

MINUTES
LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT
BOARD OF TRUSTEES' MEETING
LAS VEGAS, NEVADA
February 10, 2011
(approved March 10, 2011)

The Board of Trustees of the Las Vegas-Clark County Library District met in regular session in the Whitney Library, Las Vegas, Nevada, at 6:00 p.m., Thursday, February 10, 2011.

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

Counsel: G. Welt

Absent: L. Carrasco

Staff: Jeanne Goodrich, Executive Director
Numerous Staff

Guests: None

A. Aguirre, Chair, called the meeting to order at 5:57 p.m.

Roll Call and Pledge of Allegiance (Item I.) All members listed above represent a quorum. Trustee Carrasco was out of town – excused absence. Appendix A.

Agenda (Item II.) Trustee Benavidez moved to approve the Agenda as proposed. There was no opposition and the motion carried.
Trustee Davis-Hoggard led attendees in the Pledge of Allegiance.

Whitney Library branch presentation (Item III.) Executive Director Jeanne Goodrich introduced Branch Manager Ann LaGumina to provide information about the Whitney Library.
Ms. LaGumina welcomed everyone to the Whitney Library and explained she has been the branch manager for eight months. With seventeen years at the District, she has also held the positions of Youth Services Librarian, Youth Services Outreach Librarian, and Reader Services Department Head. Ms. LaGumina then introduced her department heads: Assistant Branch Manager and Reference Department Head Aaron Low, who has been at Whitney for two years and with the District for eleven years; Circulation Department Head Billy Wirth, who has been at Whitney for ten years and the District for eighteen years; Youth Services Department Head Dave Eicke has been at Whitney for over four years and with the district for eleven years. LaGumina said that her department heads, along with their capable staff, make it possible for the branch to provide excellent customer service, relevant collections, and a warm and friendly environment for branch patrons on a daily basis.

Ms. LaGumina then continued to say that Whitney Library opened to the public on June 17, 1994. It was designed by the architectural firm of Holmes, Sabatini and Associates, with 24,500 square feet, and

includes a conference room and 200 seat theater. The Children's Department features a story room and a Teen Zone while the Adult Services Department includes one small study room and a larger quiet room. The branch also features an art gallery. The current exhibit in the gallery is Chinese Classical Brush Painting by Gary Wu. There are eight public computers available in the Children's Department and nine available in Adult Services. The computers are heavily used throughout the day and often are completely booked for the day by mid-morning.

Ms. LaGumina then discussed the Whitney Library community. There are 24,112 residents living in the area. Of those residents, 43.9% are Hispanic, 39.6% are white and 9.5% are African Americans. There are a high percentage of foreign born residents with over half of those Latinos. Compared to the state average, Whitney residents have significantly less education, lower home values, and shorter time living in the area. Of significance also is the fact that elementary schools in the area have a majority of students that are homeless or in temporary housing.

Whitney Library has 177,705 items in its collection, which includes books, audio books, magazines, DVDs, music CDs, and early literacy backpacks. Ms. LaGumina noted that the Whitney Library is one of the few District branches where circulation has remained steady and even increased slightly since the change to shorter hours in June 2010. The highest circulating items are popular DVDs, music CDs, paperbacks, nonfiction and fiction books, children's DVDs and picture books. Besides English, the branch's highest circulation language is Spanish.

As was mentioned earlier, computer usage is one of the most popular services provided at the Whitney Library. Patrons are primarily searching for jobs and count on being able to use the branch's public service computers to fill out online applications, update their resumes and set up email accounts. Patrons also use the computers to keep in touch with family and friends worldwide. Children and teens use the computers for research and help with their homework. Another popular service at Whitney Library is the weekly story times that emphasize early childhood literacy concepts and language-enrichment activities. Along with the other branches, staff recently started a Baby Time Program for children under 18 months. This has proven to be a popular addition, drawing enthusiastic participants every week. Youth Services staff at Whitney has all undergone training and is able to provide services to the young people of the community that lead to reading skills development and a lifetime love of reading.

Branch staff provides special programs by partnering with local agencies to the benefit of the members of the community. Recently, the branch hosted Project Ezra, a two-day workshop on how to find jobs. There are also monthly blood drives with partnership with United Blood Services. Other programs include CALL programs, ESL classes and Computer Classes for Seniors.

In the current economy, Ms. LaGumina likes to think of the Whitney Library as a refuge. Community members come to staff for the resources they need not only to survive, but also to thrive. Staff

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provides a welcoming environment where patrons can pursue their dreams, escape to a foreign country through an adventure story or spy movie, discover new ideas with their children or get caught up on current events through a newspaper or magazine. At Whitney Library all are welcome.

Ms. LaGumina concluded her presentation by welcoming questions and offering a branch tour after the meeting.

Chair Aguirre thanked Ms. LaGumina for her remarks and stated he and the Trustees are grateful to all of the Whitney Library staff for their hard work and passion. He asked what feedback branch staff has had on the different hours and whether patrons have adapted.

Ms. LaGumina said she felt that patrons have adapted to the change in hours and Mr. Wirth added that, due to his position and being located close to the branch entrance, he interacts with many of the patrons. He said that in his many years with the District, he has heard more comments in the last year about how grateful patrons are for the presence of the library and that it has these services available. Wirth added, in the current economy, patrons are realizing the advantage of a public library system and are utilizing its services.

Ms. Goodrich commented that she and Deputy Director Robb Morss have noticed that at District branches such as Whitney, locations in poorer areas, circulation and other statistics show an increase, more so than for branches located in more affluent areas. Goodrich said that she and Morss believe that, for those patrons who cannot afford cable television, access to a computer or to purchase materials, the library is an important source of vital services.

Chair Aguirre thanked Ms. LaGumina and her staff and led attendees in a round of applause.

Executive Session (Item IV.)

Removed from Agenda.

Approval of Proposed Minutes:

Trustee Davis-Hoggard moved to approve the Minutes for November 9, 2010, Ad-Hoc Conference Room/PAC Use Committee Meeting with corrections. There was no opposition from Committee members and the motion carried.

Correction of Minutes for November 9, 2010 Ad-Hoc Conference Room/PAC Use Committee Meeting (approved January 13, 2011)

Trustee Barron moved to approved the Minutes of the Legislative Committee Meeting of the Whole held December 9, 2010. There was no opposition and the motion carried.

Trustee Kirsh moved to approve the Minutes of the Board of Trustees Meeting held January 13, 2011. There was no opposition and the motion carried.

Legislative Committee Meeting of the Whole, December 9, 2010

Trustee Davis-Hoggard moved to approve the Minutes of the Finance and Audit Committee Meeting held January 27, 2011. There was no opposition from Committee members and the motion carried.

Regular Session,
January 13, 2011

Finance and Audit
Committee Meeting,
January 27, 2011

(Item V.A-D.)

Chair's Report
(Item VI.)

Chair Aguirre asked Trustee Crear to provide a report on the Library District's Foundation Board of Directors meeting, held the previous day.

Trustee Crear said that Directors heard a presentation on Foundation activities and are very enthusiastic about the progress made. Directors also reaffirmed the 2010-2011 Development plan. Crear said Directors were updated on an appeal sent out at the end of last year, using lists of contacts from Foundation Directors. Trustees Crear and Barron, the other Trustee on the Foundation Board, each provided lists for solicitation. The appeal helped the Foundation increase in both donations and the number of people who have made gifts. Directors also participated in a discussion of the Foundation's volunteers. Currently, Development Director Danielle Milam is working on an appeal for the Summer Reading Program. Crear said that she encourages all Trustees to provide a list of names to Ms. Milam to include in the appeal.

Trustee Crear said Foundation Directors discussed the Foundation's volunteer program, which is continuing to grow. Acknowledging the comments made at the January Finance and Audit Committee meeting about the lack of a District Friends group, Crear said that the Foundation Board feels that it can fulfill all that is required of Friends groups. Ms. Milam is working on placing information on the District's website to direct potential volunteers and advocates who are interested in such a group to the Foundation's information and programs. As this evolves, the Foundation will continue to update the Board.

Chair Aguirre asked about the appeal's monetary goal. Trustee Crear said that in her letters, she asked donors for at least \$100 and was getting results. Some gave the requested amount, some gave more.

Chair Aguirre then asked for oral reports on the ALA Midwinter Meeting from Trustees Davis-Hoggard and Saunders.

Trustee Davis-Hoggard said she focused on advocacy meetings at the conference. She emphasized that District Trustees and the Foundation Directors plus District volunteers (and not staff) are the best advocates for the needs of the District. Davis-Hoggard noted that now is the time to advocate strongly for the District and its services with what she has seen of the Governor's budget proposal.

Trustee Saunders said that he attended the PLA Institute Seminar at the conference. The topics focused on how public libraries were surviving and thriving the 21st Century. One of the presentations he really enjoyed was called, 21 Ideas for the 21st Century. He has copies of the presentation handout for Trustees.

After listening to library directors from across the country, Saunders commented that he deeply appreciated the leadership of the Board and staff in navigating through the tough times of last year and he trusted they will continue to do so during the current year. Attending the conference confirmed his belief that while the District faces very challenging times, these are also exciting times for public libraries.

Trustee Saunders also spoke with District vendors Counting Opinions and Overdrive.

Chair Aguirre thanked Trustees Davis-Hoggard and Saunders for representing the District at the ALA meeting.

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

Chair Aguirre asked that Ms. Goodrich discuss her report, which was done after the rest of the reports had been approved.

Trustee Davis-Hoggard moved to accept Reports VII.A. 1-7 (with the exception of the Executive Director's Report). There was no opposition and the reports were accepted.

Ms. Goodrich said she wanted to update Trustees on the status of negotiations with the Teamsters 14 union. There was a preliminary meeting about a week ago which she characterized as positive and productive: both sides have agreed to work through issues and have put together a timetable of negotiations, which has not been done in the past. Both sides have also agreed it is more effective to have day-long sessions, as opposed to scheduling partial days. Goodrich feels that a contract can be put in front of the Board before the end of the fiscal year. She is very heartened by the progress so far and will update Trustees as negotiations proceed.

Ms. Goodrich then updated Trustees on several Youth Services events. Last weekend Youth Services coordinator Mary Nelson Brown and Outreach Librarian Tina Frolund organized a very successful LEAP (Literacy Enrichment Activities for Preschoolers) program. The program consists of training by library staff for day care teachers and staff. Feedback was overwhelmingly positive; one of the participants called it the best workshop they ever attended, another said it was a good use of their time. Participants requested more programs such as these. In addition, on February 23, Dr. Jean Feldman, an award-winning children's musician and educator, will be doing a training session for district children's services staff at the West Charleston Library. Dr. Jean, as she is known, will be showing staff how to provide reading skills through music.

At the last Board meeting, Ms. Goodrich reminded Trustees, they had discussed critical electronic resources. Goodrich was very pleased to announce the District is now offering a new electronic resource, Freegal Music. The service provides patrons with the ability to download (for free) three songs a week to keep forever. In addition to the service's popularity among borrowers, staff is happy they do not have to order, catalog, process or protect these items from theft. Goodrich described the new service as a huge step down the road to electronic services.

Finally, Ms. Goodrich reported she received an email from Boulder City Library Director Lynn Schofield who advised Goodrich her Board of

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Trustees was interested in participating in joint Board training with Trustees of other library districts to discuss topics of mutual interest. With an expression of interest from Trustees, Ms. Goodrich will follow up and keep Trustees posted.

Trustee Davis-Hoggard asked how the District planned to handle an employee who is a candidate in the upcoming North Las Vegas municipal election. Mr. Morss clarified that two District employees were on the ballot in separate wards for the North Las Vegas City Council. He said that, as long as the employees were doing their jobs, there was no problem with their candidacy as City of North Las Vegas is not part of the Library District. If they were elected, which would be a first for Library District staff, the District would deal with it at that time as there would have to be a determination of the type of commitment they would need to make as an elected official, if the position is considered full time, for example. Trustee Benavidez said that the North Las Vegas Council was not considered a full time position.

Chair Aguirre congratulated staff for their work on the many different partnerships listed in the staff's reports. He commended staff for the increase in activity with these community groups.

Chair Aguirre also congratulated staff on the continued increase, even with the decline in staff total, in staff diversity, noting the District's diversity was better than the county as a whole.

Trustee Ence commented on how the reduction in branch open hours has resulted in "more bang for the buck," as fewer hours have resulted in higher circulation figures per hour. He thanked District staff for their hard work and felt it was an impressive statistic, indicative of the high quality work of District staff members.

Trustee Saunders was pleased about the addition of the Freegal service to District patrons, but commented on the difficulty he had in navigating the downloads. Ms. Goodrich discussed several issues that patrons have raised with downloading this media and will have staff follow up with Trustee Saunders.

Chair Aguirre asked whether a date has been set for the Windmill Library and Service Center grand opening. Ms. Goodrich said that staff hoped to open the branch to the community sometime in May, but did not want to set a firm date until it gets closer.

Trustee Ence moved to accept the Executive Director's Report (Item VI.A.) There was no opposition and the reports were accepted.

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

Approved.

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

Approved.

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

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

General Services Report (Item VII.A.5.) Approved.

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

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

Unfinished Business (Item VIII.) None.

Discussion and possible Board action regarding contract awards to Cox Communication and CenturyLink for the purchase of data and telecommunication services for the District. (Item IX.A.)

IT Director Al Prendergast explained that the District signed a five-year contract extension with Sprint to provide data and telecommunication services for the District in 2006. On July 10, 2011, the District's contract with Sprint, now CenturyLink, will expire and the District needs a long-term contract in place for these services and support.

NRS 332.115(q) exempts "The design of, and equipment and services associated with, systems of communication" from the bidding process. However, the IT Department contacted several carriers to solicit proposals for telecommunications services, including American Fiber, 1Velocity, Quest, and TelePacific Communications.

Cox Communications and CenturyLink were the only carriers to provide proposals for these services. Mr. Prendergast said that IT Department staff's recommendation is that the District split the contract between these two carriers with the contract for data and telecommunications services for the urban branches to be awarded to Cox Communications because the Cox Communications proposal was significantly lower than CenturyLink's. Staff also recommends that the contract for data and telecommunication services for the outlying branches be awarded to CenturyLink because they were the sole bidder for services to the outlying branches.

Additionally, incoming and outgoing dial tone services for the District will be transferred from CenturyLink to Cox Communications. Standard telephone services are not included in these contracts.

Mr. Prendergast explained that these proposed new contracts include some changes in the type of services currently provided to the District. For example, the Cox contract includes higher bandwidth that will be used for the convergence of the voice and data networks. The CenturyLink contract includes the addition of the Bunkerville Library

and increased bandwidth to the Laughlin, Mesquite, Moapa Town, and Moapa Valley libraries.

Mr. Prendergast also explained that several of the outlying branches require multiple carriers to service their locations. These carriers are paid separately and the District does not have contracts with these "other" carriers. The Indian Springs and Sandy Valley libraries are in the AT&T service area. The Moapa Town and Moapa Valley libraries are in the Moapa Valley Telephone Company service area. The Bunkerville and Mesquite libraries are in the Moapa Valley Telephone Company and the Reliance Connects/Rio Virgin Telephone Company service area. Additionally, telephone connectivity to the Mesquite Library is provided by XO Communications. Finally, the Mount Charleston Library is serviced separately by the Hughes satellite company. The cost for services with these "other" carriers is approximately \$4,200 per month. The Blue Diamond, Goodsprings, Laughlin, and Searchlight libraries are wholly within CenturyLink's service area.

The value of these contracts may change over the contracted period as demands for bandwidth to the branches changes or as technology changes. These changes have historically been handled administratively by addenda to the contracts.

All of these services were advertised in compliance with the rules governing E-Rate and are eligible for E-Rate reimbursement for the next five-year period, if the E-Rate program is continued.

Trustee Kirsh asked, due to the huge changes that can take place over a five-year contract, whether the length of the contract should be reduced. Mr. Prendergast said that a contract running five years offered the best pricing for the District and has been the usual contract length for these services. Prendergast noted that, as technology changes, the contract offers ways for staff to make administrative changes to adjust to the new technology.

Trustee Ence asked whether there were any advantages to splitting the contract between two vendors. Mr. Prendergast noted that, for the outlying branches, only one vendor provided a proposal. With the urban branches, however, the District will realize significant savings by awarding the contract to the recommended vendor.

Chair Aguirre asked if it was possible to go back to CenturyLink to see if they would revisit their pricing to result in a package to provide services for both the urban and outlying branches. While noting that he could not disclose specific pricing issues and acknowledging the many changes at the current vendor that have occurred, which has made communication with the vendor more challenging, Mr. Prendergast advised the Board that both vendors were advised upfront that the District was interested in aggressive pricing on their proposals.

Trustee Saunders moved to authorize staff to contract with Cox Communications to provide telecommunication services to the District for the urban branches, with the terms of five (5) years, in the amount of \$15,156 per month, pending review by counsel. Also, motion to authorize staff to contract with CenturyLink to provide

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telecommunication services to the District for the outlying branches, with the terms of five (5) years, in the amount of \$5,647 per month, pending review by counsel. There was no opposition and the motion carried.

**Announcements
(Item X.)**

The next Board Meeting will be held Thursday, March 10, 2011, in the Las Vegas Library at 6:00 p.m.

**Public Comment
(Item XI.)**

None.

**Adjournment
(Item XII.)**

Chair Aguirre adjourned the meeting at 6:38 p.m.

Respectfully submitted,

Ron Kirsh, Secretary

2011 ATTENDANCE

APPENDIX A

FEBRUARY 10, 2011 REGULAR BOARD MEETING

| 2011 | | January 13 Regular Board Mtg | January 27 Finance & Audit Cmte | February 10 Regular Board Mtg | | | | | | | | |
|---------------|------------|------------------------------|---------------------------------|-------------------------------|--|--|--|--|--|--|--|--|
| Aguirre | Aldo | P | P | P | | | | | | | | |
| Barron | M. Frances | P | | P | | | | | | | | |
| Benavidez | Kelly | P | A-E | P | | | | | | | | |
| Carrasco | Liz | P | | A-E | | | | | | | | |
| Crear | Keiba | P | P | P | | | | | | | | |
| Davis-Hoggard | Verlia | P | P | P | | | | | | | | |
| Ence | Randy | P | P | P | | | | | | | | |
| Kirsh | Ron | P | P | P | | | | | | | | |
| Reese | Carol | P | | P | | | | | | | | |
| Saunders | Michael | P | P | P | | | | | | | | |

attended Committee meeting but not a member

A-E Excused absence
 A-U Unexcused absence
 as of February 11, 2011