



MINUTES

Henderson District Public Libraries
Board of Trustees

Date: January 18, 2018

Time: 7:45 a.m.

Place: James I. Gibson Library, 100 W. Lake Mead Pkwy., Henderson, NV 89015

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

Board chair, Mark McGinty, called the meeting to order at 7:45 a.m.

Roll Call

Board present: James Frey, Cindy Herman, Mark McGinty, Kip Noschese, David Ortlipp, Bette Silverman

Board absent: None

Staff present: Lauren Dahlgren, Debbie Englund, Jeremiah Ford, George Greicar, Joy Gunn, Sean Hill, Gayle Hornaday, Candace Kingsley, Michelle Mazzanti, Lisa Phelan, Stephen Platt, Kevin Scanlon, Marcie Smedley, Leona Vittum-Jones

Others present: Princette Bowling, Manager of One-Stop Operations; Bonita Fahy, Director of One-Stop Operations; Evette Howard, Coordinator of One-Stop Operations; Tenesha McCulloch, Goodwill of Southern Nevada

Approval of Agenda

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

December 21, 2017

CA-2 Review of Paid Invoices

December 2017

Cindy Herman made a motion to approve the consent agenda. Bette Silverman 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.

Marcie Smedley said the state statistical report is in the board packets and thanked Gayle Hornaday for compiling the information and statistics in the format requested by the state. It was a lot of work. There is a nationwide trend of circulation decrease. On page 3, the report talks about reference transactions, library visits, and program attendance; all those numbers are up. People are using the libraries in different ways. Reference transactions have increased 27%. Library visits have increased 6%. Program attendance has increased 8%. It is of note that people are coming into the libraries and using the services, even if not reflected in circulation statistics.

Mark McGinty asked how the library counts patrons. Marcie Smedley said there are door counters. Not all of them function in all the libraries all the time. Staff collect patron counts over a 1-week period. IT is considering a more high tech version that will operate all the time. Mark McGinty asked if there is a count on website hits. Marcie Smedley said yes, Joy Gunn is reporting on that today. Jim Frey asked if the door counter is on all the doors, or just the front door. Marcie Smedley responded the counter is on the front door, taking a count as patrons enter. Sean Hill said there is a new counter available with camera and infrared light that will count patrons and track directionally where they are going; it can also differentiate between children and adults. Jim Frey asked how the camera is used. Sean

Hill replied there is a camera in some of the models, not for surveillance, to enable infrared to pick people out. The people counters have become much more sophisticated. The new models can recognize a mother pushing a stroller and can tell how many people are in the building each hour of the day.

Candace Kingsley reported on the trend of people using library services more. The homebound program has 45 people, a 17% increase in checkouts to those patrons. The year before, the program had a 16% increase and the year before that a 7% increase. The numbers show there is a need for this service, and the library is serving more people.

Gibson Library staff have processed 166 passport applications, with 117 people taking advantage of the photo service. \$5,554 has been collected with the service only open 4 hours a week. In early March, the service will expand to 4 hours on Saturday morning. There is nowhere in Henderson that offers weekend passport processing.

Candace Kingsley invited the board to stop by the One-Stop service area to see what services they offer. Since October, One-Stop assisted over 100 people in search of job and career advancement. In February, there will be additional staff training. One-Stop is an excellent resource for job searching. IT is setting up an icon on computers in the lab to make it easier for patrons to point and click to get started. The Las Vegas Urban League is offering a resume workshop for small groups. The small group ensures each person gets his/her resume created and polished. For some people using a computer to generate a resume is challenging; the attendee is able to store a copy and edit it later. One-Stop offers patrons services library staff always wanted to be able to offer, but were unable to due to insufficient staffing and expertise. One-Stop welcomed the third partner to the program on January 2. Taunee from DETR [Department of Employment, Training and Rehabilitation]. On Taunee's first day she was instrumental in assisting a young man with his resume and helped him get a fulltime job at Terrible's. Today is his first day of work. Candace introduced Bonita Fahy, Director of One-Stop Operations, who oversees opening the One-Stop locations. Bonita Fahy introduced Princette Bowling, Manager of One-Stop Operations, Evette Howard, Coordinator of One-Stop Operations, and Tenesha McCulloch, Goodwill of Southern Nevada. Bonita Fahy thanked the board for the partnership and said they hope to continue to provide services in our community.

Cindy Herman asked about the passport processing experience. Has it been positive? Have there been many disgruntled customers? Cindy Herman is familiar with the passport operations at the City of Henderson and said often people are confused about the process. Candace Kingsley said it has been good because staff explain the process. There is a script staff follow when the appointment is made and another when the appointment is confirmed. There have been very few upset people because they are prepared for success. There has only been one rejection, due to a picture. Since then, IT purchased a new camera for passport use. Cindy Herman said that is an excellent job. Candace Kingsley credited Vivian Tufano for creating the script and training staff how to use it. In addition, the service is by appointment only, which is a different arrangement than the City of Henderson has. Jim Frey asked if there are no drop-ins allowed. Candace Kingsley responded all library passport processing is by appointment only. Staff squeezed in a few "no shows". Jim Frey asked Candace Kingsley to repeat the revenue breakdown. Candace Kingsley said there have been 166 appointments for a total of \$5,554 in revenue. Jim Frey asked if any passport people converted to library card users. Candace Kingsley said yes, quite a few.

Marcie Smedley said the preliminary LSTA [Library Services and Technology Act] grant application for strategic plan has been submitted. The final version is due in February. The board will be hearing more about this in the springtime.

Joy Gunn referred the board to the information sheet in the board packets. In calendar year 2016, 1,383,798 patrons visited Henderson Libraries website. In 2017, visitors increased 27% to 1,757,978. Mark McGinty said 27% increase in website hits is a huge increase. Joy Gunn said top pages are downloads, (access to Overdrive and HOOPLA), events and summer reading. There were 11,000 to 12,000 page views. A new feature, online reservations, allow patrons to reserve study rooms online with no staff involvement other than placing the reservation sign on the room. 2 Paseo Verde Library study rooms became available in February. By mid-November, Green Valley Library added 2 study rooms. To date, 1,164 people have reserved a study room online. Patrons like to help themselves and it saves staff time.

Mobile and tablet use has a 44.8% increase. In 2016 the device total was 62,409, increasing to 90,377 in 2017. It is interesting that tablet use has increased under 5% while mobile devices went up almost 60%. We are trying to get more mobile-friendly on the website, allowing patrons to do more things on their mobile device: get a card, check

things out, etc. In March of 2016 when the website was converted, the catalog was pulled out so it had its own space. This allows the website statistics to be just the website, not the catalog and checkout; they used to be combined. 186,186 patrons viewed 2.6 million pages. 14% were tablet and mobile users. Mobile users can search the catalog, see what's checked out and check holds.

In mid-June, the wireless provider was switched. Now it is easier to accept and use the service, especially for out of town people who just want to use the wi-fi. The wi-fi statistics only reflect half the year from July 2017 to December 2017; there were 3,930 wi-fi users and 8,294 sessions.

Social media usage statistics are measured by the number of followers. Tweets average 20-25,000 tweet impressions per month but during the Local Author Showcase in March 2017, there were 51,300 impressions. [Twitter impressions are described as the delivery of a post or tweet to an account's Twitter stream. The stream is composed of several tweets from various sources.] Other social media: Facebook: 2,423 followers; Twitter 1,386 followers, Instagram 990 followers.

Top click events: 2017 newsletter distribution was 80,000. 13,278 people opened to read the newsletter. Click through was 627. Summer reading (397 clicks) was next, conversational Spanish (298 clicks), passports (227 clicks), genealogy fair (216 clicks). June was the top month with 975 click throughs for Summer Reading, Healthy Living workshops and the Harry Potter book club.

Kip Noschese said he has had a pretty good experience with wi-fi speed at Green Valley Library and Paseo Verde Library, but wonders if a limit will be reached and the access will slow down. Sean Hill said the wi-fi was updated 2 years ago. During the day we'll hit 4-500 mg. The contract has flexibility to boost it up to a 10 g connection, if necessary. Before wireless was separate, now it's the same bandwidth for wi-fi users and library users. Sean Hill said the new system tracks better.

David Ortlipp asked if late fees can be paid online. Joy Gunn responded yes. Kip Noschese said he just paid his the other day. David Ortlipp asked if a smart phone will ever be used instead of a library card. Sean Hill said the vendor that did the district's website has an iPhone/Android app they are prepping for us that would have the patron's library card in it. Sean Hill has also been looking at an Apple Wallet style library card that people can download. That one is nice because when a patron walks into a building, the card appears. The issue is that Apple has many policies around making it work. The district switched to qr codes to make it easier to use a smart phone. Advancing technology allows patrons to get a message for hold items, automatically checking them out for the patron, as they walk into the building. This is the future. Hopefully, by June or July Henderson Libraries will have a mobile library card. Once we have that technology, people will not need their library card. Another issue will be parents wanting to hold all the cards. That is being worked out too. The software added a feature where an associated member can check out holds (like a husband for his wife) but the checkout then goes onto the member's card that checks it out. It messes with people's reading histories. We are pushing them to change that feature.

The application period for the board vacancy is extended to January 31st.

Henderson Libraries had a nice mention in Mayor March's State of the City Address last week. Included was a slide of the Mayor and Councilwoman Gerri Schroder with Clifford the Big Red Dog, with Henderson Libraries' banner behind them, at Paseo Verde Library's birthday celebration last August.

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 election of Board secretary

Mark McGinty said Kip Noschese has been nominated as secretary; the board members were asked if there were any more nominations. There were not. Kip Noschese accepted the nomination. Cindy Herman made a motion approve Kip Noschese as board secretary. Jim Frey seconded the motion. The vote was unanimous.

2. Discussion and possible Board action regarding authorization to purge patrons inactive more than three (3) years and all associated fines, fees, and material held by said patrons

Sean Hill said the number of patrons to purge is down. The total of fines and missing items is \$133,485. These are patrons with no activity for 3 years. There is still some clean up due to the change in credit-reporting regulations. When credit-reporting regulations changed, the district could no longer credit-report patrons. If patrons were previously credit-reported, the record is kept for 3 years. Last year the purge was larger because of clearing out the credit-reported patrons that had stayed in the system. The average annual purge is \$100,000. Last year's purge was \$400,000. Jim Frey asked how many people this entails. Sean Hill said 29,276 patrons have had no activity for at least 3 years. If there is an associated parent, and the child is active, the parent is not purged. Kip Noschese asked if the majority is late fees. Sean Hill said the average owed, under \$35, is \$2.75. That is probably late fees. The average owed, over \$35, is \$110.86. That is for material. These patrons have gone through collections and every effort made to get the material back. In many cases, these people have moved away. Jim Frey asked if the collection process works. Sean Hill said it does. The immediate letter from the collection agency is very effective and the agency gets right on it. The collection agency the district uses specializes in libraries and has the resources to do the change of address. Jim Frey asked if it is worth it. Sean Hill said definitely.

Jim Frey made a motion to authorize purging of patrons inactive more than three (3) years and all associated fines, fees, and material held by said patrons. Cindy Herman seconded the motion. The vote was unanimous.

Old Business

1. Discussion and possible Board action regarding possible sale of the Malcolm Library

Marcie Smedley said close of escrow is scheduled for February 26, 2018 and the sale is going according to plan.

2. Discussion and possible Board action regarding 6-month evaluation of Executive Director

Mark McGinty reported he and Bette Silverman met and reviewed executive director Marcie Smedley. Debbie Englund sent out a great survey to the senior staff management and board. The survey had ratings from 1 to 5. Marcie Smedley averaged 4.48. Marcie Smedley is smashing it (doing a great job). There is always room for improvement, but performing at 4.48 after 6 months is great. There were a couple of 3's identified to work on and Marcie Smedley is already on it. Cindy Herman thanked Marcie Smedley for stepping in and taking the reins and stepping forward without much board interaction. The board can provide expertise in whatever is needed going forward. Cindy Herman asked Marcie Smedley not to hesitate to call on the board to help her become a better leader than she already is. Marcie Smedley thanked the board for participating in the survey. Cindy Herman made a motion to accept the 6-month evaluation of the executive director and the outstanding job done in the first 6 months. Bette Silverman seconded the motion. The vote was unanimous.

Announcements

The next board meeting will be **February 15, 2018** at the Paseo Verde Library, 280 S. Green Valley Parkway, Henderson, Nevada. Mark McGinty thanked staff for the great reports and the Workforce Connections people for getting up early and coming to the board meeting.

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 8:26 a.m.

Pursuant to NRS 241.020, written notice of the meeting of Henderson District Public Libraries' Board of Trustees was posted by January 11, 2018, 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.