

MINUTES
LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT
BOARD OF TRUSTEES' MEETING
LAS VEGAS, NEVADA
SEPTEMBER 16, 2010
(approved October 14, 2010)

The Board of Trustees of the Las Vegas-Clark County Library District met in regular session in the Sunrise Library, Las Vegas, Nevada, at 6:00 p.m., Thursday, September 16, 2010.

Present: Board: A. Aguirre, Chair K. Benavidez
V. Davis-Hoggard R. Kirsh
K. Crear L. Carrasco
M. Saunders C. Reese
R. Ence

Counsel: G. Welt

Absent: F. Barron

Staff: Jeanne Goodrich, Executive Director
Numerous Staff

Guests: None

A. Aguirre, Chair, called the meeting to order at 6:00 p.m.

Roll Call and Pledge of Allegiance (Item I.) All members listed above represent a quorum. Trustee Barron was unable to attend and had an excused absence. Appendix A. Trustee Saunders led attendees in the Pledge of Allegiance.

Agenda (Item II.) Trustee Kirsh moved to approve the Agenda as proposed. There was no opposition and the motion carried.

Sunrise Library branch presentation (Item III.) Executive Director Jeanne Goodrich introduced Sunrise Library Branch Manager Anna Vaillancourt to provide information about the branch.

Ms. Vaillancourt welcomed Trustees and guests to the Sunrise Library and introduced her department heads: Assistant Branch Manager Carlotta Dickerson, Circulation Department Head Adriana Garay, and Young People's Library (YPL) Department Head Deanna Causey. Vaillancourt noted that, between the four of them, there were 75 years of District experience! In total, there are 31 staff members at the branch who keep it open seven days a week.

The Sunrise Library is located in Sunrise Manor, an unincorporated town administered by Clark County and represented by Commissioner Rory Reid. The library opened to the public on October 13, 1987.

Ms. Vaillancourt provided demographics for the area the branch serves. Within its two mile service area the population is 94,130 with a median age of 31.1 and household income of \$55,077. Currently there are 32,854 housing units in the area, of which 55.8% are owner-occupied and 34.6% are rentals. Vacant housing in the area is currently 9.6% and rising. Many of the homes enjoy large lots. Vaillancourt

described the area as one of multigenerational households with an increasing Latino community. The branch's YPL Department serves 28 schools in the area, which is the second highest total in the District. The area's representative on the Clark County School District's (CCSD) board is Sheila R. Moulton (District G).

Ms. Vaillancourt then talked about the branch's floating collection. There is space for over 165,000 items on the shelves and the branch's turnover rate is higher than the District average. The greatest demand is for DVD sets, paperbacks and periodicals. Staff periodically adjusts the collection space to fit patron needs.

Other features of the branch include the Foundation Bookstore which is run by staff and brings in income of around \$500 per month. The Sunrise Library has the unique distinction of having the only "auditorium" in the District with a seating capacity of 316, a built-in sound and light system and Yamaha grand piano. It is used as a movie theater, and for medieval tournaments, video-gaming, guest performances and concerts.

Ms. Vaillancourt said the Sunrise Library also features an art gallery with exhibits coordinated by Gallery Services Coordinator Denise Alvarado. The gallery recently hosted an exhibit by Guatemalan artist Balam Soto, thanks to Chair Aguirre. The exhibit was well-received by the branch's Latino community. The gallery has also featured pieces by Raku and other artists. She then pointed out the current art installation in the auditorium which was a signature piece created by neighborhood teens Kathy, Lauren, Paola, and Javier under the direction of Ms. Alvarado. She introduced Kathy, who was present.

Ms. Vaillancourt discussed staff's many in-house partnerships that focus on *Forward to Basics* principles. For example, Ms. Alvarado teaches art concepts supported by Children's Services Coordinator Mary Nelson- Brown who supports the branch's Teen Reading Pals groups. For adults, the District's literacy program provides CALL tutors for the branch's popular ESL classes. The Sunrise Library, working with Development Director Danielle Milam, has also participated in UNLV America Reads/Counts program. This is a program, funded by a grant, which pays college students to tutor people at different locations.

Ms. Vaillancourt listed what she felt were the strengths of the Sunrise Library community. For example, local community advocate Dr. Manfra, who is always being interviewed, and always acknowledges the Sunrise Library as an institution of life-long learning. Vaillancourt mentioned branch volunteers such as the Teen Art Crew and Reading Pals as well as CALL tutor Marshall Taylor (who also takes time to shelve new materials) as well as Gale Shark. Ms. Shark has two grandchildren who have been raised to spend every summer in the library helping patrons. Branch staff have years of experience, dedication and know many patrons on first-name basis. Finally, Vaillancourt listed the strength of the Executive Council and the support of Ms. Goodrich.

In addition, the branch does not have any close bookstore competitors, with the closest competition being the checkout line at the grocery

Minutes - Board of Trustees' Meeting

September 16, 2010

Page 3

store. This has made the branch the cornerstone of the community. Ms. Vaillancourt then described staff's work on outside partnerships with the University Cooperative Extension program, starting a 4H Club and hosting regular blood drives sponsored by United Blood Services.

Ms. Vaillancourt noted that the challenges for the branch includes the depressed economic outlook and its effect on branch funding, lack of freeway access, no bus stop and no park within walking distance. The aging building copes with a high demand for programming space due to the lack of available space in the community. She said she hopes that as decisions are made on resource allocation, people will not forget the quality staff at the Sunrise Library.

Ms. Vaillancourt invited Trustees to tour the branch with her and encouraged them to visit the current exhibit in the gallery, *The Planet Earth Awards* by Carlos De La Heras.

There was a round of applause once Ms. Vaillancourt completed her presentation.

On behalf of the Board, Trustee Aguirre thanked Ms. Vaillancourt and her staff for their hard work which has made such a difference in the lives of the individuals in their community.

Executive Session (Item IV.)

Deleted.

Approval of Proposed Minutes, Ad-Hoc Trustee Travel Policy Committee Meeting, August 12, 2010 and Regular Session, August 12, 2010. (Item V.A-B.)

Trustee Ence moved to approve the Minutes of the Ad-Hoc Trustee Travel Policy Committee Meeting held August 12, 2010. There was no opposition and the motion carried.

Trustee Davis-Hoggard moved to approve the Minutes of the Board of Trustees Meeting held August 12, 2010. There was no opposition and the motion carried.

Chair's Report (Item VI.A-C)

Chair Aguirre advised attendees that Trustees who attended recent library conferences would provide brief reports.

Chair Aguirre asked that Trustee Reese begin with her report on the Nevada Library Association (NLA) Conference which took place on August 14, 2010 at the Green Valley Ranch Resort.

Trustee Reese commented on how much she enjoyed the NLA meeting and how impressed she was with how much was accomplished in the one-day meeting. Reese attended keynote speaker Norm Clarke's talk and discussed his comments on the speed of social media and his belief that users must adapt to a faster environment with the use of Twitter and Facebook and other social media forums. She also listened to speaker Tim Noonan speak on change and discuss ways for people to adapt. Reese recommended Noonan as a good speaker on the topic for other groups.

Trustee Reese attended a publisher's forum where participants discussed the current phenomenon of boys not reading at the same rate as girls and therefore not using the library. Different methods were discussed to attract this particular population. Reese was very interested in this topic, due to her teaching career. She also attended a Young Reader session that featured Candace Fleming and a Letters about Literature program.

Chair Aguirre also reported on the same conference and showed a photograph taken of Trustee Reese and himself with keynote speaker Norm Clark. Aguirre attended the presentation by the Director of the Salinas Public Library. The library was closed due to the lack of funding and the speaker was hired to reopen it. She discussed the issues and challenges that led to the closure and re-opening.

Chair Aguirre attended a presentation on the use of social media and felt it was helpful and provided several ways to promote the District, its branches and programs. He also spent time on the exhibit floor where he spoke to some vendors. Aguirre forwarded the information to staff and understood that some contacts were made.

Chair Aguirre discussed NLA's Snapshot Day, planned for October 28th around the state. He explained that libraries are being encouraged to take photographs of programs occurring that day along with pictures of patrons using the library in order to publicize the large numbers of areas in which libraries play a role. He reported that the next NLA meeting was scheduled for October 7-8, 2011, in Carson City. He brought the Conference program and materials from several presentations that Trustees may review. He concluded by saying that he really appreciated receiving information about which District staff members were also in attendance at the conference.

Chair Aguirre then asked Trustees Benavidez and Davis-Hoggard to report on the American Library Association (ALA) Annual Conference which was held June 24-29, 2010, in Washington, D.C.

Trustee Benavidez said she was very impressed with the conference. She very much enjoyed talking to the different attendees that came from all over the United States and from around the world. She noted that every library is in the same boat, due to the economy. Much of the discussions centered on changes to libraries that have come about due to the current economic situation.

Trustee Benavidez commented on how often she was stopped when people became aware she was from Las Vegas and represented the District. She said was very proud to serve as a District representative. Benavidez felt people were recognizing the hard work of the staff that have been so active in the past at conferences presenting programs about the District's work and ideas as well as being active in ALA's organization.

Trustee Davis-Hoggard concurred with Trustee Benavidez. Davis-Hoggard said that, as she walked through the exhibit area and sat in small groups, she had the same experience where people would find out she came from the District and people would recognize staff's work.

She noted Marketing Director Pat Marvel's involvement on a national ALA Committee.

Trustee Davis-Hoggard reported that she devoted most of her time at the conference to advocacy issues. She said she had attended the "Turning the Page" program at several conferences and praised it highly. Davis-Hoggard encouraged Trustees to attend the online presentation. She also said there was a lot of information for Trustees to learn about ways to advocate for the District, which is one of the primary responsibilities for Trustees.

One of the highlights of the conference for Trustee Davis-Hoggard was the talk by Billie Jean Brown, who was one of the Little Rock Nine. Davis-Hoggard grew up in Little Rock and she talked about how inspiring it was to hear from someone who had to face so many challenges just to obtain an education.

Trustee Davis-Hoggard then discussed the need for the District to make its case with what she described as the powers that be; they need frequent information and updates about what is going on at the District. She also said that Trustees and staff need to communicate more with the community. She also suggested reforming the Friends group in the future as they have proven very helpful to other libraries. Volunteers are vital to increasing this communication.

Trustee Davis-Hoggard next suggested trying to increase the District's exposure on television as she felt that print media was not reaching as many people as has happened in the past. She then provided several statistics that showed how prevalent libraries are in the country and how inexpensive it is to support them, when compared to the average individual's yearly book purchases. Davis-Hoggard said that people need to be educated on the many things libraries do for their communities and suggested to staff that a poll be commissioned of non-users to find out why they are not using our facilities. This would help staff to determine ways to encourage them to become library users.

Trustee Davis-Hoggard also said that District staff are always its best advocates and suggested regular meetings between the Trustees, administration and front-line workers. She noted that she had regular meetings with her union representatives when she was employed at the County and had been considered an effective administrator.

Trustee Davis-Hoggard concluded by encouraging all Trustees to attend an ALA conference. She also encouraged Trustees to check out the online classes mentioned in the recent Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF) newsletter.

Chair Aguirre announced that Executive Director Jeanne Goodrich and General Services Director Steve Rice will lead tours of the Windmill Library and Service Center site on Thursday, October 14th at 3 p.m. and on Thursday, October 21st at 5 p.m. The tour is expected to last about 1.5 hours and will involve a fair amount of walking. Staff recommends wearing comfortable shoes. Trustees will be provided with a hard hat to wear for the tour. The Windmill site is approximately 15-20 minutes away from the Sahara West Library, site

of the Board meeting on the 14th. Aguirre thanked Mr. Rice for his tour of the Windmill site on August 19th and encouraged Trustees to attend if they are able.

Chair Aguirre then announced that tours have been scheduled of the Mesquite Library for Saturday, October 16th and Monday, October 18th. The tours will begin at 10:30 a.m. Jeanne Goodrich and Deputy Director Robb Morss will drive and are happy to take Trustees who do not want to take their cars. They will meet those Trustees at the Las Vegas Library at 9 a.m. Staff will make arrangements for lunch at a Mesquite restaurant to follow the tour.

Chair Aguirre's final announcement was to say that, after polling the Committee members, the next Finance and Audit Committee Meeting would be held on Wednesday, October 27, 2010, at noon in the Las Vegas Library Boardroom. The purpose of the meeting will be to review the District's annual audit.

Staff Reports

Chair Aguirre asked if Trustees wanted to discuss any reports in addition to the Executive Director's Report. Aguirre had a question on the General Services Report.

Trustee Benavidez moved to accept Reports VI.A. 1-4, 6-7. There was no opposition and the reports were accepted.

Chair Aguirre moved to the General Services Report which was then followed by the Executive Director's Report.

Executive Director's Report (Item VII.A.)

Ms. Goodrich said she wanted to highlight a few things from her written report.

As Trustee Davis-Hoggard had also mentioned, Goodrich drew attention to the information Trustees have received from Executive Assistant Allison Boyer and the ALTAFF newsletter about online courses provided by ALTAFF as well as the advocacy course, "Turning the Page," sponsored by PLA and mentioned by Trustee Davis-Hoggard. Goodrich said that Ms. Boyer will register those who are interested and will arrange for the use of a computer for any Trustee who does not have the equipment at home. Goodrich also echoed Davis-Hoggard's comments on "Turning the Page," a program which has been very well received throughout the library community.

Ms. Goodrich then drew Trustee's attention to papers showing a variety of bar charts sitting at each location. The statistics are attached to a copy of *Forward to Basics*. Goodrich reminded Trustees that *Forward to Basics* was the document she created that took the District's *Strategic Service Plan* priorities expressed by Trustees last fall at their retreat and provided direction to staff working within a smaller program and collection budget. Goodrich took each of the four priority areas in *Forward to Basics* and created charts which are meant to show, at a glance, what the District's progress has been in each priority area.

Ms. Goodrich reiterated that the District's goals are expressed in the *Strategic Service Plan*. For example, increasing juvenile teen circulation is one of the goals described in the *Plan*. One of the charts shows the

good job staff has done over the last two years to exceed this goal. There are a few statistics that show slippage, and staff will be reviewing these areas. Goodrich said that some of the reasons for the decline are technical. For example, there were different types of Homework Help software being used and different PC registration software, but these are the kinds of areas staff is monitoring closely.

Ms. Goodrich understood Trustees are seeing the data in this format for the first time at the meeting and will need time to review it, but she wanted them to know staff is working to try to provide ways to present some of the data in a more readily digestible format. This is a first attempt and she welcomes their feedback.

Trustee Kirsh commented about how impressed he was that the door count has only fallen 4% while the open hours have fallen 20%. He wondered if that was in line with what staff had forecasted. He also asked if different branches showed different declines due to their population variances.

Ms. Goodrich said that the data shown was only the first month (July) under the new hours. Also, as July does not fall during a school year, as well as being extremely hot, again, she felt it was too soon to tell if the figure is a trend or not. Goodrich continued to say that numbers were all over the map; for example circulation rose at the Whitney Library. Mr. Morss has advised her that circulation increased at several branches in August. Goodrich said that staff will be keeping an eye on these numbers.

Mr. Morss commented that he will be very interested in the numbers over the next quarter as school will be back in session. He added that all schools will be on a nine-month schedule. Morss said that staff will then be able to see how patrons adjust their schedules to the new hours. He continued to say that he was not surprised that the gate count didn't show a higher drop as it shows the heavy use of the District's meeting room space and public use computers.

Mr. Morss added that staff will continue to review the August numbers that have just come in. For example, the Whitney and West Charleston Libraries both saw increases in their numbers and he felt these were both promising.

Ms. Goodrich then explained that she planned to have a presentation at the November Board meeting that should provide answers to the questions Trustee Davis-Hoggard posed about the District's audience comments in her report earlier. Staff have been working with CivicTechnology to perform an analysis of the District's population segments. The idea is to get an idea of the District's users, find out who does not patronize the District, and determine the preferred method of communication for different types of population.

Ms. Goodrich reported that CivicTechnology, who has worked with a number of libraries around the country, has told staff that the District is highly unusual. The District is an urban area where 48 out of 65 possible population segments are represented. In contrast, Topeka, Kansas, another area for which CivicTechnology did this analysis, only has 18 of 65 population segments in their area. The diversity is

spread, not just through the entire urban area, but down to the one to two mile service areas surrounding each branch. For example, the Spring Valley Library had 14 different population segments just within its two mile service area.

In response to a question from Trustee Davis-Hoggard, Ms. Goodrich explained what the term "population segments" means. Population segments are groups, with names such as "empty nesters" and "milk and cookies" to describe them in marketing terms. These groups not only describe ethnicity but also income level, family makeup, hobbies, interests and even vacation styles. This goes beyond the demographic information the District has had available before.

Trustee Carrasco noticed that the Adult Basic Education/ESL numbers are down and asked if staff could determine the reason. Mr. Morss replied that the federal government changes the definition for how to apply registration signups, attendance figures and success rates so the numbers shown do not tell the whole story. In addition, the District is also constantly redeveloping the program to see how many students can be accommodated. The federal government rates the programs not just on how many students attend, but also on the success rate achieved. So, in some years the attendance rate is lower, but the success rate is higher and the numbers shown do not always reflect that. In response to Carrasco's follow-up questions about how the numbers are calculated, Mr. Morss and Ms. Goodrich briefly explained and emphasized that the District is seeing a large increase in the number of people coming to these classes. Because the definitions of various areas have changed, the numbers are lower. However, Mr. Morss explained that staff has established partnerships with outside groups to hold additional classes as the number of people signing up has greatly increased.

Mr. Morss added that, when the state has additional money from the federal government for these programs, District Literacy Manager Connie Barker always manages to obtain it because the District has one of the most successful literacy programs in the state.

Chair Aguirre asked about the drop in the Homework Help assistance numbers. Mr. Morss believed that there were two reasons for the decline. The first reason is that the District was previously using two different tutoring programs side by side. When staff made the decision to drop one of the programs, some patrons may have stopped using the assistance due to their unfamiliarity with the program that the District continued to use. Staff is reaching out to those patrons to help them become accustomed to the current program.

The second reason, believed Mr. Morss, is that some schools have limited time for library programs and training, due to their focus on the No Child Left Behind testing. While it is a state mandate for librarians to visit each third grade classroom, this gets harder every year with an individual school's desire to meet the tough new testing standards. Schools may be focusing their limited time on those areas.

Trustee Saunders moved to accept the Executive Director's Report. There was no opposition and the report was accepted.

Public Services and Security Report (Item VII.A.1.) Accepted.

Business Office Report (Item VII.A.2.) Accepted.

Human Resources Report (Item VII.A.3.) Accepted.

Technology Report (Item VII.A.4.) Accepted.

General Services Report (Item VII.A.5.) Chair Aguirre's question regarded vendors on the Windmill Library and Service Center project that provided bids for the different furniture systems. He asked General Services Director Steve Rice whether any of the vendors who provided the lowest responsible and responsive bids were local and were any minority vendors. Mr. Rice said he was very pleased that the low bidders were all local businesses. Each of them are fairly large business enterprises who did not indicate that they were minority vendors.

Trustee Davis-Hoggard moved to accept the General Services Report. There was no opposition and the report was accepted.

Marketing Report (Item VII.A.6.) Accepted.

Development Report (Item VII.A.7.) Accepted.

Unfinished Business (Item VIII.) None.

Consent Agenda

1. Discussion and possible Board action to approve the days of closing for calendar year 2011.

Trustee Carrasco asked a question about Item IX.A.1., the proposed dates of closing for calendar year 2011. She wanted to know whether the District had considered closing the day after Thanksgiving as so many other businesses do. Ms. Goodrich and Ms. Gregory explained that previously, staff did have the day after Thanksgiving off, but during the last contract negotiation, the agreement was made to substitute the day after Thanksgiving with Christmas Eve day. Ms. Goodrich added that the day after Thanksgiving is often one of the busiest days at a public library.

2. a) Discussion and possible Board action regarding contract award for the purchase of systems furniture for the Windmill Library and Service

Trustee Benavidez moved to approve the Consent Agenda in its entirety which consisted of Items IX.A.1-4:

Item IX.A.1.: Approved the proposed days of closing for calendar year 2011.

The approved days of closing for calendar year 2011 are:

Minutes - Board of Trustees' Meeting
September 16, 2010
Page 10

Center in accordance with Bid No. 11-01.

Saturday, January 1	*	New Year's Day
Monday, January 17	*	Martin Luther King, Jr.'s Birthday
Monday, February 21	*	President's Day
Sunday, April 24	*	Easter (unpaid holiday)
Monday, May 30	*	Memorial Day
Monday, July 4	*	Independence Day
Monday, September 5	*	Labor Day
Friday, October 28	*	Nevada Day
Friday, November 11	*	Veterans' Day
Thursday, November 24	*	Thanksgiving Day
Saturday, December 24	*	Christmas Eve
Sunday, December 25	*	Christmas Day

b) Discussion and possible Board action regarding contract awards for the purchase of furniture, shelving and accessories for the Windmill Library and Service Center in accordance with Bid No. 11-02.

3. Discussion and possible Board action regarding contract award for the purchase of one (1) truck cab and chassis with 14' body and rail lift for use by the District's Outreach Department.

Also, the Library District will close all facilities at 5:00 p.m. on Thursday, December 31, 2010.

Item IX.A.2.a.: Authorized staff to award a contract to purchase systems furniture for the Windmill Library and Service Center in accordance with Bid No. 11-01 to Henriksen Butler in the amount of \$534,277.79.

Item IX.A.2.b: Authorized staff to award contracts to purchase furniture, shelving and accessories for the Windmill Library and Service Center in accordance with Bid No. 11-02 as follows:

4. Discussion and possible Board action regarding contract awards for landscape maintenance services. (Item IX.A.1-4.)

Bid Group	Bidder	Amount
I	Concert Architectural Interiors	\$ 36,089.20
II	Henriksen Butler	\$ 2,000.00
III	Henriksen Butler	\$ 5,929.86
IV	Henriksen Butler	\$ 7,918.08
V	Henriksen Butler	\$ 73,519.81
VI	Henriksen Butler	\$ 24,298.64
VII	Henriksen Butler	\$ 8,546.46
VIII	Machabee Office Environments, Inc.	\$ 31,575.43
IX	No Award	
X	Machabee Office Environments, Inc.	\$ 5,328.62
XI	Facilliteq Business Interiors, Inc.	\$ 19,278.06
XII	Henriksen Butler	\$ 106,896.10
XIII	Henriksen Butler	\$ 16,662.26
XIV	Machabee Office Environments	\$ 14,876.05
XV	Machabee Office Environments	\$ 53,786.19
XVI	Machabee Office Environments	\$ 697.59
XVII	Machabee Office Environments	\$ 59,537.34
XVIII	Henriksen Butler	\$ 15,109.08
XIX	Henriksen Butler	\$ 1,967.38
XX	Machabee Office Environments	\$ 126,827.58
XXI	Machabee Office Environments	\$ 4,116.15
XXII	Henriksen Butler	\$ 4,193.04

XXIII	Machabee Office Environments, Inc.	\$ 23,098.58
XXIV	Henriksen Butler	\$ 169,000.08
XXV	Machabee Office Environments, Inc.	\$ 12,493.78
XXVI	No Award	
XXVII	Henriksen Butler	\$ 850.24
XXVIII	Henriksen Butler	\$ 82,104.30

Item IX.A.3.: Authorized staff to award a contract for the purchase of one (1) truck cab and chassis with 14' body and rail lift, in accordance with Bid No. 11-03, to McCandless International Trucks, Inc. for the amount of \$64,932.92.

Item IX.A.4.: Authorized staff to award landscape maintenance services contracts to The Groundskeeper for Enterprise, Sahara West, and Spring Valley libraries; and TruGreen LandCare, LLC for Rainbow Library as specified in RFB No. 11-05, and authorized staff to extend the contracts in subsequent years subject to funding being available and the contractor continuing to meet performance standards outlined in the bid documents, and to authorize staff to award contracts to the next lowest responsive and responsible bidders if bidders awarded a contract fail to execute the contract.

There was no opposition and the motion carried.

Discussion and possible Board action to declare fines and fees totaling \$1,005,513.15 that are five years old, dating from the year 2005, as uncollectible and purge from District records. (Item IX.B.)

Mr. Morss explained that the current item before Trustees is to declare all fines and fees accrued in 2005, totaling \$1,005,513.15 as uncollectible and to purge them from the Innovative Database.

Mr. Morss explained that:

- The action will not constitute a forgiveness campaign. The District has, in fact, since 2005, made several efforts to collect the fines and fees by sending several notices as well as notifying these patrons via mail (except last year during the District's Amnesty Week Program). In addition to the District's collection agency stating that at this point there is little hope of collecting on this debt, there is also a Statute of Limitations that prevents the District and the Collection Agency from actively pursuing further action on these outstanding fines and fees. Mr. Morss added that he believed that most of the patrons simply moved away without returning their items.
- Of the 12,147 patrons staff are proposing to declare uncollectible, 3,722 owe less than \$25.00. If these folks had responded during Amnesty Week they would have had their fines and fees waived. Overall 9,159 of these patrons owe less than \$100.
- For those patrons who owe more than \$300.00, District staff will manually block their library cards so that the patron cannot get a new library card until they pay their outstanding charges.

Trustee Davis-Hoggard asked how the amount Trustees were being asked to approve differed from previous years. Mr. Morss said that it was a little more than last year.

Trustee Carrasco moved to declare all fines and fees accrued in 2005, totaling \$1,005,513.15, as uncollectible and authorize staff to purge from District records. There was no opposition and the motion carried.

**Presentation by
staff on the
District's Adult,
Youth and Outreach
Services.
(Item IX.C.)**

Ms. Goodrich explained that she had asked Mr. Morss and his staff to present information on the District's Adult, Youth and Outreach Services. Mr. Morss introduced Jennifer Schember, Access Services Manager and Adult Services Coordinator; Mary Nelson-Brown, Youth Services Coordinator; and Tina Frolund, Outreach Librarian; to talk about their respective areas of responsibility.

Jennifer Schember, Access Services Manager and Adult Services Coordinator, introduced herself by providing background information about her employment with the District. She has worked for the District for over 21 years, held a variety of management positions and worked in five of the urban branches. Currently, she serves in a system-wide capacity with two major areas of responsibility: the first is managing the District's automation systems, in which she works closely with the Public Services staff and IT Department.

It is the second area on which Ms. Schember will focus this evening as she manages the operations of the Scheduling and Programming Services Department. This responsibility includes the overall administration and planning of adult programs as well as the policies and procedures that govern the 22 conference rooms and six Performing Arts Centers (PACs).

Ms. Schember explained that the District's adult programs include nationally recognized heritage month celebrations, author and literacy events, an annual adult reading-incentive program (Reading Las Vegas), educational and informational lectures and workshops, as well as working with a variety of outside organizations and partners. She commented that was interesting because when she is out in the community or speaking to colleagues at a national level about the District's programs, people are truly amazed at the level of high-quality programs that are offered.

Ms. Schember commented that the District's Clark County Library Theater (the District's largest venue at 399 seats) generally is full at high-profile events and attendees overflow into two adjacent rooms. She believed it showed the great job staff does and that the programming aspect of the library can truly have a positive impact on the community.

Ms. Schember does get asked quite frequently to explain why the District offers programs and has these spaces. She explained that the practice dates back to 1965, when the Clark County Board of Commissioners approved the formation of the District and appointed its first Board of Trustees. It was these Trustees that developed the first budget and service plan that included the idea of the library as a cultural center which forms the foundation of where the District is today. The District's first library building was built with an exhibit space and auditorium, with every building thereafter developed with this standard.

The concept of being a cultural center is inherent in the District's *Strategic Service Plan* objectives. The service role of a commons, or to visit a comfortable place, has been highlighted in each of the last three *Plans* as a high priority for several reasons.

Ms. Schember said that programming and meeting spaces:

- Bring the community together to share information.
- Provide the community with a sense of belonging where people can connect and interact with one another.
- Enrich the community with free cultural events.
- Ensure that the investment the District has in these spaces will be maintained and the meeting rooms will continue to be a source of community pride and ownership.

Ms. Schember reported that during FY 2009-2010, the District presented almost 3,900 adult programs to the public reaching an audience of over 117,000 people. This exceeded adult programming goals in the first year of the current *Plan*.

Another very important service goal that the District's adult programs support is to celebrate diversity and cultural awareness. This has also been recognized in the last three *Plans* as a high priority. The District highlights diverse ethnic and cultural groups throughout the year as well as celebrates the five nationally-recognized heritage months which are Hispanic Heritage, Native American, African American History, Asian Pacific American and Gay, Lesbian, Bisexual and Transgender (GLBT) Pride. Again, goals were exceeded within the first year of the *Plan*. During FY 2009-2010, over 39,000 people attended heritage month programs. This is about one third of the overall audience for programs. The District is currently celebrating Hispanic Heritage Month which started September 15 and runs through October 15. Staff have planned many fine programs for the month.

Ms. Schember acknowledged the District's dedicated staff for the level of success. She recognized adult programming staff (Theater Managers and the Scheduling and Production Services staff), all of whom have all done an outstanding job exceeding *Plan* objectives and taking programming to its highest level. Some of the patrons that visit District facilities only come for the programs, which she felt speaks volumes. In addition, the TPS Department (technical & production services staff) works closely with programming staff. Schember said that the District has some of the best techs in town. Staff also works closely with the Marketing and Facilities departments who also give her staff their full support.

In addition to the District's *Strategic Plan* priorities, adult programming staff has been focusing on *Forward to Basics* initiatives which include programs that respond to current needs of the community, especially with the nation's difficult economic times. During FY 2009-2010, staff established 96 community partnerships to emphasize five very important areas:

Employment: Due to the high unemployment rates in the area, staff feel that it's critical to provide programs to assist people with interview skills, building resumes, offering pre-employment services, vocational

training, job placement and referral programs. Some of the partner organizations include Nevada Job Connect, Catholic Charities, HELP of Southern Nevada, Nevada Partners and many others.

Financial Literacy Initiative: These are programs designed to educate the community on various finance topics including money management and budget workshops, credit counseling, bankruptcy, housing and foreclosures. Many people out of jobs are trying to start their own businesses so staff are focusing on small business workshops as well. Partner organizations include Consumer Credit Counseling, the Department of Housing and Urban Development, the NAACP, the City of Las Vegas, Nevada Commission on Economic Development, Nevada Justice Association, SCORE and the Small Business Administration.

Health and Wellness: This area includes programs on how to apply for Medicare, a variety of workshops for seniors, a mental health series, fetal alcohol syndrome workshops, music therapy programs, general health education series, blood drives, teen suicide prevention, parenting classes and domestic violence awareness programs. Partners include the Clark County Department of Family Services, Community Partners for Better Health Coalition, the Southern Nevada Health District and Safe Nest.

Quality of Life and Neighborhood Safety: These are programs in important areas such as fraud and crime prevention, identity theft, self-defense, neighborhood safety, Internet safety, emergency preparedness, energy conservation, radon awareness, the U.S. Census, and the primary and general elections. Partners include METRO, the Nevada Department of Business and Industry, the Nevada Fight Fraud Task Force, the United States Census Bureau and the Clark County Elections Department.

Enjoyment and Enrichment: This area includes author visits, heritage month programs, film festivals, lectures, music, dance and theatrical performances plus many other programs. Highlights in FY 2009-2010 included bestselling author David Sedaris and legendary actor Tony Curtis. Staff feel it is important to provide a means of free entertainment.

Ms. Sember reiterated that staff have established 96 partnerships during FY 2009-2010 and she has a list of these available.

Ms. Sember then shared information about two upcoming events. On Tuesday, September 21 at 7 p.m., *New York Times* bestselling author Rita Mae Brown will be at the Clark County Library. This will be Ms. Brown's first visit to Las Vegas as she kicks off her book tour promoting her latest work, *A Nose for Justice*.

Ms. Sember also advised Trustees that the District is a proud partner and member of the organizing committee for the *Vegas Valley Book Festival*, the largest annual literary event in Las Vegas. The five-day festival includes over 100 authors participating in readings, panel discussions, workshops, music, a children's book festival and other special events. Producing Partners include the City of Las Vegas, UNLV's Black Mountain Institute, *Las Vegas Review-Journal* and Nevada

Humanities. The Festival will celebrate its ninth season primarily at the Fifth Street School located downtown.

The District will feature events in November in support of the festival but Ms. Schember extended an early invitation to Trustees to closing keynote author Dennis Lehane's talk on Sunday, November 7 at 7 p.m. at the Clark County Library. Lehane is the author of eight novels with two *New York Times* bestsellers, *Mystic River* and *Shutter Island*—both adapted into major motion pictures. A VIP reception, provided by the Library District Foundation, will be held prior to the event. Ms. Schember said that Trustees will be provided more information closer to November.

Ms. Schember concluded by saying that she wanted to recognize and thank the Library District Foundation for its continued support of adult programming and its assistance with the District's mission of providing an educational and cultural venue to its community.

Mary Nelson-Brown, Youth Services Coordinator, began her District career twenty years ago as a full-time assistant at the Charleston Heights branch. Since that time she has enjoyed working in the positions of assistant, librarian, and as a Department Head in both Adult and Children's Services before becoming the Youth Services Coordinator four and a half years ago.

Ms. Nelson-Brown strongly believes that the cornerstone of what it means to be a public library can be found in the service that the District provides to the children in its community. Staff have the opportunity to develop a love of reading and literature at a moment in life when the impact is most significant.

In her role, Ms. Nelson-Brown oversees the activities of the Young People's Library (YPL) departments in each branch. This includes assisting with the training and professional development of staff, program coordination, and facilitation of partnerships with organizations that serve children and their families.

Ms. Nelson-Brown noted the extremely diverse populations of children served at each of the District's 24 branches. Through activities such as staff's annual YPL summit, story time trainings, and department meetings, her goal is to ensure that every child in the District's community is receiving the same excellent standard of service in each branch.

The District's programming for children is designed to share the love of reading, to give them the skills to be successful readers, and to model behavior for parents and caregivers that will help them to engage their children with books and reading. District programs are also vital to promoting the many collections and resources that the library provides for free.

Ms. Nelson-Brown has had the privilege of serving on the District's last Strategic Planning Committee, where staff developed four main goals for children's services that were reiterated in the document, *Forward to Basics*.

Create Young Readers/Early Literacy: The most current research says that a person's brain is 90% developed in the first five years of their life. In support of this critical timeframe, some of staff's activities include:

- Involvement in the *Ready Set Kindergarten* initiative which is designed to prepare preschoolers and their parents for the transition into school.
- Implementation of expanded weekly programming for children ages 0-5 that incorporate early literacy skill sets.
- Ongoing partnerships with Head Start and Vegas PBS to target this age group with information such as Early Literacy backpacks.
- Ms. Nelson-Brown also serves as chairperson for the Family Literacy Subcommittee of the United Way of Southern Nevada's Commitment to Education Council.

Homework Help: The District's initiative was created to assist students, starting in kindergarten and extending through the eighth grade, in reaching their educational goals. This initiative enabled staff to establish physical Homework Help centers at the West Las Vegas and Centennial Hills branches, but also recognizes the District's YPL collections, online resources, and staff expertise with readers' advisory and reference work as ongoing priorities.

Ms. Nelson-Brown is the District's liaison to the Clark County School District (CCSD), and each year staff partners with CCSD staff to bring resources to school-age children through programs such as Middle School Survival, Back to School Fairs, Nevada Reading Week, the Bristlecone Storytelling Festival, and the Middle School Poetry Jam.

Visits are made each year by branch and outreach staff to third grade class rooms in support the District's statewide initiative to get a library card into the hands of every student of that age.

Ms. Nelson-Brown also developed a partnership with CCSD that brings free tutors into District branches to prepare students for High School Math Proficiency test. This partnership began with the two Homework Help Centers and has now expanded into seven of the branches.

Stimulate Imagination: Designed to provide programs and services that encourage reading, viewing, and listening for pleasure. The target audience for these programs are children age 6-11 years.

Examples of the activities associated with this area that Ms. Nelson-Brown coordinates for the District:

- Programs such Keeping Kids Fit, Signing Time which are both partnerships with Vegas PBS.
- Programs celebrating Cultural Diversity and Heritage Months, such as Día de Los Niños, Día de Los Muertos which are partnerships with Lied Children's Discovery Museum.
- Programs featuring award-winning authors in our libraries, such as Pat Mora and Gary Soto.
- For the last five years, Ms. Nelson-Brown coordinated the

library's participation in the Vegas Valley Children's Book Festival.

- The most widely recognized program under this goal is the District's Summer Reading Program, where this year more than 16, 800 children and teens tracked over 112, 000 hours of reading in the months of June and July.

Service to Teens: Branch staff provide ongoing programs for this age group. With the Teen Team committee, Ms. Nelson-Brown develops and coordinates four major district wide programs for teens that are celebrated annually: Teen Read Week, Teen Tech Week, Teen Summer Reading and the Visual Poetry Contest (in conjunction with Gallery Services).

Ms. Nelson-Brown concluded by saying that the District's YPL Departments are responsible for 35% of the District's overall circulation. In FY 2009-2010 alone, YPL staff provided programs for over 230, 000 children in branches and at outreach events.

Tina Frolund is the District's Outreach Librarian. She said that her charge is to take District services to those who cannot easily come to the branches.

Ms. Frolund directs a department of six staff; four full time and two part time employees who offer five distinct services.

Senior Lobby Visits: This service goes to the Quality of Life, Access to Information and Entertainment and Enjoyment goals expressed in the current *Strategic Service Plan*. Staff takes library materials to active senior housing and assisted living facilities. This provides Reader's Advisory, Circulation, and Courier services all in one location. Seniors place orders, and browse the rotating collection of large print, bestsellers, audio books, genre fiction and favorite authors. Staff currently visit 18 sites over three weeks. With the purchase of the new truck approved earlier in the meeting by Trustees, Outreach staff will be able to add six new sites. Currently, there is a waiting list of 21 sites.

Daycare Story time and Deposit Collection Visits: This service goes to the Supports Kids and Families, Contributes to Early Childhood Development, Reading Skills, and Reading Joy goals expressed in the current *Plan*. In this area staff:

- Provide a thirty minute early literacy story time with books, songs and finger plays at area daycare centers.
- Provide daycare deposit collections which comprises a bin of 25 picture books made up of discarded YPL material and items purchased through a United Way grant.
- Offer teacher story time training and parent sessions. These teach early literacy principles, techniques for using books with children, help to instill the love of reading and show how the library helps families,

The primary partnerships in this area are with Acelero/Headstart and United Way through 35 story time locations. Of those, about 15 locations are only able to offer deposit collections.

School Age Outreach: This area goes to the Reading Skills, Reading Joy, School and Homework Support goals expressed in the current *Plan*. Activities in this area include:

- Classroom visits, assemblies, literacy and family events at the schools
- Initiatives in the elementary schools such as 3rd grade library card visits, Nevada Read Week visits and promotion of the Summer Reading Program in the spring.
- Online resource training as requested for middle and high schools.
- Work with elementary students through the Safekey afterschool visits at 34 schools last year.

Ms. Frolund added that staff try to be responsive to what the teachers need and when they are able to do it.

Homebound Services: This area goes to the Quality of Life, Access to Information and Entertainment and Enjoyment goals expressed in the current *Plan*. Ms. Frolund explained that:

- This is not an age restricted service as any patrons unable to leave home can qualify with a doctor's letter on file stating disability.
- Patrons can request materials online, by email or by phone and items are mailed to them at no cost.
- There are currently 146 patrons participating at this time. Frolund described it as a small but well-loved service, quoting from a patron's recent letter to her.

Community Events: Ms. Frolund said that staff also represent the District at major community events with the mission of informing the public where District libraries are located and the free services available through the District. Trustees were provided with copies of the material handed out at these events. These events include:

- Large family events such as the *Día* celebration at the Springs Preserve and Family to Family's Touch the Truck
- City- and County-sponsored events such as Back To School Fairs and the Vegas Valley Children's Book Festival
- Library events such as Summer Reading events, Reading Las Vegas and the *Día* Festival

Ms. Frolund concluded the formal presentations by saying that the Outreach Department hits many of the Forward to Basics goals such as Lifelong Learning, Early Literacy, Homework Help support, Support to Children and Families and in encouraging the love of reading. She welcomed any questions and knew that Ms. Schember and Ms. Nelson-Brown would be glad to answer questions as well.

Trustee Davis-Hoggard commented on how much she appreciated the information that Ms. Schember, Ms. Nelson-Brown and Ms. Frolund provided. She wanted to reiterate that something like this presentation would be great on television so that the community is aware of these services. She and the other Trustees know that these three individuals do a wonderful job, as does the rest of the District staff.

Trustee Kirsh expressed his belief that Ms. Nelson-Brown has the coolest job ever, to which she wholeheartedly agreed. He asked about whether CCSD's change from a year-round to a nine month school year has put staff in a hurry to get to all the third grade classrooms by a specific time. Ms. Nelson-Brown said that she has not seen a rush yet. Typically, the visits are made in the fall, so the schedule has not changed. What has occurred is, due to the change in branch hours, afterschool time at the library for children has been abbreviated.

She continued to say that she believed that some of the drop in the Homework Help numbers was due to the fact that, this year, staff did not visit schools in the spring to promote the summer reading program, relying on radio and promotional ads. This resulted in a significant drop during the time the school visits would have occurred.

Trustee Kirsh asked Mr. Morss whether staff had seen instances where the branches were being used as a babysitting service by parents. Ms. Nelson-Brown said that did occur at several of the District's branches and was handled by staff on a case-by-case basis. It is a sensitive issue and YPL staff understand that the library can be a safe haven for many children. The problems usually occur when the patron is accompanied by a younger sibling. Nelson Brown added that it was a tough situation on both sides but that YPL staff try to remain cognizant of the specific situations.

Trustee Reese described a phone call she received from a homebound patron who was so excited about the District's homebound service that she wanted to pay for someone to advertise it. Reese believed people should be made aware that the District has something to offer for everyone, regardless of their situation in life.

Chair Aguirre thanked the presenters. On behalf of the Board, he said how proud they are and that he could not thank them enough for their passion and hard work for the District's patrons.

**Discussion and possible Board direction regarding the policies governing conference rooms and Performing Art Centers use and fees.
(Item. IX.D.)**

Mr. Morss provided Trustees with a brief review of the policies governing conference rooms and Performing Arts Centers (PACs) use and fees, noting that staff last brought the issue to the Board in April. At that time staff suggested the possibility of revising the meeting room and PAC use policy and fees which have been in effect and unchanged basically since 1994.

Mr. Morss continued to say that staff not only believed that the current policy caused confusion for both staff and room users but also that the overhead costs associated with running these spaces have far outpaced the 1994 fees which the District currently charges users for renting the spaces and for security and technical assistance.

Based on the feedback from trustees as well as comments from community users at the April meeting staff did some more analysis of the spaces and proposed the following:

- All users reserving the space be treated the same in regards to rental costs and the amount of time the spaces can be booked in advance.

- Room rental costs be standardized at the lower per hour fee that was suggested in April. These rates would be \$15 per hour for conference rooms and \$30 per hour for the Performing Arts Centers spaces.
- Security and technical rates be increased as recommended in April to help offset District costs due to salaries, benefits, and the fees charged by the District's security vendor. Security and technical fees normally are only associated with Performing Arts Center users and usually do not affect conference room users.

In coming up with this compromise Mr. Morss noted that staff did realize that the proposed changes would not be popular with everyone, especially for the nonprofit and community special interest groups who have used the spaces for free in the past. Morss explained that due to the heavy use of District spaces and the complexity that has developed in defining which groups fall under the 31 categories that have been established over the years, he said that it is the recommendation of staff to simplify the policy. He said that staff felt that it would be beneficial to treat all users the same and charge a lower per hour fee for renting District spaces.

Mr. Morss said that he and Ms. Schember were happy to answer any questions Trustees might have as well as suggestions for further options for discussion. Morss said that staff hoped to bring back a new policy for Trustee approval in November with possible implementation in December 2010 or January 2011. Mr. Morss concluded by saying that staff would, as with any new policy, monitor the new policy changes and fees and bring back any further revisions that might be necessary after the policy is in effect for a reasonable amount of time.

All Trustees participated in the extensive questioning and discussion that followed in the next 30 minutes. Trustees appreciated staff's work to simplify the current 31 categories of use after hearing from affected groups in April. There were many questions asked to understand how the current policy worked and how the proposed changes would be implemented. There was a lengthy discussion on the need to update the current practice with a policy that was easy to understand and implement for staff and users alike. The Trustees were also concerned about how to balance the overhead costs incurred by the outsider use of the District's meeting rooms and the District's mission to serve as a community gathering location.

Several Trustees expressed concern that non-profits and community special interest organizations would not be given consideration under the current proposal. There was discussion about definitions of what constituted a non-profit. For example, according to Counsel Welt, homeowners association groups (HOA's) are non-profit organizations. That led to additional comments about the differences between different types of groups and how each of them might further the District's mission. There was also discussion about classifying and tracking the use of community special interest groups. These groups have not pursued or yet been granted non-profit status but serve a variety of community needs.

Several Trustees wanted to know how the proposed changes compared with other venues around the area. According to Ms. Schember and Mr. Morss, the District is the most inexpensive venue in town. The proposed change would not change that distinction.

Trustee Benavidez commented on meetings she has been having with County departments about their use policies which led to discussions about policies in effect for other entities around town. She expressed the concern that different entities have such different policies.

Benavidez did not want the District to be the place where every group came because it was the only entity that did not charge or charged so little. That would limit the District's ability to welcome other groups.

Several Trustees, including Trustees Carrasco and Reese, also were concerned about the same flat rate being charged for different size rooms. For example, if a room at one branch could accommodate a larger number of people than a room at another branch, would it not make sense to charge a higher fee? This led to further questions about how to treat different spaces in different branches.

With no consensus reached, Chair Aguirre suggested that several Trustees participate in a committee to discuss the topic further prior to bringing the item back to the Board. With general agreement from Trustees, Aguirre named an Ad-Hoc Conference Room/PAC Use Committee and appointed Trustees Benavidez, Crear, Davis-Hoggard, Kirsh, Reese and Saunders to the Committee. Trustee Crear will Chair the Committee with Chair Aguirre as an ex-officio member. The Committee will meet once staff have reviewed Trustee comments and revised their recommendation.

Trustee Ence suggested several options be presented when the item next comes up for discussion.

Announcements
(Item X.)

Chair Aguirre announced that the next Board Meeting would be held Thursday, October 14, 2010, in the Sahara West Library at 6:00 p.m.

The next Finance and Audit Committee Meeting would be held Wednesday, October 27, 2010, at noon in the Las Vegas Library Boardroom.

Trustee Benavidez invited all present to attend the Hispanic Youth Leadership Summit 2010 on Friday, September 24 between 8:00 a.m. and noon at the West Las Vegas Library. Clark County Commissioner Lawrence Weekly hosts this event, now in its eighth year, along with the District. Approximately 200 students from nine area high schools participate in four different workshops to learn about leadership, social responsibility, financial skills and health issues.

Public Comment
(Item XI.)

None.

Adjournment
(Item XII.)

Chair Aguirre adjourned the meeting at 8:06 p.m.

Minutes - Board of Trustees' Meeting
September 16, 2010
Page 22

Respectfully submitted,

Ron Kirsh, Secretary

2010 ATTENDANCE

APPENDIX A SEPTEMBER 16 REGULAR BOARD MEETING

2010		January 14 Regular Board Mtg	January 27 Finance & Audit Cmte	February 11 Regular Board Mtg	March 4 Finance & Audit Cmte	March 11 Risk Management Cmte	March 11 Regular Board Mtg	April 1 Finance & Audit Cmte	April 8 Finance & Audit Cmte	April 8 Regular Board Mtg	May 12 Special Board Mtg	May 20 Regular Board Mtg	June 8 Nominating Cmte	June 9 Risk Management Cmte	June 9 Regular Board Mtg	July 8 Ad-Hoc Trustee Travel Policy Cmte	July 8 Regular Board Mtg	August 12 Ad-Hoc Trustee Travel Policy Cmte	August 12 Regular Board Mtg	September 16 Regular Board Mtg				
Aguirre	Aldo	P	P	P	P		P	P	P	P	A-E	P	P	P	P	P	P	P	P	P				
Barron	M. Frances	P	A-E	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A-E				
Benavidez	Kelly	A-E	A-E	P	A-E	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P				
Carrasco	Liz	P	P	P		P	P			P	P	P			P		P		A-E	P				
Crear	Keiba	P	A-E	P	A-E		P	P	P	P	P	P			P	P	P	P	P	P				
Davis-Hoggard	Verlia	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P				
Ence	Randy	P	P	P	P		P	P	P	P	A-E	P			P		P	P	P	P				
Kirsh	Ron	P		P			P		P	P	P	P	P		P		P	P	P	P				
Reese	Carol	P		P		P	P		P	P	P	P		P	P	P	P	P	P	P				
Saunders	Michael	P	P	P		A-E	A-E		P	P	P	P	P	P		P	P	P	P	P				

attended Committee meeting but not a member

A-E Excused absence
 A-U Unexcused absence
 as of September 17, 2010