



**MINUTES**  
 Henderson District Public Libraries  
 Board of Trustees  
 Date: September 15, 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**

Chair Donn Jersey called the meeting to order at 7:47 a.m.

**Roll Call**

Board present: Jim Frey, Cindy Herman, Donn Jersey, Mark McGinty, Kip Noschese, David Ortlipp

Board absent: Robyn Campbell-Ouchida

Staff present: Dana Bullinger, Lauren Dahlgren, Carolyn Easterby, Debbie Englund, George Greicar, Joy Gunn, Sean Hill, Gayle Hornaday, Candace Kingsley, Melissa LaPorte, Chad Lenzini, Michelle Mazzanti, Heela Naqshband, Stephen M. Platt, Kevin Scanlon, Marcie Smedley, Vivian Tufano

Others present: Cindy Vallar, Tom Carvalho, Lenny Sammarco

**Approval of Agenda**

Cindy Herman made a motion to approve the agenda. Mark McGinty 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**

August 18, 2016

**CA-2 Review of Paid Invoices**

August 2016

Jim Frey made a motion to approve the consent agenda. Cindy Herman 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.*

Gayle Hornaday said the LSTA [Library Services and Tech Act] grant cycle is open for this year. The state library accepts applications for small and competitive grants distributed to the libraries within the state. Henderson Libraries has submitted 2 grant proposals for this cycle. A mini grant proposal from the district's digital services librarian would fund equipment and supplies to host a scanning day, where patrons could come in and scan old documents and pictures to have a digital record. Some historical Henderson items may be uncovered. The other grant is to hire a service to poll public opinion through the City of Henderson about library services. The requested amount is for \$50,000 and the information would assist with the strategic plan. The cost could be more, or less, than requested. At some point the strategic planning will need to be revived to work with the chosen company in preparing the polling questions. The grant process is at the proposal stage. If accepted, a more detailed application will be due November 9<sup>th</sup>. Grants that are awarded will fund July 1, 2017 and the project would take place during the last half of 2017. Jim Frey offered his expertise with survey research polling, having written thousands of questionnaires and overseen numerous polling projects.

The annual state collection development grant was received. The \$8,600 will be used for library materials. This is quite a bit higher than the last few years.

Carolyn Easterby, Circulation Department Head at the Paseo Verde Library, is retiring at the end of the month with 27 years of service. Gayle Hornaday asked the Board to join staff in offering congratulations and good wishes. There will be a retirement luncheon/party on Tuesday, September 27, from 12-2 p.m. if the Board would like to stop in. Melissa

LaPorte, Gibson Library Circulation Supervisor, was introduced and will be the new Circulation Department Head effective October 3<sup>rd</sup>.

#### *Library reports*

Marcie Smedley reported the summer reading program was very busy at all locations. 2,760 kids read 3,377,810 minutes. The number of participants dropped slightly but reading was up 30%. The effect of having year round schools may account for the drop in participants. There was a new format for awarding prizes this year. Previously a prize was awarded every 5 hours, with a finishing point at 20 hours, although participants could keep reading to be entered for prizes. Anything over 20 hours, was not rewarded with a tangible prize. This year a summer reading dog tag and 1 bead was awarded for the 1<sup>st</sup> 5 hours of reading. Every five hours thereafter was awarded with a new bead, with no limit to the number that could be earned. The new software used this year allowed participants to see all the grand prizes and pick which one they wanted. Prizes for children 4 and under were sticker books with stickers awarded for every 2-1/2 hours of reading. The new prize structure probably accounts for the increase in reading minutes. The Youth Services departments did a fantastic job. Sponsors included Shark Reef, Bounce U, Rita's Italian Ice, Yogurt Land, Friends of Henderson Libraries, and Great Harvest Bread Company. 7,499 people participated in 189 programs. Each library had an afterhours lock in for readers completing at least 20 hours. The lock ins had great turnouts and children had a lot of fun coming to the library afterhours to do the planned activities. The summer reading committee is already looking for ways to improve the program for next year.

Candace Kingsley said Henderson Libraries will participate in the 15<sup>th</sup> annual Vegas Valley Book Festival on Saturday, October 15<sup>th</sup>, from 10 a.m. to 5 p.m. at the Fifth Street School in downtown Las Vegas. The library district will have 2 booths, one for adults and one for children. Wheel of Fortune will once more be featured with literary themed prizes awarded while familiarizing visitors with Henderson Libraries. Stephen Platt will host the adult activities this year. There will be author Plinko and famous author ring toss. The youth services table will highlight STEAM and include engineering activities, robotic activities, and arts and crafts activities. Souvenir buttons were given to the Board. Jim Frey expressed pleasure with Henderson Libraries participation.

Stephen Platt said the library district is collaborating with the City of Henderson, Office of Emergency Management, in support of the Get Ready, Stay Ready program. The city shares information and the library district provides an activity or giveaway. Last Tuesday, the Red Cross had a pillow case emergency kit program at the Paseo Verde Library. About 50 people attended. The activity at Gibson Library will be making solar ovens and at Green Valley Library the activity will be making police siren kits. The flood district is doing a flood safety session and water alarm kits will be made. There will also be an emergency pet preparedness program at Paseo Verde and Green Valley libraries. The library district is happy to support City of Henderson in the effort to get the word out about having an emergency plan and preparing for emergencies.

Sign estimates have been received for the Green Valley Library northeast corner signage. A permit will be required and permission is being sought from the common area management. There are 4 options and the cost will be approximately \$2,000. The two options include letters 15 and 12 inches high.

The planning stages have begun for the remodel of the public restrooms. Stephen Platt said 6 companies were asked for estimates and 2 have been received so far. The cost is much higher than anticipated. The lowest one so far is \$75,000. 2 companies were recommended by the city. Permit-ready plans will be necessary. Laura Jane Spina of RAFI architecture is preparing the quote for that. After the plans are received there will be a much clearer idea of what is wanted and what the cost will be. Due to ADA [Americans with Disabilities Act] issues, it will be very helpful to have plans prepared by a licensed architect.

#### **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 extension of coffee shop contract.

Tom Carvalho said the option to continue the lease for 2 years will be exercised. Referring to handouts in the Board packets, Tom Carvalho said the Coffee Press is still breaking even and revenue has been increased enough to put back into the café. Staff coverage has been increased much more often. This is possible because sales are up. Daily customer count is up to 102 from 89, a 15% increase. Sales are up \$73 per day, a 22% increase, from \$331 to \$405 in average daily sales. The goal has been to get over the \$400 daily sales threshold. Total sales in 2015 were under \$105,000. If the current trend continues, 2016 sales should reach \$130,000, a 24% increase. Profits are going back into the café. A small security system will be added for 2 reasons. It really helps to see the traffic patterns by going to the camera and doing hourly counts. Another reason is the liability issues. Last week there was an incident with a woman and a service dog. Whether a service dog or not, she was not keeping the dog restrained and it was running around the business. Nothing happened but there were customers upset about it. It is nice to have video to show how the situation was handled.

Amy Carvalho was unable to attend due to a Rotary commitment. Lenny Sammarco, Amy Carvalho's Dad, is present and handles the day-to-day operations. Questions and concerns can always be brought into Len Sammarco.

The Boulder City Wurst Fest is coming up. The Coffee Press banner will be at the fest. Cross marketing is being done. Tom Carvalho expressed appreciation for the coffee shop being linked on the library web page. There is also a presence on Yelp and Facebook. There are comments on Google and Yelp about the café and many about the library. Most people consider the coffee shop and library one and the same. Tom Carvalho said he wants people to realize the café is separate. Comments include "how great it is to have a coffee shop in the library" and "none of the librarians make frowny faces when you take your coffee into the library." Comments such as these are very positive.

Community things are being highlighted. A violinist was invited in to play for a couple of hours one day. An 8<sup>th</sup> grader from Boulder City, she has to practice for 2 hours a day. So she goes to local businesses and puts a tip jar out while she practices.

Tom Carvalho said to be sure and take a bookmark. They are coming back in every day. Buy 6 drinks and get the 7<sup>th</sup> free. Len Sammarco even keeps some under the counter with people's names on it. They stay in the coffee shop because the people are afraid they will lose it.

A new, more sophisticated, Point of Sale (POS) system has been installed. The #1 selling item is brewed coffee to the tune of 4,900 cups per year. Cookies and brownies are the next most popular items. A lot of sandwiches are sold with turkey on wheat being the #1 sandwich seller. This is just some of the information collected through the POS system. Mark McGinty commented there is great evidence of support and synergy between the coffee shop and the library. Donn Jersey said, based on the matrix outlined, he is the targeted customer, purchasing coffee, cookies and brownies.

Tom Carvalho appreciates getting information about big events so the coffee shop can gear up. Big events = good sales. The Board members were asked to take a moment and like the coffee shop's Facebook page and also to take a look at Yelp. Last week a special was offered: Complete a Yelp review and get a free cookie. There were a lot of reviews that week. Tom Carvalho said they will continue doing what they are doing and business will grow. The coffee shop is looking forward to renewing the lease for 2 years. Jim Frey said the coffee shop does a great job and the comments about coffee being allowed in the library are interesting.

Mark McGinty made a motion to extend the coffee shop lease for 2 years. Jim Frey seconded the motion; the vote was unanimous.

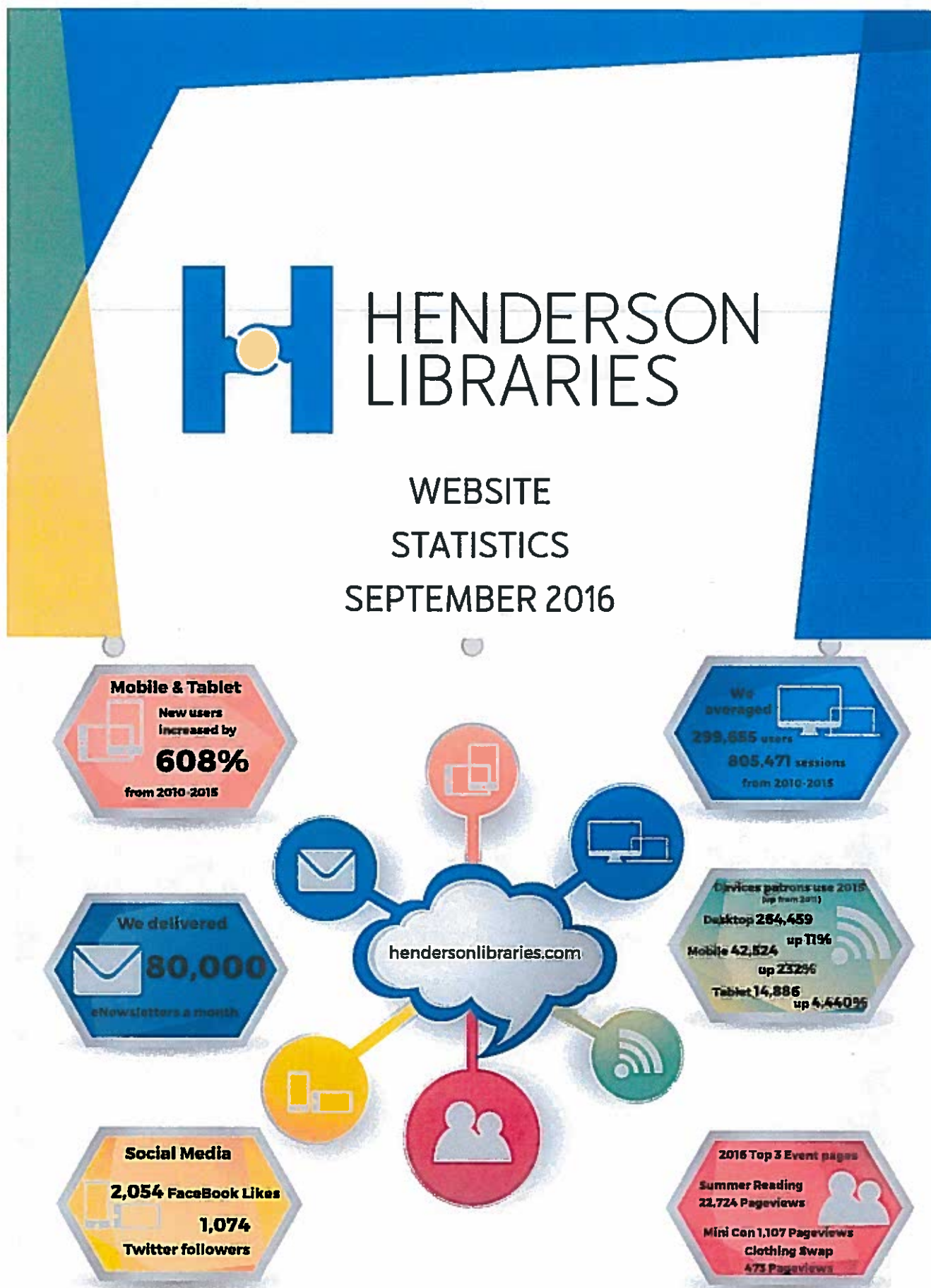
Tom Carvalho said a lot of people just assume the coffee shop is part of the library. It is surprising more libraries haven't seen the value of this. If any more libraries are considering adding coffee shops, Tom and Amy Carvalho would like to be considered as a potential owners.

**2. Discussion and possible Board action regarding compensation for interim director, effective date to be determined by the Board.**

Jim Frey said he supports the increase in salary that comes with the position of Interim Director and made a motion to for the increase to be effective immediately. Mark McGinty seconded the motion. The vote was unanimous. Gayle Hornaday thanked the Board and said she is happy to serve.

**3. Discussion and possible Board action regarding staff report on Henderson Libraries website and social media metrics.**

Joy Gunn, Digital Branch Manager and Assistant Information Technology Manager, introduced Dana Bullinger, Digital Projects Librarian, and Heela Naqshband, Social Media Librarian. A PowerPoint presentation was shown and explained by Joy Gunn:

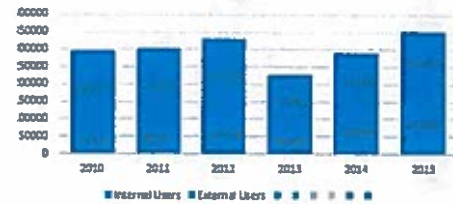




	2010	2011	2012	2013	2014	2015
Internal Users	71,326	86,181	109,578	69,468	123,389	170,900
External Users	225,587	215,159	220,203	155,981	167,466	182,694
Total	296,913	301,340	329,781	225,449	290,855	353,594

From 2010-2015, we have averaged 299,655 users with 805,471 sessions.

**INTERNAL & EXTERNAL USERS**



**INTERNAL & EXTERNAL SESSIONS**

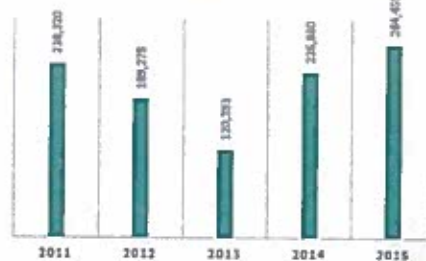


Users include new and returning users. Internal Users are accessing the website at one of our physical locations either on a catalog or public computers or through wi-fi. External users are accessing our website from outside the physical library. A session is a group of interactions that take place on our website within a given time period.

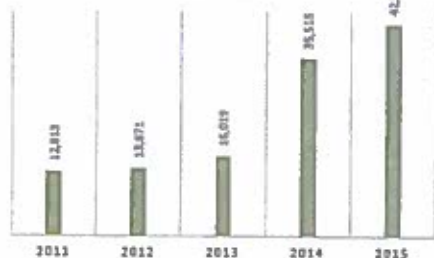
	2010	2011	2012	2013	2014	2015
Internal Sessions	234,797	257,718	299,973	233,425	240,597	268,549
External Sessions	591,710	585,282	613,435	511,421	484,115	511,806
Total	826,507	843,000	913,408	744,846	724,712	780,355



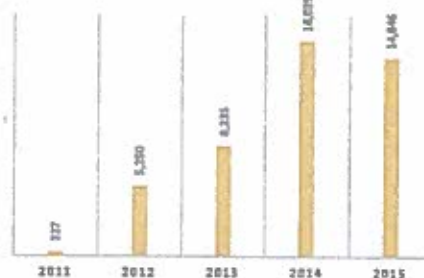
**DESKTOPS**



**MOBILES**



**TABLETS**



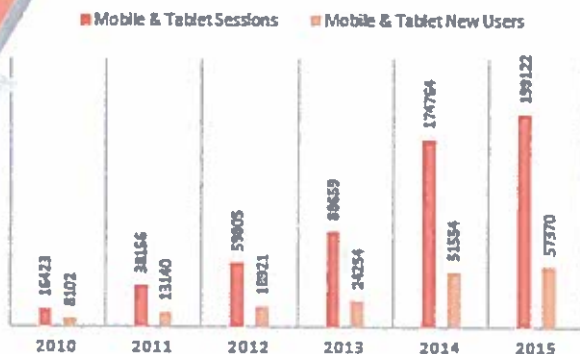
New Users	2011	2012	2013	2014	2015
Desktops	238,320	189,275	120,283	226,880	264,459
Mobiles	12,813	13,671	16,019	35,515	42,524
Tablets	327	5,250	8,235	16,039	14,846





# Mobile & Tablet

## MOBILES & TABLETS

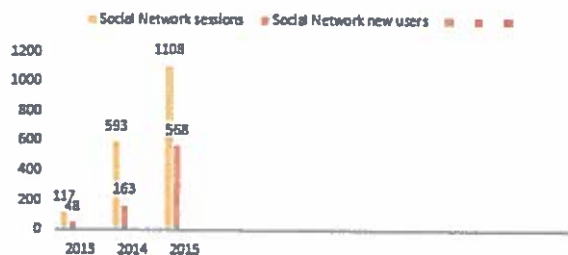


Year	2010	2011	2012	2013	2014	2015
<b>Mobile &amp; Tablet New Users</b>	8,102	13,140	18,921	24,254	51,554	57,370
<b>Sessions</b>	16,423	38,156	59,805	88,659	174,764	199,122
<b>Percent of users accessing our website with mobiles &amp; tablets</b>	3%	5%	9%	17%	18.5%	17%

15% of Americans ages 18-29 are heavily dependent on a smartphone for online access  
 Pew Research Center, 2015

# Social Media

## WEBSITE ACCESSED THROUGH SOCIAL MEDIA



	2013	2014	2015
<b>New Users</b>	48	163	568
<b>Sessions</b>	117	593	1108



**August 2015**  
 1,641 Likes  
 125 Total Reach

**August 2016**  
 2,051 Likes  
 1,013 Total Reach



**August 2015**  
 9,300 Tweet Impressions  
 31 Retweets  
 29 Likes

**August 2016**  
 32,900 Tweet Impressions  
 63 Retweets  
 102 Likes



**August 2016**  
 278 Followers  
 4,844 Average Monthly Viewers

**August 2015**  
 2,054 Average Monthly Viewers



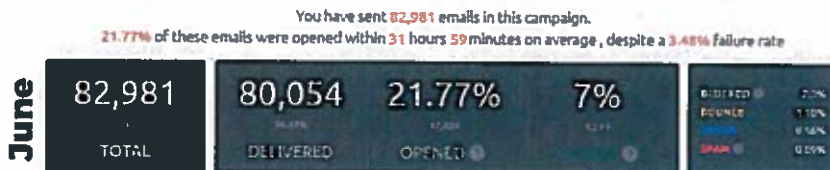
**Instagram**

**August 2016**  
 480 Followers

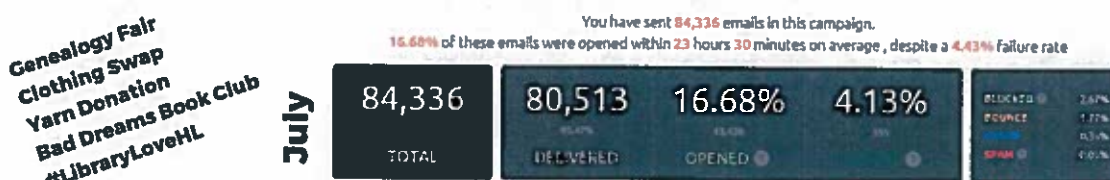


Summer Reading  
Mini Con  
Design Contest

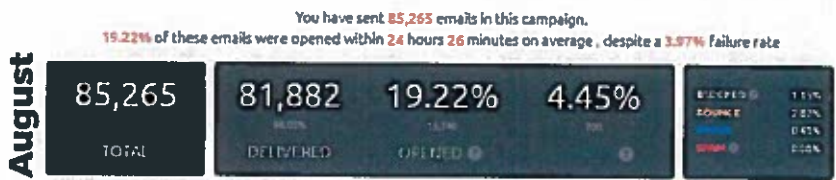
1,000 Books  
before Kindergarten  
Digital Collections



Summer Reading  
littleBits  
Yard Donation  
Recipe request  
Brainfuse



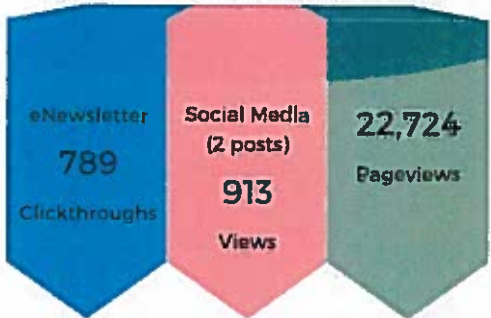
Genealogy Fair  
Clothing Swap  
Yarn Donation  
Bad Dreams Book Club  
#LibraryLoveHL



Summer Reading  
Friends of HL donation  
Little Free Libraries  
BMI Photographs

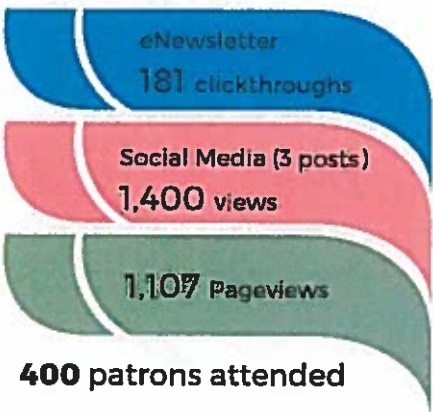


### Summer Reading Challenge

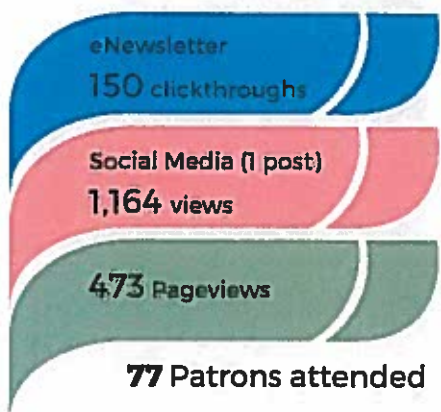


4,214 patrons participated

#### Mini Con



#### Clothing Swap



Cindy Herman commented that a team of 2 doing all the web and social marketing that Imagine Marketing used to do is incredible. The launch, research and testing prior to launch, was very thorough. Joy Gunn commented that one example was when the new colors were used, complaints came in about people not being able to see the light blue on white, so the text was darkened to make it easier to see.

Joy Gunn said it is important to follow the trends to make sure the library continues to meet patrons' needs as tablets/mobile phones evolve. More time is dedicated to social media now. The newsletter email list is generated through the patron database. It is much easier to keep the addresses up to date and fix bounce back emails. The average per run has been about 80,000. Sean Hill added the new company allows the opportunity to track emails and whether they've been opened; services are being added to run targeted notices.

Kip Noschese asked what the videos are on the top of the Instagram. Heela Naqshband responded they are temporary items that are highlighted for 24 hours; things that we don't necessarily want to keep on our profile.

Jim Frey asked about people that are no longer patrons. Joy Gunn responded if the email is up to date they will keep getting the emails, but non active users are purged every 3 years.

Joy Gunn said there is a more concentrated effort of marketing on the website. The top 3 events are highlighted with statistics.

Donn Jersey thanked Cindy Herman for working with Joy Gunn to do this with NO budget. Joy Gunn said that some of the programs and grants have a small amount of advertising money built in but there has been no marketing budget. Donn Jersey said this presentation shows growth opportunity and discussion needs to happen about budgeting marketing funds for digital growth. Cindy Herman said the key is that it is so tied to programming and budget dollars that it appeared a piece of the story was missing. This should be a huge part of strategic planning, showing huge growth and how the younger generation is trending. If the younger generation doesn't get into the library at an early age, they won't be tied into library usage later. Cindy Herman commended Joy Gunn and staff on the amount of work adjusting the website content and how that content appears on different devices. This took a tremendous amount of work and testing to get it to appear right. Social Media is getting baseline numbers so marketing can be targeted to different audiences and social marketing premise. There is a huge piece here to the overall success of the libraries.

Jim Frey said this is a great report and very interesting. The work in putting together this information is appreciated and the Board needs a report like this at least annually. It is great that there is a sensitivity to national trends. This is a group we need to connect with but we should not discount the seniors. Cindy Herman said a website/social media report every 6 months would be great. It was generally agreed the report should be presented twice a year.

Tom Carvalho commented the handling of Mini Con was nice because the coffee shop received some of the library posts and shared them and everyone really got into it. Coffee shop staff wore costumes and had themed drinks/foods, such as, Batman brownies and Superhero cookies. It was a lot of fun.

#### **Announcements**

The next Board meeting will be held on October 20, 2016 at the Paseo Verde Library, 280 S. Green Valley Pkwy., Henderson, Nevada.

#### **Public Comment**

*Note: Pursuant to Nevada's Open Meeting Law, action may not be taken on matters presented during this period until included on a future agenda as an action item.*

#### **Adjournment**

The meeting was adjourned at 8:45 a.m.

*Pursuant to NRS 241.020, written notice of the meeting of Henderson District Public Libraries' Board of Trustees was posted by September 9, 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.