



MINUTES

Henderson District Public Libraries

Board of Trustees

Date: October 21, 2021

Place: Paseo Verde Library

280 S. Green Valley Parkway, Henderson, Nevada

Also accessible via Zoom

Time: 7:45 a.m.

Click here for information on accessing the video conference:

<https://hendersonlibraries.com/board-of-trustees-769>

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. Public comment will be taken on each item as it is heard. There will be a 3 minute per person time limit during the public comment portion of the meeting.

Call to Order

Board Chair, David Ortlipp, called the meeting to order at 7:45 a.m.

Roll Call

Board present: Jennifer Andricopulos, David Ortlipp, Bette Silverman

Board present (via Zoom): Angela Brommel, James Green, Patricia Iannuzzi, Kip Noschese

Board absent: None

Staff present: Dana Friesen, Debbie Englund, Viveca Grinstead, Sean Hill, Michelle Mazzanti, Heela Naqshband, Kate Peraza, Lisa Phelan, Marcie Smedley

Staff present (via Zoom): Joy Gunn, Betsy Johnson, Candace Kingsley, Shakita Kirkland, Bethany Lafferty, Lori Richardson, Leona Vittum-Jones

Others present: Ben Carvalho

Approval of Agenda

Jennifer Andricopulos made a motion to approve the agenda. Bette Silverman 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

September 16, 2021

CA-2 Review of Paid Invoices

September 2021

Bette Silverman made a motion to approve the consent agenda. Jennifer Andricopulos 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

Viveca Grinstead, the library district's Accountant, presented the first quarterly financial report. A copy of the report was available in the Board packets. For reference, the budgeted items in the right-hand column should be at about 25%. The only exception would be things that haven't been received yet and weren't reported by September 30th or monthly fixed expenses for services and supplies, that have been encumbered by purchase orders.

Lisa Phelan, Manager of the Paseo Verde Library, reported that in-person programming resumed in early September. There are 4 storytimes a week, STEAM programming, Paint with Me, Kindergarten Readiness, Reading with Rover, various teen programming all happening now. Kristina Wang now has 60 active teen volunteers; in the summer this number may increase to 150. Adult programming,

Tai Chi, Computer Classes, Genealogy classes, Sunset Garden Club and used book sales have returned. Book clubs are meeting. Mask mandates are being followed. Storytimes have returned, starting off small. There are many new families coming to the library. The kids are doing such a good job keeping masks on in storytime. Staff was so excited for in-person programming to return; they feel like this is what they do best. There is nothing like having personal involvement and engagement. It was like the first day of school, everyone excited and wondering who would show up; there has been a huge morale boost for all departments. This is very exciting, and it is good to be where we are right now.

Candace Kingsley, Manager of the Gibson Library, said patrons have been expressing gratitude at the return to in-person programming. Storytime has been increasing in numbers. While people enjoyed our drive thru storytime during the library's closed time, they are overjoyed to be back in person. The book club at Heritage Park Senior Facility has resumed; one virtual book club is still available at the Gibson Library for the comfort level of people not ready for in-person programming. A couple from Sweden have been attending the virtual book club, working on their English. Crafting has returned. One-Stop Career Center is back with a new navigator and business is picking up.

Candace Kingsley reported on renovations at the Gibson Library. Recently a wall was removed to expand the sort room in preparation of the new automated materials handler [AMH] coming next year. The creation space is gone, but an automated material handler is coming. There were some delays, such as are plaguing the construction industry. There was a lot of lead time, so nothing was negatively impacted. Candace Kingsley gave a "shout out" to Sean Hill, Director of IT, for getting the company in and out with minimum of disruption to workflow. The finished product is beautiful and huge. It looks like it has always been part of the building.

Marcie Smedley gave an update on the outreach vehicle. Unfortunately, the company the district contracted with for the purchase of the outreach vehicle has cancelled the purchase order because they cannot deliver in the time set forth by the grant. Kristina Wang and Maia Malone, the heads of the outreach initiative, are reaching out to local vendors that create food trucks, and other types of vehicle customizations to see if there is any way to get this done locally within the grant period. The funds must be used, and the vehicle obtained by September 30, 2022. The LSTA [Library Services and Technology Act] grant coordinator at the state library says this is plaguing people with bookmobile and outreach vehicle grants across the nation. It is hopeful that in the next few weeks there will be a plan to go forward, hopefully with a local vendor. Marcie Smedley will keep everyone informed. The district can apply for funding in the next grant cycle for an outreach vehicle, but it would be preferable to use the current grant since it was already awarded. It is possible some of the funding could be used for outreach in a different way, but this would have to be approved by the state library. Some of the funding may need to be returned to the state for the LSTA program. This is very disappointing. There was a change in ownership at the contracted company and there was a lot of back and forth about whether they would be able to get the vehicle. If it becomes easier to get a vehicle in the next few months, they are going to reach out to us. It did not look promising. James Green asked if the grant period can be extended 12 months since we aren't the only ones with these issues. Marcie Smedley said the September 30, 2022 date is the greatest extension the state can allow. The state is required to report to IMLS [Institute of Museum and Library Services]. That deadline is set by that federal agency. James Green asked if the state would try to get the federal government to extend the deadline. Marcie Smedley did not know but will check with Sulin Jones at the state library to see if there has been any conversation about that.

The West Henderson Library is targeted for completion in Spring of 2022. The tenant improvement plans will be filed with the city next week.

The Green Valley Library renovation is finally moving forward. There were some hiccups with Workforce Connections needing additional electrical outlets. Now the general contractor and the subcontractor have made all those changes. The final update on the quote should be forthcoming. Workforce Connections will pay for the changes on their side of the building.

Marcie Smedley announced that Kristina Wang, Youth Services Librarian at Paseo Verde Library has been accepted to participate in this year's Leadership Henderson class. Congratulations, Kristina Wang!

New Business

1. Henderson Libraries Marketing, Demographics and Community Partner presentation

Marcie Smedley gave a PowerPoint presentation on Henderson Libraries marketing, partnerships, and community demographics.

Marketing efforts:

- Press Releases (highlighting programs & services) (Robyn Campbell-Ouchida)
- Advertising (annual budget of \$15K)
 - Print (Zip Code Magazines, Desert Companion, Las Vegas Weekly)
 - Television (Fox5 More Show)
 - Signage at The District
- Social Media (Facebook, Instagram, Twitter)
- Electronic Newsletter (80K+ library card holders)
- Partners (i.e. – Inspirada newsletter, Friends newsletter, publicity efforts on partner's behalf, etc.)

Marcie Smedley said advertising paid for out of the district's budget is primarily related to specific programs and services. There is some discussion about having a public awareness campaign. A recent conversation with a marketing person from B&P Advertising Media Public Relations who said a public awareness campaign would require a \$150,000 annual budget. That is not something that can be built into our yearly budget, but it is possible the library district can partner with someone in the community who could underwrite all or part of this expense. It is important to find ways to be more proactive in elevating the library's image in the community.

Henderson Libraries partnerships:

- AARP
- Cadence (Community/HOA)
- City of Henderson
- Clark County Nevada Genealogical Society
- Clark County Poet Laureate
- Clark County School District
- Friends of Henderson Libraries
- Henderson Libraries Foundation
- Henderson Historical Society
- Henderson Hospital
- Henderson Silver Knights [HSK]
- Inspirada (Community/HOA)
- Las Vegas Hawaiian Civic Club
- LDS service missionaries
- Meals on Wheels
- Nevada Partnership for Homeless Youth
- SCORE
- Sun City Anthem (Various Interest Groups)
- Sunset Garden Club
- Three Square
- Touro University
- University of Nevada Cooperative Extension
- Workforce Connections

Marcie Smedley said some of these partners bring programs into the library and our outreach team go out to others with pop-up libraries. Marcie Smedley showed some pictures highlighting the partnership with the City of Henderson, Henderson Hospital, Workforce Connections, Inspirada, and showed a video the Henderson Silver Knights created from the event held to kick off the very fun partnership with HSK, HSK library card rollout and press articles about the event. Because of the popularity of the hockey team, many more outlets picked up the press release. Information about the library card program was included in the HSK newsletter and the video has been shown at HSK home games. This is a great opportunity for the library district to partner with an entity that already has high visibility in the community. This helps raise the library district's visibility.

A 102-page document from the Henderson Libraries 2018 strategic planning really delved into the demographics of all areas of Henderson. A slide was displayed comparing 2018 (pre-pandemic) to 2021 using information from the City of Henderson's website. Marcie Smedley reached out to the firm that compiled the 2018 demographic information to see if demographics could be obtained for West Henderson. The firm quoted \$10,000 and it was decided to compile the information without that report this time, but in the coming years this will need to be done as there will be a shift in the demographic make up of these areas. This will be watched going forward.

Demographics

City of Henderson

2018¹

Population: 307,713

Median Income: \$72,884³

Age:

Under 18 Years: 22.4%³

18 Years to 64 Years: 61.6%³

2021²

Population: 332,258

Median Income: \$74,147

Age:

Under 18 Years: 21.4%

18 Years to 64 Years: 59.2%

65 Years and Over: 16%³
 Race & Ethnicity:
 White: 76%
 Black or African American: 5%
 Asian: 8%
 Some Other Race
 &/Or Two or More Races: 11%
 Average Household Size: 2.59³

65 Years and Over: 19.4%
 Race & Ethnicity:
 White: 75.5%
 Black or African American: 6%
 Asian: 8.2%
 Some Other Race
 &/Or Two or More Races: 10.3%
 Average Household Size: 2.57

1 Statistics from 2018 Strategic Planning, unless otherwise noted

2 Statistics from City of Henderson Website

3 Statistics from United States Census Bureau

David Ortlipp asked for public comment. There was none.

Kip Noschese asked about the corporate sponsorship – what do you envision it will look like? Marcie Smedley responded that in discussions with B&P Advertising Media Public Relations, it was mentioned B&P Advertising Media Public Relations represents health groups, such as Southwest Medical. They will underwrite advertising from the American Cancer Society that will say something like, Southwest Medical paid for this advertising in support of the American Cancer Society. A relationship would be sought with an organization that could support the library district. Henderson Libraries has not done this before, so it's not clear how to get there. If the B&P Advertising Media Public Relations representative can identify anyone who is in alignment with our messaging and who would make a good partner with the library district, he will let us know.

David Ortlipp said the district already has a relationship with HSK. Vegas Golden Knights [VGK] are very happy with the relationship with the City of Henderson, getting the Lifeguard Arena and the Events Center built. Perhaps the library district can trade on that. Marcie Smedley responded, keep in mind, also, there are so many companies out there actually paying VGK for the right to be an official sponsor. Marcie Smedley said it takes finding the right person for a conversation. David Ortlipp suggested the mayor.

Patricia Iannuzzi asked if there are any special services for businesses. Marcie Smedley responded one resource that is very helpful, the Merchant Intellect database, is shared through the Henderson Chamber of Commerce. It is very helpful in creating mailing/sales lists. It is free for anyone in Henderson to use. There will be alignment with a small business hub in the Green Valley Library for Workforce Connections. This is an untapped market we are aware of. A recently retired librarian did a lot of research and was leading the initiative *learning for career achievement* and created a VIBE event. VIBE brought in businesses from the tech industry to show the kind of skills necessary to get those jobs. Technology changes so fast. The event featured connections, services, and resources. The Green Valley hub will allow expansion of that as well and cultivating some relationships. Patricia Iannuzzi added "and communication". They can help by communicating and telling their stories. The partnership relationships the district has are quite varied. How many of them will open their mailing list, give access to it, or partner with the library district to get word out on the PR campaign? There have been times the chamber has shared events and information. More generally, Marcie Smedley said she has presented and serves on the Henderson Chamber Foundation board. There will be some conversations.

Jennifer Andricopulos thanked Marcie Smedley for the presentation. Referring to the demographic information, will the library district be making any changes or investments in programming, especially with senior population? Bring awareness to seniors of the free programming offered? A community member asked Jennifer Andricopulos if the library was even open with all the construction going on. She is not a new resident of Henderson. Has the library received any community feedback or comments? Also, signage is needed on Green Valley Parkway. Marcie Smedley said she doesn't know the signage codes or how easy it would be to get signage on Green Valley Parkway and agreed the construction is temporary but impactful. There have been signs hanging on the construction fencing. Occasionally they blow off or fall. The signs get replaced periodically. Lisa Phelan was asked if there has been any feedback. Lisa Phelan replied no, complaints are received about the construction. Jennifer Andricopulos said she is happy to connect Marcie Smedley with representatives at the City of Henderson. Signage is expensive, perhaps when the events center is done signage could be added. Marcie Smedley said there will be more traffic, at a minimum, and better signage. Jennifer Andricopulos said many seniors are not online. Perhaps they could be reached in a more traditional way – marquis, posters, flyers handed out at a booth at the grocery store. Signage is a good opportunity to reach seniors. Marcie Smedley said she is always interested if anyone has contact with

groups looking for guest speakers. Marcie Smedley will be happy to reach out to them. These areas will be explored more in-depth. Bette Silverman said the district could partner with hospitals that can give presentations on various topics, such as "healthy moments", once a month. Marcie Smedley said there is already a relationship with Touro University. They have presentations regularly and have a variety of topics. Care needs to be taken to ensure it is an informational presentation, not an attempt to sell something; this is less of a problem with the medical community.

Angela Brommel asked if Henderson Libraries will be participating in the book festival. Marcie Smedley said the new organizers did not reach out. HL staff didn't know it was going forward until it was too late to become involved. Hopefully Henderson Libraries will be missed. Our booths were always very popular. Somehow, this year, we were lost in the shuffle.

2. Discussion and possible board action regarding renewal of the lease with The Coffee Press

Marcie Smedley said one item looked at closely was the operating hours. The contract states "LESSEE will operate the coffee shop the hours the library is open, or staff is present, unless otherwise agreed to by LESSOR." The Coffee Press is currently open 8:00 a.m. to 5:00 p.m. The library is open until 7:00 p.m., Monday through Thursday. But the lease doesn't say the coffee shop must be open all hours the library is open. All parties agree this arrangement is working for both parties. Marcie Smedley recommended leaving that language alone. The district's attorney asked for language to be included regarding electronic signatures. This clause was added as number 25: "ELECTRONIC SIGNATURES: Each party agrees that this Lease Agreement may be electronically signed, and that any electronic signatures appearing on this Lease Agreement are the same as handwritten signatures for the purposes of validity, enforceability, and admissibility." Marcie Smedley recommended renewing the lease with the addition of the electronic signatures paragraph.

David Ortlipp asked for public comment. There was none.

James Green confirmed it is a 2-year term. The lease also mentions termination, however there is not a paragraph addressing termination. Marcie Smedley said the default section allows for either party to end the lease. James Green said most contracts have language in addition to default in case it is just not working out. Marcie Smedley said when the lease was originally signed, it was reviewed by the attorney. Jennifer Andricopulos said the default section covers that. James Green agreed the default section covers default, but not terminating because it is not working out. James Green said with this contract, because there is trust and history, the wording can remain the same, with the addition of the electronic signature paragraph. For future agreements, a termination clause should be included. Marcie Smedley said it will be noted going forward with future contracts.

Patricia Iannuzzi asked if the library makes any revenue beyond lease, or on the lease? Marcie Smedley said no, it gives the library an opportunity to provide a nice amenity to our community. David Ortlipp said Ben Carvalho has been a great partner with the library. It is a good working space and adds to the library. People are disappointed if the coffee shop is not open.

James Green made a motion to approve renewing the lease with The Coffee Press, as amended to add the electronic signatures. Jennifer Andricopulos seconded the motion. The vote was unanimous.

Old Business

None

Announcements

The next Board meeting will be **November 18, 2021**, at the Paseo Verde Library, 280 S. 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.

David Ortlipp asked for public comment. There was none.

Adjournment

The meeting adjourned at 8:39 a.m.

Pursuant to NRS 241.020, written notice of the meeting of Henderson District Public Libraries' Board of Trustees was posted by October 14, 2021.

Posted at hendersonlibraries.com, the State of Nevada Public Notice Website, Henderson City Clerk's Office, Paseo Verde Library, Green Valley Library, and the James I. Gibson Library.

For details of the agenda, or to leave public comment before the meeting, please call the administrative offices at 702-207-4298.