



MINUTES

Henderson District Public Libraries Board of Trustees

Date: August 16, 2018

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 Mark McGinty called the meeting to order at 7:46 a.m.

Roll Call

Board present: Angela Brommel, Cindy Herman, Mark McGinty, Kip Noschese, David Ortlipp, Bette Silverman

Board absent: Jim Frey

Staff present: Dana Bullinger, Lauren Dahlgren, Debbie Englund, George Greicar, Joy Gunn, Sean Hill, Gayle

Hornaday, Candace Kingsley, Michelle Mazzanti, Heela Naqshband, Kate Peraza, Lisa Phelan, Stephen Platt, Marcie Smedley, Leona Vittum-Jones

Others present: None

Approval of Agenda

David Ortlipp made a motion to approve the agenda. Kip Noschese 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

July 19, 2018

CA-2 Review of Paid Invoices

July 2018

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

Leona Vittum-Jones reported on the Summer Reading Challenge; the theme was *Libraries Rock*. There were 2,814 kids and teens reading 4.3 million minutes. Attendance was up with 580 more sign ups. Program completion rate was up with 60% completing the program and receiving their free book and prize for 20 hours of reading. 24% kept reading to 40 hours for a prize of a \$1 Friends book sale gift certificate. Some of the kids even went further. Participants recorded the minutes read and received entries into the districtwide raffle drawing for every 5 hours read for ages 5-17. Ages 0-4 received a raffle entry for every 2-1/2 hours read. This year, there were \$90,000 of in-kind donations. Some partners were long-time friends like Shark Reef, Great Harvest Bakery, and Friends of Henderson Libraries. New partners included Metro Diner, Nothing Bundt Cake, Tanked and Cactus Coasters. Kip Noschese asked what the theme is for next summer. Leona Vittum-Jones responded "space". The theme name is undecided, but everyone is excited with the subject.

From June 5 to August 10, the Gibson Library was a summer meal site through the *Three Square - Meet Up and Eat Up Program*. The Three Square Food Bank provided an employee to run the program Tuesday through Friday. On Saturday, youth services staff ran the program. 753 meals were served, an average 15.68 meals per day. The Gibson Library qualified because of its proximity to lower income neighborhoods and distance from other meal sites. This was a very cool offering for summer and will hopefully continue next year. Mark McGinty asked if the program brought in different kids. Leona Vittum-Jones said staff wanted to start it after noticing many teens hanging out at the library all day without leaving for lunch. Those teens came sporadically, but there were often families in the library that decided to participate. The meals were open to anyone 18 years old and younger. The Three Square website listed Gibson Library as a location, and people came in that learned about it on the website. David Ortlipp asked how the library promoted the program. Leona Vittum-Jones

responded promotion was on social media, print calendars and the library district's online calendar. David Ortlipp suggested the people who may benefit the most might not have computer access. Perhaps it could get into the *Henderson Happenings* or a local publication. Cindy Herman thanked staff for being cognizant and recognizing the need. This shows the character of Henderson Libraries staff. Leona Vittum-Jones said the Green Valley Library tried to become a site, but there are many considerations in the determination. The designation of the Gibson Library for the program was primarily for its proximity to Gordon McCaw Elementary School, which did not offer the program.

Marcie Smedley said the Summer Reading Challenge affects everyone with the volume of visitors coming to the library and thanked staff for the support.

Marcie Smedley said the Board learned about Henderson Libraries' locations becoming "*Safe Places*" last year. Although not on the timeline originally outlined, this is now moving forward. Youth services staff and managers will receive training in September and then *Safe Place* signs will go up at each library. Nevada Partnership for Homeless Youth wants to spread the word with other organizations in Henderson. There will be a publicized ribbon cutting, with city officials, and Marcie Smedley hopes the Board will attend.

Henderson Libraries Foundation met this week and awarded their Joan T. Wholihan Scholarship to Erin Owens, of Paseo Verde Library's youth services department. The scholarship was \$1,500 payable toward a Master's Degree in Library Science program.

The September Board meeting will be at the Green Valley Library, 2797 N. Green Valley Parkway. (Sunset Road and Green Valley Parkway.) There will be several reminders before the meeting.

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 the Strategic Plan

Marcie Smedley said there is no action required on this item; it will become a standing item to update the Board as it moves along. There is a signed contract with the consultant and the process of community assessment has begun with the drafting of surveys. A rough draft of the telephone survey will be ready by the end of this week or the first of next week.

The district is working with Robyn Campbell-Ouchida, of All Write Business Communications, trying to get information out to the media. This information will highlight how important the survey is and what an opportunity it is for the community to have a chance to tell us what they think about the libraries, what they would like to see in the libraries and to be part of the assessment used in strategic planning. The questions are being adapted for an online survey. It will be hard to get non-library users to participate in an online survey. The statistical validity will not be as accurate as the phone survey. Feedback from library users is important, though, and they may suggest good additions or changes to our services. That will roll out soon. The survey link will go out to the newsletter database, about 80,000 library users. Information will go out on social media to get the word out to ensure as many responses as possible.

The strategic planning process consists of several pieces. There will be stakeholder interviews. Our consultant, Marc Futterman, will interview twelve representatives of the public, private and nonprofit sector about what issues are facing Henderson in the next few years; how does the library play a role in any issues that are recurring in the discussions?

There will be five focused discussion groups including seniors, board members from the friends and foundation, as well as other groups we are identifying. Community assessment will be ongoing for the next month. There will be organizational assessment, through an online survey for staff: how staff thinks what the library offers benefits the community, how staff feels about coming to work, and so forth. The consultant will be doing interviews and small group discussions with staff to see what kind of issues are recurring.

The assessment of the gathered information, during the planning process, will be intense, but good. It is exciting to get the information and have a starting point to determine what Henderson Libraries' vision looks like. The Board workshop will take place after the regular Board meeting on October 18 and will last about an hour and a half. The Board will begin to look at what the district's future looks like based on the information presented. From there, staff workshops will guide the vision and determine how to implement and align services with the plan for the future. This will be a great opportunity for the Board to work together. The coordination team (Gayle Hornaday, Sean Hill, Michelle Mazzanti, Debbie Englund and Marcie Smedley) will attend, but Marc Futterman will work directly with the Board to work through some of the visioning and planning. Next, there will be a series of workshops with staff to nail down what the strategic plan looks like. The goal is to present the completed strategic plan in January.

Bette Silverman asked if the library district could place a hyperlink on the City of Henderson website. Marcie Smedley said staff is exploring opportunities to find ways to reach out to non-library users through the city.

Kip Noschese said the idea of a telephone survey makes him cringe a bit. Marcie Smedley said the survey company is purchasing tens of thousands of phone records, landline and cellular, identified with the corresponding zip code. 400 completed responses are necessary for statistical validity. It is easier to understand the data by identifying where the customer lives. Marcie Smedley said getting the word out in the media that the survey is a positive thing, and letting people know it is a chance to have some input, may yield better results. Studies have shown that once you hit the 12-minute mark, the interview participant begins to lose interest. Admin staff is working very hard to keep the library survey below that 12-minute mark, while hitting important points so there is good information with which to work. Cindy Herman said the phone survey is one of the best ways to go and agreed that keeping the survey under 12 minutes prevents responder fatigue. Phone surveys are tough right now with the political cycle, but phone survey is still the best way to go. Bette Silverman suggested putting an infomercial on the website – letting patrons know we want to hear from them and the library district may be calling. Marcie Smedley said it could include a link to the online survey. The phone surveys will have caller ID, showing the call is coming from Henderson Libraries. This could make people more responsive. Kip Noschese asked if the cost between a telephone and mail survey was considered. Mark McGinty said the expense of a mail survey is a lot more and most people just throw them out. Cindy Herman said a certain amount of surveys is required to get an accurate picture. The steps as outlined are great. The caller ID is great. If you can grab the respondent's attention with the first line, letting them know it is not a political call, they may be more willing to participate. Kip Noschese commented that a mail survey could focus on and explore certain targeted areas. Cindy Herman said, depending on the framing of the questions, there is much to discover by cross-referencing questions.

Mark McGinty said Board members may sit in on any session. Marcie Smedley will be providing information about the forums. A Board member might find a topic he or she is passionate about, and the member is encouraged to sit in on that session. Marcie Smedley said if anyone has questions please let her know. There are a couple of months where the consultant, Marc Futterman, CIVICTechnologies, will be here to update the Board.

Old Business

None

Announcements

The next Board meeting will be **September 20, 2018 at the Green Valley Library, 2797 N. Green Valley Parkway**, 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 adjourned at 8:10 a.m.

Pursuant to NRS 241.020, written notice of the meeting of Henderson District Public Libraries' Board of Trustees was posted by August 10, 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 are available by calling the administrative offices at 702-207-4298.

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