,940.38				

**ACCOUNT TRIAL BALANCE FOR FY22/MAY TO EOY**  
 FUND 151

ACCOUNT						BEG. BALANCE	DEBITS	CREDITS	NET CHANGE	END BALANCE
ACCOUNT NAME	PER	JNL	SRC	EFF DATE	ORG REFERENCE					
12 220324	POL	06/23/22	B	1128			4,029.84	.00	4,029.84	
12 220400	POL	06/23/22	B	1132			992.51	.00	5,022.35	
12 220406	POL	06/23/22	B	1144			479.39	.00	5,501.74	
13 220010	POL	06/30/22	B	1180			21.81	.00	5,523.55	
13 220023	POL	06/30/22	B	1210			208.78	.00	5,732.33	
						-25,940.38	5,732.33	.00	5,732.33	-20,208.05
<b>TOTALS FOR FUND 151</b>										
Library Endowment Fund						16,817.30	13,234.07	18,966.40	-5,732.33	11,084.97

**ACCOUNT TRIAL BALANCE FOR FY22/MAY TO EOY**  
 FUND 151

ACCOUNT					BEG. BALANCE	DEBITS	CREDITS	NET CHANGE	END BALANCE
ACCOUNT NAME	PER	JNL	SRC	EFF DATE REFERENCE					
				REPORT TOTALS	16,817.30	13,234.07	18,966.40	-5,732.33	11,084.97

ACCOUNT TRIAL BALANCE FOR FY22/MAY TO EOY

REPORT OPTIONS

```

Print (D)etail or (S)ummary:           D
Fiscal year-to-date version:          N
Reporting year:                        2022
Reporting from period:                 11 MAY      to 13 EOY
Journal detail from                   06/01/2022  to 07/06/2022
(B)alance sheet or (A)ll accounts:    A
Roll up projects to object level:     N
Omit zero balance accounts:           Y
Sort by 3 Org-Obj-Project
Print Org Code? (Y/N)                  Y
Print Fund Header and org/Obj         N
Include page break between funds      Y
Include page break between each      N
Print totals                           N
Print report options                   Y
Exclude fund balance YEC/AJE for prior years N

```

```

Find Criteria
Field Name      Field value
Fund            151
Department
Division
Future
Character Code
Org
Object
Project
Account type   Balance sheet
Account status

```

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

**ALL LIBRARY EXPENDITURE ACCOUNTS**

7/6/2022

<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	1,521,970.59	0.00	0.00	1,521,970.59	0.00
1514010	50202	Trust Fund Books	64,157.17	36,485.43	3,514.57	24,157.17	62.35
1514010	50203	Kropitser Trust Donation	196,665.74	0.00	0.00	196,665.74	0.00
1514010	50207	PR Library Campaign	5,263.46	5,000.00	263.46	0.00	100.00
		Unallocated Funds	68,890.11			68,890.11	
		<b>TOTALS</b>	<b>1,860,749.88</b>	<b>41,485.43</b>	<b>3,778.03</b>	<b>1,815,486.42</b>	

**ALL LIBRARY EXPENDITURE ACCOUNTS**

7/6/2022

MAIN LIBRARY							
Org	Object	Description	Budgeted	YTD Spent	Encumbered	Available Budget	Percent Used
1004000	40000	Salaries Full Time	1,100,241.85	1,041,718.26	0.00	58,523.59	94.68
1004000	40002	Salaries Overtime	2,500.00	39.09	0.00	2,460.91	1.56
1004000	40008	Ex Salary Offset	0.00	0.00	0.00	0.00	0.00
1004000	40010	Leave Payoffs	20,574.98	32,165.77	0.00	-11,590.79	156.33
1004000	40020	Fringe Benefits	303,525.00	191,628.17	0.00	111,896.83	63.13
1004000	40045	Medical Insurance Withdrawal	0.00	6,075.00	0.00	-6,075.00	0.00
1004000	40050	RHS Health Benefit	13,800.00	11,637.50	0.00	2,162.50	84.33
1004000	40055	PERS Retirement Cost	390,993.06	362,929.28	0.00	28,063.78	92.82
1004000	40060	PERS - POB	36,645.00	36,645.00	0.00	0.00	100.00
1004000	40065	Workers' Compensation	53,461.00	53,461.00	0.00	0.00	100.00
1004000	40095	Medicare Insurance	15,748.33	15,781.40	0.00	-33.07	100.21
1004000	40100	Retiree Health Benefit	127,029.00	127,029.00	0.00	0.00	100.00
1004000	40105	Contractual Services	115,710.18	73,242.62	0.00	42,467.56	63.30
1004000	50005	Training Travel and Dues	3,675.00	2,651.00	0.00	1,024.00	72.14
1004000	50030	Gas and Lubrications	5,000.00	3,436.12	0.00	1,563.88	68.72
1004000	50031	Communications	16,600.00	6,773.88	0.00	9,826.12	40.81
1004000	50035	Materials and Supplies	265,403.00	241,305.61	11,004.16	13,093.23	95.07
1004000	50055	Insurance	122,956.00	122,956.00	0.00	0.00	100.00
1004000	50105	Repairs and Maint General	88,200.00	82,686.82	0.00	5,513.18	93.75
1004000	50120	Facilities Maintenance Service	140,007.00	140,006.88	0.00	0.12	100.00
1004000	50126	Grants	16,213.80	16,020.04	206.32	-12.56	100.08
1004000	50135	Administrative Benefits	12,649.95	12,649.96	0.00	-0.01	100.00
1004000	50140	Printing	11,000.00	1,947.59	0.00	9,052.41	17.71
1004000	50145	Advertising	8,900.00	6,064.50	0.00	2,835.50	68.14
1004000	50200	Friends of the Library	26,847.42	26,847.42	0.00	0.00	100.00
		<b>TOTALS</b>	<b>2,897,680.57</b>	<b>2,615,697.91</b>	<b>11,210.48</b>	<b>270,772.18</b>	
WELWOOD MURRAY MEMORIAL LIBRARY							
Org	Object	Description	Budgeted	YTD Spent	Encumbered	Available Budget	Percent Used
1004005	40105	Contractual Services	85,800.00	96,511.40	0.00	-10,711.40	112.48
1004005	50015	Electricity	30,000.00	25,010.17	0.00	4,989.83	83.37
1004005	50020	Water	2,500.00	914.68	0.00	1,585.32	36.59
1004005	50030	Gas and Lubrications	5,000.00	0.00	0.00	5,000.00	0.00
1004005	50031	Communications	16,000.00	1,659.67	0.00	14,340.33	10.37
1004005	50038	Welwood Operations	30,025.00	20,239.59	1,462.50	8,322.91	72.28
		<b>TOTALS</b>	<b>169,325.00</b>	<b>144,335.51</b>	<b>1,462.50</b>	<b>23,526.99</b>	





# JONES AGENCY

marketing advertising public relations

## Performance Report

**Resource Id:** 580990067  
**Name:** 737-PSP- Palm Springs Public Library  
**Start Date:** 3/10/2022  
**End Date:** 4/3/2022  
**Day of Week Mask:** Everyday  
**Customer Name:** Palm Springs Airport  
**Generated On:** 4/4/2022  
**Total Screens:** 3  
**Repetitions to Date:** 66792  
**Planned Repetitions:** 18075  
**Repetitions Performance to Date:** 369.53%  
**Impressions to Date:** 0  
**Planned Impressions:** 0  
**Impressions Performance to Date:** 100.00%  
**Interactions to Date:** 0  
**Mobile Interactions to Date:** 0

### Performance for March 2022

Date	Repetitions			Impressions			Interactions	Mobile	Gender			Age Range					
	Achieved	Planned	Performance	Achieved	Planned	Performance			Male	Female	Unknown	Child	Young	Adult	Senior	Unknown	
3/10/2022	421	723	58.23%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0
3/11/2022	3013	723	416.74%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0
3/12/2022	3022	723	417.98%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0
3/13/2022	3018	723	417.43%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0
3/14/2022	3013	723	416.74%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0
3/15/2022	3017	723	417.29%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0
3/16/2022	3019	723	417.57%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0
3/17/2022	3021	723	417.84%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0
3/18/2022	3021	723	417.84%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0
3/19/2022	3018	723	417.43%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0
3/20/2022	3021	723	417.84%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0
3/21/2022	3024	723	418.26%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0
3/22/2022	3020	723	417.70%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0
3/23/2022	3015	723	417.01%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0
3/24/2022	3020	723	417.70%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0
3/25/2022	3014	723	416.87%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0
3/26/2022	3022	723	417.98%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0
3/27/2022	3146	723	435.13%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0
3/28/2022	2587	723	357.81%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0
3/29/2022	2585	723	357.54%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0
3/30/2022	1951	723	269.85%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0
3/31/2022	1953	723	270.12%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0
Totals:	60941	15906	383.13%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0

### Display Units in folder : Lamar U.S Airports : PSP-737 : PSP-BCDN

Id	Name	Screens	Repetitions			Impressions			Interactions	Mobile	Gender			Age Range				
			Achieved	Planned	Performance	Achieved	Planned	Performance			Male	Female	Unknown	Child	Young	Adult	Senior	Unknown
347025258	PSP-BCDN-BC Videowall Center-005 (Master)	1	22276	6025	369.73%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0
347025276	PSP-BCDN-BC Videowall Left-006 (Slave)	1	22261	6025	369.48%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0
347025290	PSP-BCDN-BC Videowall Right-007 (Slave)	1	22255	6025	369.38%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0

<u>Id</u>	<u>Name</u>	<u>Screens</u>	<u>Repetitions</u>			<u>Impressions</u>			<u>Interactions</u>	<u>Mobile</u>	<u>Gender</u>			<u>Age Range</u>				
Totals:	3	66792	18075	369.53%	0	0	100.00%	0	0	0	0	0	0	0	0	0	0	0

## Palm Springs Public Library Smart Mobile Campaign - 3 Month Performance

	3/14/22 – 3/31/22	4/1/22 – 4/30/22	5/1/22 – 5/31/22
Impressions Bought	100,000	100,000	100,000
Impressions Delivered	111,873	100,182	100,054
Number of Clicks	299	229	236
Average CTR%	.30%	.23%	.24%
(industry avg. is .02-.06%)			
	<b>9x the national average</b>	<b>7x the national average</b>	<b>7x the national average</b>

### Clicks by Device

	3/14/22 – 3/31/22	4/1/22 – 4/30/22	5/1/22 – 5/31/22
Mobile	288	209	228
Tablet	11	20	8
Creative allocation 50/50	Access/Chromebook	Entertainment/Hotspot	Chromebook/Hotspot

### Ad Sizes

- 320 x 480
- 300 x 250
- 320 x 50





3

**Palm Springs PUBLIC Library**  
education  
entertainment  
access

**DIGITAL LIBRARY CARD**  
Palm Springs PUBLIC Library  
All borrowing is subject to library rules and regulations.

**BORROW A FREE MOBILE HOTSPOT + CHROMEBOOK**  
**GET YOUR LIBRARY CARD TODAY**

**SCAN ME**  
pslibrary.org



**Palm Springs PUBLIC Library**

education  
entertainment  
access

DIGITAL LIBRARY CARD  
**Palm Springs PUBLIC Library**  
All library materials are available online.  
www.palmspringslibrary.org

**BORROW A FREE  
MOBILE HOTSPOT  
+ CHROMEBOOK**

**GET YOUR LIBRARY  
CARD TODAY**

SCAN ME

pslibrary.org

**AGREEMENT AND PROMISSORY NOTE**

Borrower: PALM SPRINGS PUBLIC LIBRARY FOUNDATION, a California non-profit corporation

Maturity Date: July 1, 2022

Lender: BOARD OF LIBRARY TRUSTEES, PALM SPRINGS PUBLIC LIBRARY, a municipal library board organized under Section 609 of the Palm Springs City Charter

Interest Rate: One Quarter Percent (0.25%)

Principal Amount: \$80,000

Date of Note: June 30, 2020

FOR VALUE RECEIVED, the undersigned Palm Springs Public Library Foundation, a California non-profit corporation (“Maker”), with its principal place of business located at 300 South Sunrise Way, Palm Springs, California 92262, promises to pay to the Board of Library Trustees of the Palm Springs Public Library, a municipal library board organized under Section 609 of the Palm Springs City Charter (“Board”), located at 300 South Sunrise Way, Palm Springs, California 92262, or such place as the Board may, from time to time, designate by written notice to the Maker, the principal sum of Eighty Thousand Dollars (\$80,000), as set forth in this Promissory Note. This Promissory Note is made and given for the purpose of further providing “seed” funds for the start-up of the Foundation and the initial solicitations, receipt, and administration of funds and property, and to disburse such funds, property, and income to, or for the benefit of, the City of Palm Springs Public Library System in order to provide and enhance the free access to information, educational, cultural, and recreational materials and activities, and lifelong learning opportunities of its patrons. The principal sum is derived solely from Board’s Trust Funds and the Board specifically finds that the expenditure of these funds for the purposes provided in this Note are in furtherance of and consistent with policies and goals of the Board. The Maker acknowledges that the Note is funded from such Trust Funds and that these funds will only be used for the purposes described in this Note. The April 23, 2015 Agreement and Promissory Note between the Maker and the Board is hereby terminated by the parties.

**1. Disbursements.**

- a. This Promissory Note is made to evidence the Board’s loan of Eighty Thousand Dollars (\$80,000) (hereafter, “Board Loan”). The Board Loan shall be deemed disbursed upon transfer of funds from the Board to the Foundation.

**2. Term of Loan, Loan Payment, Right of Prepayment, and Annual Reports.**

- a. Maturity Date. All accrued interest, if any, and any remaining principal that is due shall be due and payable in full without any further demand or notice on July 1, 2022 (“Maturity Date”).

- b. Prepayment. This Promissory Note may be prepaid in whole or part without penalty or premium, but such prepayment shall not relieve Maker of its obligation to use the Board Loan for the purposes provided in this Agreement and Promissory Note.
- c. Reports. Maker shall provide monthly and annual reports on solicitation activities undertaken and revenues, including funds, assets, and properties received, and the disposition thereof, during each reporting period.

3. Security for Note; No Recourse.

- a. This Promissory Note is unsecured.
- b. The indebtedness evidenced by this Note shall be nonrecourse to the individual members of the Board of Directors of the Maker.

4. Costs Paid by Maker.

If Maker is adjudged to be in default, Maker agrees to pay the following costs incurred by the Board, or as adjudged by a court of competent jurisdiction: (a) reasonable costs, fees and expenses of collection, including attorneys' fees paid or incurred in connection with the collection or enforcement of this Promissory Note, whether or not suit is filed; and (b) costs, fees and expenses of suit in such sum as the court may adjudge reasonable, including attorneys' fees in any action to enforce payment of this Promissory Note.

5. Waiver.

Maker hereby waives diligence, presentment, protest and demand, notice of protest, dishonor and nonpayment of this instrument, and expressly agrees that, without in any way affecting the liability of Maker hereunder, the Board may extend any maturity date or the time for payment of any installment due hereunder, accept additional security, release any party liable hereunder or release any security now or hereafter securing this Promissory Note.

6. Indemnification.

Maker shall indemnify, defend, protect and hold the Board harmless from and against any and all loss, damage, liability, action, cause of action, cost or expense, including, without limitation, reasonable attorneys' fees and expenses incurred by the Board hereof, arising as a result of any (i) fraud or material misrepresentation by the Maker under or in connection with any solicitation, receipt, payment, or disbursement of the Board Loan under the terms of this Note; (ii) any waste or inappropriate use of all or a portion of the Board Loan; and (iii) losses resulting from Maker's use of the Board.

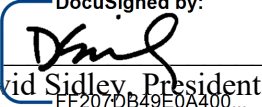
7. Loan Severability.

If any provision of this Promissory Note is determined by a court of competent jurisdiction to be void or unenforceable, such determination shall not affect any other provision of this instrument, and all other provisions hereof shall remain valid and in full force and effect.

8. Non-Waiver.

No delay in demanding or failure to demand performance hereunder shall constitute a waiver by the Board hereof of its right to subsequently demand such performance or to exercise any other rights or remedies for any default hereunder. Further, in order to be effective, any waiver of any of the Board's rights and remedies hereunder shall be expressed in a writing signed by a duly appointed representative of the Board hereof.

MAKER: PALM SPRINGS PUBLIC LIBRARY FOUNDATION

By:  6/22/2022  
David Sidley, President  
FF207DB49E0A400...

BOARD: BOARD OF LIBRARY TRUSTEES  
PALMS SPRINGS PUBLIC LIBRARY

By:   
Ed McBride, President



**ADDENDUM TO THE AGREEMENT AND PROMISSORY NOTE**

Borrower: PALM SPRINGS PUBLIC LIBRARY FOUNDATION, a California non-profit corporation

Lender: BOARD OF LIBRARY TRUSTEES, PALM SPRINGS PUBLIC LIBRARY, a municipal library board organized under Section 609 of the Palm Springs City Charter

Maturity Date: July 1, 2022

Interest Rate: One Quarter Percent (0.25%)

BY UNANIMOUS VOTE by the Board of Trustees to forgive the Agreement and Promissory Note between the **PALM SPRINGS PUBLIC LIBRARY FOUNDATION** and the **BOARD OF LIBRARY TRUSTEES, PALM SPRINGS PUBLIC LIBRARY** dated June 30, 2020, in its entirety.

This ADDENDUM issued by the Chair of the Board of Trustees confirms paid in full as of June 8<sup>th</sup>, 2022.

BOARD:

BOARD OF LIBRARY TRUSTEES  
PALMS SPRINGS PUBLIC LIBRARY

By: Ed McBride  
Ed McBride, President

## **Palm Springs Public Library Foundation Funding Request from the Library Trust Fund**

At the June 8<sup>th</sup> Library Board of Trustees Meeting, the Board reviewed the Request for Funding proposal presented at the May 19<sup>th</sup> meeting by the Palm Springs Public Library Foundation. The review resulted in the following questions and decisions that the Trustees wish to present to the Foundation Board and request a response to be presented at the next Trustees meeting.

It was decided that the two bodies must establish a formal agreement that will cover this and all future requests and further define how the two bodies will work together and communicate. This MOU (Memorandum of Understanding) is the next important step and should receive top priority from both Boards.

### **Concerning the Permissibility of the Trustees loaning or granting funds from the Trust Fund and in particular granting \$550,000 to the Foundation**

The Library Director will request an opinion in writing from the City Attorney that will confirm what we have already received verbally from both the City Attorney and the City Treasurer.

The Library Trust Fund is managed solely by the Board of Trustees, and we have the authority to loan or grant funds from the Trust Fund at any time. The suggestion from the City Treasurer is that as long as “it is for the good of the Library” the Trustees should consider all requests and respond accordingly.

The terms of the loan or grant will be established by the Trustees and any agreements should be reviewed by the City Attorney’s office for protection of the library and its trustees and all observance of all pertinent legalities.

There are no limits to the amount of any loan or grant except for the available fund balance minus any restricted gifts that would not be available for the particular purpose of the loan or grant.

**Concerning the Advisability of the Trustees granting Funds to the Foundation**

It is abundantly evident from the Foundation's presentation to the Trustees on 19 May 2022 that its board is comprised of talented individuals who possess considerable skills and connections which they are ready to dedicate to the PSPL. The member of the Board of Trustees have no doubt and respect, admire, and appreciate all those involved on the Foundation side of this government-nonprofit partnership. Their commitment to public service is commendable and exemplary.

At the June 8<sup>th</sup> Board of Trustees meeting, the Board discussed at length and confirmed their confidence in the Foundation and financial support for their work on future capital fundraising efforts for the benefit of the Library.

It was decided and voted unanimously by the Board of Trustees to forgive the Agreement and Promissory Note between the **PALM SPRINGS PUBLIC LIBRARY FOUNDATION** and the **BOARD OF LIBRARY TRUSTEES, PALM SPRINGS PUBLIC LIBRARY** dated June 30, 2020, in the current amount (to be verified) **\$46,000**. The Chair of the Board of Trustees will issue an updated note showing paid in full as of June 8<sup>th</sup>, 2022.

Regarding the request for \$550,000.00, the Board discussed the request in great detail and has further questions and clarification for the Library Foundation before any decision or action will be considered or taken.

The Trustees question whether the Foundation has yet reached the fundraising capacity to engage successfully in the project for which it seeks funding from the Trustees, namely a capital campaign to renovate the library or build a new one. In this regard, it would be helpful for the Trustees to know how certain fundraising metrics have trended over the past three years, specifically: In each fiscal year, what has been the total amount of dollars raised? What has been the total number of (unduplicated) donors? Of these, how many have been new in each year and how many have been

repeating donors? In each of the three years, what has been the average gift and what has been the median gift?

Past performance is one indicator of present and future capacity for mounting a successful capital campaign of the size contemplated. But it would also be helpful to see a plan, or at least a broad outline, of the contemplated campaign. For the sake of transparency, it would be useful to know what the Foundation anticipates retaining from funds raised for its own operating and campaign costs.

Aside from the questions relating to capacity, timing is also an issue. The Board of Trustees has the power to make the requested grant and if it considers it to be a wise decision to award such a grant, how should the timing of the award be structured? Does the Foundation want and need the entire amount upfront? It may be more advisable for the Foundation's Board of Directors and the library's Board of Trustees to mutually agree upon a schedule of incremental payments correlated to fundraising progress.

There is also the matter of the timing of the library renovation/construction project. Might this pre-planning for and funding of a campaign be somewhat premature, given the fact that the City Council has not yet determined its own capital spending?

Finally, The Trustees have questions concerning how the Foundation intends to expend the funds requested, if awarded. In Slide 17 of the Foundation's proposal to the Trustees, the following specific requests are made:

- \$50,000 to retire the Foundation's loan obligation to Trustees
- \$150,000 to hire a part time Executive Director (fund raiser) for two years
- \$100,000 for a two-year Awareness Campaign utilizing the services of a PR Firm and including Social Media expansion
- \$250,000 "seed funding" for a Major Fundraising Event within the next two years

Starting with the last item, the Trustees understand and appreciate that an effective, multi-million-dollar capital campaign has its own substantial costs.

The adage is true: You need to spend money to make money. Without seeing the outline of how a capital campaign plan would be designed and executed, the Trustees lack the necessary context to fully understand what is contemplated.

As to the next to last item, no doubt, a capital campaign must build awareness among likely supportive constituencies to achieve the campaign's stated goal. Just what is contemplated here, though? What are the goals of this particular awareness campaign? What is its intended audience?

Finally, concerning the \$150,000 requested "to hire an Executive Director (fund raiser) for two years," it would be useful to see a position description and a list of priorities and to better understand how this position would be funded long-term.

Please understand that we raise all these questions in an attempt to represent the best interests of the PSPL in our roles as Trustees. We have no desire to complicate matters unnecessarily or to delay progress. But what is being asked by the Foundation is of major consequence. It demands due diligence.