



MINUTES
 Henderson District Public Libraries
 Board of Trustees
 Date: July 21, 2016
 Time: 7:45 a.m.

Place: Paseo Verde Library, 280 S. Green Valley Pkwy., Henderson, Nevada

Notice is given that items on the agenda may be taken out of order. Two or more agenda items may be combined for consideration; items may be removed from the agenda or discussion delayed relating to an item on the agenda at any time.

Call to Order

Vice Chair Cindy Herman called the meeting to order at 7:47 a.m.

Roll Call

Board present: Robyn Campbell-Ouchida, James Frey, Cindy Herman, Mark McGinty, Kip Noschese

Board absent: Donn Jersey, David Ortlipp

Staff present: Dana Bullinger, Lauren Dahlgren, Debbie Englund, Viveca Grinstead, Joy Gunn, Sean Hill, Gayle Hornaday, Candace Kingsley, Chad Lenzini, Stephen Platt, Stephen Roybal, Marcie Smedley, Angela Thornton, Vivian Tufano, Leona Vittum-Jones

Others present: Marian Brown, Julie Buckley, Dahl Capello, Laura Carroll, Sam Coffman, Alexandra Costa, Leslie Finzer, Jennifer Gaynor, Cindy Vallar

Approval of Agenda

Jim Frey made a motion to approve the agenda. Robyn Campbell-Ouchida seconded the motion. The vote was unanimous.

Consent Agenda

These items are not expected to be controversial and will be considered together and approved in a single motion. Any person desiring to remove an item for separate consideration should so request before approval of the agenda. Items pulled from the Consent Agenda will be considered separately. All other consent items will be approved as one item.

CA-1 Approval of Minutes

June 16, 2016

CA-2 Review of Paid Invoices

June 2016

Mark McGinty made a motion to approve the consent agenda. Jim Frey seconded the motion. The vote was unanimous.

Director's Report

Possible Board discussion of the Director's report or various staff reports highlighting various administrative and staff activities since the last meeting.

Introduction of new board member

Angela Thornton introduced Kip Noschese as Henderson Libraries' new board member appointed by the Clark County Commission. Cindy Herman's appointment was renewed by the Henderson City Council.

Friends of Henderson Libraries presentation

The Friends group was represented by Marian Brown, Julie Buckley, Dahl Capello, Laura Carroll, Alexandra Costa, Leslie Finzer, and Cindy Vallar. Each presented a different representation of value provided to the library district by the Friends of Henderson Libraries in the previous fiscal year.

Cindy Vallar explained the Friends' contributions are being presented a little differently this year:

Marian Brown said \$170,000 was raised through book sales, book stores, Amazon and donations (everything EXCEPT for Library Tree Lane).

Cindy Vallar said there were 22,000 volunteer hours, which at minimum wage, totals a contribution of \$190,000 or 10 full time employees.

Leslie Finzer said 5,500 donated items were used as replacement books or new books for the collection, at a value of \$130,000.

Julie Buckley said that Library Tree Lane brought in \$40,000.

Alexandra Costa said that brings the total value of Friends contributions for the year to \$530,000!

Cindy Vallar distributed Friends registration forms and invited each Board member to join. Marian Brown asked Board members to mark their calendars for Thursday, December 1st, for a special author event and book signing in conjunction with Library Tree Lane.

The meeting adjourned at 7:51 a.m. to take a picture of the Friends and Board in the library and resumed at 7:53 a.m.

Jim Frey said the presentation was very impressive. The Board appreciates all the Friends do. This presentation shows the organization has a very dramatic impact on the library. Mark McGinty said the Board always knew there was a true value the Friends bring to the library, especially managing that many volunteers. Cindy Herman asked "How many libraries get a half-million dollars donated by a volunteer group, whether actual cash or blood, sweat and tears?" Angela Thornton said it was really good how the figures were broken down. This can be put out to the public with emphasis made that this is necessary to operate because the district does not have the funding to provide these services. Marian Brown said the Friends appreciates all the help received from staff. Cindy Herman said when she meets with the volunteers, they cannot say enough about library staff. The volunteers love you and know they couldn't do what they do without you.

Angela Thornton said staff is still looking into issuing passports (processing, verifying paperwork, and sending it on). Angela Thornton, Candace Kingsley and Vivian Tufano met with the Henderson City Clerk's office this week, trying to get as many questions answered as possible and determining equipment needs. The plan is to start the program at the Gibson Library, which is closest to the City Clerk's office, to provide the service on Friday and Saturday when city offices are closed. The space has been worked out and this is very feasible. When ready to move forward, the plan will be brought back to the Board to vote on since this would be a new revenue stream. The City of Henderson makes about \$50,000 per month by providing passport services. Jim Frey asked if the library would offer the service all week long or on Friday only. Candace Kingsley said looking at initially opening on Fridays with the possibility of expanding to Saturdays and evening hours when the city offices are closed. Vivian Tufano is looking at how other places in the country are structured for this, asking what they learned when they first started, scoping out pros and cons. Jim Frey asked if the revenue stream will be in our favor. Angela Thornton responded if it isn't the library won't proceed. The fee for processing the application is \$25 to the library district. It would be better to start slowly and make sure all the pieces are in place to ensure the program won't be a burden for staff and frustrating for customers.

The Little Free Libraries, sponsored by Leadership Henderson, had a ribbon cutting yesterday morning. There are 3 in Inspirada. Logos from the library district, foundation and Leadership Henderson Class of 16 are included on each little free library. Laura Darnell, of Henderson Libraries Foundation, spoke and said it is great to give the library district a presence in Inspirada. There is a lot of room for growth in Inspirada and this is planting seeds for a presence in the future.

Angela Thornton went to a meeting about the new Henderson hospital. The hospital is surrounded by a whole wellness Village, which is another potential opportunity. It is a very inclusive community, including a big box store. This may provide great opportunities as the community develops.

Henderson Libraries Foundation approved the purchase of 56 new chairs to replace the rickety wooden chairs in the library. The funds that were donated when Joan Kerschner [Tinker] retired. The old heavy wooden chairs will not be thrown out; they will be upcycled into artwork that can be auctioned as a fundraiser. The new chairs have been ordered and should be here in 6 weeks.

Henderson Libraries Foundation will host a donor appreciation event after hours in September.

On a fun note, there was a contest on social media to design adult coloring pages. Although it was a nationwide contest, a local person is the winner and happens to be a friend of Kip Noschese. All the entries are available on the

website. Some hotels are providing coloring sheets to guests as a way to provide relaxation and the library district may consider supplying them to hotels. It may be a fun thing to have out there for people to see.

Circulation report

Gayle Hornaday said the fiscal year ended June 30th with 1.697 million circulations, about 1.5% less than the previous year. There has been growth at Heritage Park Library; the growth is small but usage has increased. There is also an increase in downloadable materials. Slightly more library cards were issued, which is encouraging. The main area of growth was at Paseo Verde Library which may be from new apartments that opened. Children and teen circulation account for 46% of total circulation. There are 91,000 active library card users. There is a new trend, shared with other public libraries, a slight 5% downturn in the use of public desktop computers. There is, however, a 15% increase in the use of free wireless service as people are bringing in their own devices to connect to the library's wireless. Jim Frey asked how often the library card user list is purged. Gayle Hornaday responded that patrons inactive for 3 years are purged annually in January. Although some inactive cards are carried for a couple of years, those are not included in the active user count. Jim Frey asked how that has changed over the years. Gayle Hornaday reported it has dropped a little bit, adding that no one likes to see a drop in statistics, but the fact is after everything the library district has been through, a good customer base of loyal users and level of usage has been maintained.

Library reports

Marcie Smedley said that tomorrow evening the Clark County Nevada Genealogy Society [CCNGS] will be hosting an after-hours genealogy fair at Paseo Verde Library from 6-10 p.m. A presentation by Mark Hall Patton will be featured, and he will be a special guest. There will be a variety of classes. Lisa Phelan will be teaching about library downloadable resources. Other classes will include genealogy research, resources, one-on-one classes, and a class on how to create family history. There will be 27 vendors/exhibitors present. The library will have a table showcasing digital collections. Friends will have a table recruiting members. There are 340+ registered. The Board is invited to come by.

A reception honoring Bobby and Sandy Ellis is scheduled for August 22 at 11:00 a.m. Save the Date reminders are in the board packets. Mr. and Mrs. Ellis will be donating another \$25,000 to Henderson Libraries. Angela Thornton said the money is earmarked for teen services. Marcie Smedley said the funds will probably go to update the teen spaces at all locations: furniture, paint, remodeling. The teen space at Green Valley Library was created through funds donated from Mr. and Mrs. Ellis after a bid for the Pepsi Challenge was lost. Email invitations for the event will be forthcoming.

Stephen Platt reported that basic electronics classes teach the users, kids and adults, how to solder and a little about electronics. Actual class projects were demonstrated for the Board. The curriculum is designed to show the students what different components do as they place each component on the board. More classes will be offered. Everyone seems to love the classes. There has been a 99% success rate getting people to complete their projects. The skills learned will come up later in life, especially for children and teens. Plans are in the works to offer more classes in conjunction with the City of Henderson later this year. Deconstruction Zone is coming up on Saturday at the Green Valley Library. Goodwill is donating a bunch of nonworking electronics and everyone is invited to come take them apart. This is a great way to learn about tools, how to use the tools, and what the different parts do.

Angela Thornton said STEAM will be a part of the city's emergency and disaster preparedness by offering classes to make emergency lights and/or alarms, related to disaster preparedness, that can be taken home and shared with family members. Stephen Platt said STEAM programming is funded by Henderson Libraries Foundation, Bobby and Sandy Ellis and a grant.

Candace Kingsley said the city is offering a new program, in conjunction with the library district, *Rec & Roll* (for teens) and *On the Go* (for adults). Both groups will be introduced to library services and be given the opportunities to use the new skills learned on subsequent visits. *Rec & Roll* will bring teens from 3 of the city's recreation centers to Paseo Verde Library. *On the Go* will transport adults to the Gibson Library. The city would like to expand the program and it is a good opportunity to provide library services to underserved populations and staff is pleased to be able to work with the City of Henderson on this endeavor.

Public Comment

Note: Comment will be taken on each agenda item as it is heard. Pursuant to Nevada's Open Meeting Law, action may not be taken on matters presented during this period until included on an agenda as an action item.

New Business**1. Discussion and possible Board action regarding approval of the Five Year Capital Improvement Plan.**

Debbie Englund said every year the library district is required by statute to update the Five Year Capital Improvement Plan. There are 3 funds that make up the revenue stream: General Fund, Contributions & Grants Special Revenue Fund and the Capital Construction Fund. Referring to the handout, Debbie Englund said the totals listed tie to the budget.

Mark McGinty said he is excited that the restrooms are being slated for next year. The roof is leaking and there are general maintenance items that need addressed at the Green Valley Library. The roof needs to be fixed. Debbie Englund said there is \$100,000 available for mold remediation. Mark McGinty said he would like to talk to Debbie Englund about that. Mark McGinty said another thing that needs fixed is the signage out there. At the very least we need to get something up on the building. It's a beautiful building with lots of space for signage. Can we work up a budget for that? Jim Frey said even if it just says "LIBRARY". Cindy Herman commented there are multiple eaves available to provide a view off of Sunset Road. Mark McGinty said the David O. McKay School is opening and something is needed to show the parents where the library is. From the shopping center, one cannot tell that there is a library. Perhaps even putting something in the windows that face East. Angela Thornton said estimates have been received about moving the sign that's located by the Black Bear Diner and the price was exorbitant. Cindy Herman said lettering on the library would cost a lot less than moving monument signs. Mark McGinty said there are 11 issues at Green Valley Library and signage isn't the highest priority. Debbie Englund said signage wouldn't be considered capital and can be fit into the regular budget. Mark McGinty said the CC&Rs need to be reviewed and possibilities explored.

Mark McGinty made a motion to approve the Five Year Capital Improvement Plan. Jim Frey seconded the motion. The vote was unanimous.

2. Discussion and possible Board action regarding cost, return on investment, and effectiveness of HDPL rebranding campaign.

Angela Thornton directed the Board's attention to the 2-page handout, Rebranding Campaign Expenditures, in the Board packets. Most of what was done last fiscal year was the "pre-work", that is, signage, letterhead, business cards and internal pieces. Now focus can be on outside advertisement – things that can be seen in the community. Angela Thornton wants to focus on the library district's digital services. Regular customers have no idea they can download music, magazines, e-books, etc. Angela Thornton said she would like the library district to track the usage and try targeting specific areas. A lot of what can be done comes down to money. There is more money this year, with the internal items out of the way, and going forward some things can be tracked and different kinds of advertising can be tried. Social media is being used more and there is a lot of interest by word of mouth. The library district is always open to new ideas and looking for things in the community. This site is place for *Pokémon Go*, which is trending right now. The library district needs to be in unexpected places and seek slow and steady increases.

There was some print advertising, due to the graciousness of Donn Jersey and Greenspun Media Group. Inside Henderson was giving the district 2 pages of advertising a month, but went out of business. The Henderson View puts the library district calendar out and staff are always looking for ways to get the information out. Mark McGinty asked if the digital logo has been changed. Angela Thornton said the digital logo has been updated with the new logo, concentrating on Overdrive, Freegal, etc. Evaluation needs to be made to see how the usage has been at the end of the fiscal year and in the new year focus on what databases/digital offerings will be kept. Joy Gunn is very good at promoting the databases. Mark McGinty said digital can be a big chunk of money in the changeover. Sean Hill said money was transitioned to a new web content management system, so there wasn't an increase to pay for the digital transition. Angela Thornton said the itemized list shows what items has to be paid out for.

Angela Thornton said cosmetic changes were necessary to transition over. Starting in July the district can do targeted ads and take advantage. Face Book ads are not a huge cost. It takes a few years to get the base built up. There are still things that can be done to redesign library interiors. Possibly target certain areas of Henderson with digital services. Mark McGinty said he is a big supporter of the rebranding effort. It costs money. Staff did a great job holding the money down. These expenditures are pretty light. Mark McGinty's company of 30 people spent more than this. It is so hard to see the return on your investment. A way to track is needed or a patron questionnaire. Although an immediate return can't be seen, this is an investment in the library district's future. In 3-5 years this conversation will come up again. It is important to stay fresh.

Angela Thornton said there isn't a direct way to tie statistics back into the rebranding effort. With the new logo, it became apparent people weren't even aware of the old logo.

Mark McGinty said it is really tough, but the district has to be able to do both. Capital improvements to fix the brick and mortar and also stay exciting and relevant in the community.

Cindy Herman said there are some minor ways to track branding efforts with the relaunch of the website: an uptick in unique visitors to the website. Tracking the number of clicks it takes the patron to get to the page they are going to. Those are minor, but will show you if you are making a dent with the new logo. The storybook walk can track the number of people going through and directly to the website, and how many clicks they used. Rebranding is important. The Board wants staff to look at ways to track awareness of the new logo being implemented, such as, an uptick unique visitors going to certain sites.

Cindy Herman asked if the district was able to get old paper products reduced so there wasn't a large waste. The Board wants to make sure perception-wise that waste is reduced. Angela Thornton said there was as little waste as possible, many items are being reused, recycled and repurposed. Angela Thornton said that was one reason she liked the idea of reusing the discarded chairs for a foundation fund raiser. The district is always looking for ways to recycle or make use so it's not a waste of taxpayer dollars. Cindy Herman said rebranding is, perception-wise, putting money into this but not letting bathrooms lay waste at Green Valley Library. Cindy Herman said it is important, perception-wise, that this is being managed, effectiveness is being shown and the district is getting a return on the investment. Please ask Cindy Herman or Robyn Campbell-Ouchida if help is needed.

Angela Thornton said that Laura Donahue [Henderson Libraries Foundation] is looking for community sponsorships to help repair things.

Old Business

1. Discussion and possible Board action regarding Henderson Libraries' Capital Replacement Plan.

Angela Thornton said this list is a wish list for each fiscal year with a projected cost. It is not a true Capital Improvement Plan, as such, and lists the same items as before. Some things are more of a repair than an improvement. Cindy Herman said after the last meeting, it was desired to get a feel of what the library district's critical needs are. What needs funded this year, next year – is budget augmentation needed? The Board agrees these are priorities. Building on new users is important but the facilities need to be maintained for all users.

Announcements

The next Board meeting will be held on August 18, 2016 at the Paseo Verde Library, 280 S. Green Valley Pkwy., Henderson, Nevada.

Public Comment

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Kip Noschese said thanks for the welcome to the Board. Although quiet today, expect to hear more in the future. Kip Noschese said he is soaking it all up now and is excited to be part of the Board, and plans on putting forth his full effort. Cindy Herman suggested checking out Mr. Noschese' book in the local author section of the library. Angela Thornton said the library tour will be scheduled soon. Cindy Herman will try to attend and said one other Board member can participate if there is interest.

Adjournment

The meeting was adjourned at 8:46 a.m.

Pursuant to NRS 241.020, written notice of the meeting of Henderson District Public Libraries' Board of Trustees was posted by July 14, 2016, at least three (3) business days before the meeting, including in the notice the time, place, location and agenda of the meeting. Details of the agenda may be obtained by calling Trudy Casey at 702-207-4298.

Posted at Green Valley Library, James I. Gibson Library, Paseo Verde Library, City of Henderson-City Clerk's Office, and the Henderson Libraries website.