

**LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT  
BOARD OF TRUSTEES' MEETING  
LAS VEGAS, NEVADA  
October 11, 2012  
(approved on November 8, 2012)**

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, October 11, 2012.

**Present:**

Board:	R. Kirsh, Vice-Chair	K. Crear (via telephone)
	M. Saunders	C. Reese
	R. Ence	S. Bilbray-Axelrod
	S. Moulton	R. Wadley-Munier
Counsel:	G. Welt (via telephone)	
Absent:	K. Benavidez - excused Y. Yturralde - excused	
Staff:	Robb Morss, Deputy Director, C.O.O. Numerous Staff	
Guests:	Tim Wong, Arcata Associates	

R. Kirsh, Vice-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 Crear phoned in at 6:02 p.m. Counsel Welt phoned in shortly thereafter. Appendix A. Boy Scouts Alex Roach, David Roach and Elliot Silvira led attendees in the Pledge of Allegiance. These Boy Scouts attended as part of their efforts to obtain their citizenship badge.

**Public Comment (Item II.)** None.

**Agenda (Item III.)** Trustee Moulton moved to approve the Agenda as proposed. There was no opposition and the motion carried.

**Sunrise Library branch presentation by Branch Manager Anna Vaillancourt. (Item IV.)** Vice-Chair Kirsh said how pleased he was to be back at the Sunrise Library, noting that Trustees Moulton and Reese considered it their home branch. Kirsh then introduced Sunrise Library Branch Manager Anna Vaillancourt who welcomed meeting attendees and said she was pleased to share information about the Sunrise Library's community.

Ms. Vaillancourt noted that Saturday, October 13<sup>th</sup> marks the 25<sup>th</sup> anniversary of Sunrise Library serving the community in this building. The building was dedicated in 1987 and staff continues to be dedicated to serving patrons, who reside in the surrounding 33 square miles of the northeast Las Vegas valley.

Sunrise Library is the oldest and smallest urban branch in the Library District. Yet, Ms. Vaillancourt noted that it was one of the most popular. Of the District's 13 urban branches, Sunrise Library's service area includes the largest population (208,000), with the highest number of households (77,000). Sunrise Library ranks third in annual circulation.

For Sunrise Library, the **CommunityConnect** segment with the highest population (34,220), highest number of patrons (15,000),

highest number of checkouts (almost 365,000) and highest checkout potential is called *Up & Coming Families*. This segment is characterized by a population mainly in their late 20s or early 30s. They are married and beginning or expanding their families. They are one of the branch's largest users of juvenile materials, with over 4,500 items checked out in the month of August. The segment is rapidly growing. Census estimates state that every year over 3,700 babies will be born in the branch's neighborhood. In the first nine months of 2012, staff has issued 5,379 new library cards.

*Up & Coming Families* are starting their careers, so they don't have much money. They are taking courses and/or graduating from CSN or UNLV. The homes they live in are relatively new, built during the community's peak new construction phase in the 1990s. They are acquiring loans and household items, and need to understand issues that are important to a growing family. Busy with family, home and a job, members of this segment look to services that can save them time. As they make a quick stop at the branch for an after-school program or tutoring session, they discover inside the branch 20 unique displays from which to choose an "impulse" check-out item.

Sunrise Library's second largest segment is called *Industrious Urban Fringe*. The members of this segment are also in their late 20s and are mostly Hispanic. They may have a multigenerational household with children. They may or may not have finished high school. Their service industry jobs leave them with little discretionary income beyond the basics. This segment spends most of their time at home, watching library DVDs or keeping in touch with family and friends via email or Facebook at the library. In August, the Sunrise Library circulated over 21,000 popular DVDs to adults and 9,000 juvenile DVDs. This results in an average circulation of 985 DVDs per day.

Sunrise Library's third largest segment is called *Inner City Tenants*. This group represents mostly singles that live in an ethnically diverse area of the neighborhood. There is a high turnover of these library patrons as they tend to move more frequently. Enrolled in college with part-time or full-time jobs, they are likely to work in the hotel/food services industry. They rent an apartment and access computers at school or the public library. Online activities include homework, playing games, sports, YouTube, and using the District's website to download eMedia.

In August, Sunrise patrons checked out over 600 adult and juvenile magazines, over 5,200 regular and large print fiction books and 6,400 nonfiction books. Favorite topics include religion, parenting and music.

Sunrise Library has two services that Ms. Vaillancourt wished to highlight: public computers and children's programming. Both of these services are highly sought after by the top three segments Vaillancourt just described. Patrons use the branch's public computers for a variety of reasons which include creating resumes, filling out job applications, homework help assistance, and accessing email. The computers in the branch are in heavy demand in both the adult and children's departments. Recently, the branch was given two additional laptops for

patrons to use in order to assist in obtaining a health card, which the Health District has now directed to be done online.

Children's programming is also a huge draw for the patrons who visit Sunrise Library. In addition to a variety of special programs, the children's services staff also offer several weekly storytimes for various ages. This past summer the branch saw a 32% increase in Summer Reading Program sign-ups with over 2,400 children participating.

Ms. Vaillancourt said that she knows she has shared a lot of information and numbers. The purpose is to help the Board understand the impact the library has on the community. The community is very supportive of the library and has shown its loyalty through its use of the branch's collections and services. When the open hours of the library changed, the community continued to visit, with circulation and programming attendance actually increasing.

Ms. Vaillancourt thanked everyone for their time and offered to answer any questions that Trustees may have.

Trustee Moulton has lived in the area since 1978 and remembers the Sunrise Library's original location in a shopping mall at the corner of Harris and Nellis. Moulton wanted to thank staff: four of her grandchildren come to the branch continuously; the youngest started in the branch's reading program at six months old. She congratulated the branch on achieving 25 years of service. At the time it opened, Moulton was working with the Wengert Elementary School PTA and was part of a gift presentation to the Sunrise Library of a stuffed Mother Goose with Bill Moore, the principal. She also remembered Beryl Andrus very well from when her children were in high school and used the branch for their research. She thanked the branch for the work they do and for being such a great asset to the community.

**Approval of  
Proposed Minutes  
Regular Session,  
September 13,  
2012.  
(Item V.A.)**

Trustee Wadley-Munier moved to approve the Minutes of the Board of Trustees' Meeting held September 13, 2012. There was no opposition and the motion carried.

**Chair's Report  
(Item VI.)**

Vice-Chair Kirsh said that he saw Trustee Crear at the UNLV Foundation Dinner recently and that was a highlight of the evening. Since Trustees have not been able to see Crear for a while, Kirsh said it was good to hear she was feeling better and able to participate in Board meetings again.

Trustee Crear said she was sorry not to be at the Board meeting in person and she definitely planned to attend the November meetings. Her recovery has gone so well and she felt blessed to be able to participate on the phone at the meeting. She missed seeing everyone.

Vice-Chair Kirsh then announced that Trustee Bilbray-Axelrod will make a presentation to former Foundation President Tim Wong on behalf of the Board.

Trustee Bilbray-Axelrod noted that it is not every day that you get to work with a rocket scientist, world-class humanitarian, brilliant strategic thinker, passionate community advocate and family man. Mr. Wong is all these things and more. His company, Arcata Associates, is renowned in the aerospace industry. They have been named twice as NASA's Small Business Prime Contractor of the year, where they provide NASA and the military with monitoring, security and information services. They are involved in a series of projects ranging from development of landing equipment for the Mars rover to measuring polar ice sheets.

Trustee Bilbray-Axelrod said that Mr. Wong is an unflappable advocate for the library and for improving the education and economic conditions of the community as people just can't say no to him. Wong served on the Library District Board of Trustees from 1998 through 2007. He served as an officer of the Las Vegas-Clark County Library District Foundation since 2003, first as Secretary-Treasurer. For the past two years he served as the Foundation's President.

Trustee Bilbray-Axelrod continued to say that when it comes to the library Mr. Wong is both head and heart – he has provided invaluable strategic guidance, helping the Foundation grow to a new level of effectiveness, including annual audits and work plan goals. Wong has always looked for ways to strengthen connections, raise visibility, open doors for funding and civic support.

Mr. Wong is an amazing advocate who speaks from both his head and his heart. In a recent Clear Channel interview he eloquently and compellingly urged every parent, grandparent, or other care giver to make sure their children and grandchildren read. He understands that education is the foundation for individual and community success.

Trustee Bilbray-Axelrod thanked Mr. Wong for his service, his connections, his vision and his inspiring leadership. The Foundation would not be where it is today without him.

There was a round of applause.

Mr. Wong said it has been very much an honor and a privilege to serve as the Library Foundation President the last two years and as a member of the Foundation Board since 2003. It has been amazing to see the work of the library with 670,000 cardholders, 13.5 million items circulated and 6.5 million people that walk through the doors. He knows what a great institution the District is and feels that it is important to the Library District Foundation to be part of the team to help get the word out about the great work of the library but also to help raise funds to do the work of the library.

Mr. Wong continued to say that the last couple of years have been very challenging with the economic circumstances in the community. The Foundation has done a yeoman's job in trying to raise as much money as they have. Fortunately, in the past year, with the help of a lot of volunteers led by Development Director Danielle Milam and Volunteer Coordinator Leslie Valdes, the Foundation was able to raise \$250,000, of which \$239,000 went directly back to services and support of Library

District programs. Wong thought it important that everyone remembers that the Foundation works hand in hand with the Library District. There is transparency and audited financial statements. It is very important that the two groups work together as the Foundation supports the mission of the District.

Mr. Wong said that, as a former Trustee and Foundation Board President, he thinks the most important thing about the Library District and all the things that it does is the staff. Wherever he went, whether in the children's section, or in the reference section or in circulation, every time he visited a different library, or whenever he talked to people about the difference the library services make in their lives, everyone always talked about the people. As his farewell and thanks, he wanted to give a big round of applause to all the staff in the branches and the administrative staff in the service center.

There was a round of applause.

Mr. Wong concluded by saying that in the last year, the single largest donation of \$10,000 was given by his company, Arcata Associates, to support the Summer Reading Program. His company is very passionate that the program is important, especially with the literacy rates being what they are and the current nine month school program with the big gap during the summer. He pledged that the Foundation could count on Arcata to repeat the donation this year in support of the Summer Reading Program and thanked everyone.

There was a round of applause.

Vice-Chair Kirsh noted that he had not had the pleasure of serving on the Board together with Mr. Wong, as Kirsh was appointed as a Trustee just after Mr. Wong left. However, at the first meetings that Kirsh attended, everyone would be saying that, "Tim would do this," etc. Kirsh thanked Wong for all that he had done.

Vice-Chair Kirsh then called on Trustee Moulton to provide an oral report on the Nevada Library Association's (NLA) Annual Conference. Trustee Moulton explained she was able to attend for only a short time, but was able to hear the opening remarks by Stephen Abrams. He loved libraries and he placed a lot of responsibility and work on those who love and work in them, but especially on staff to make sure that the community is involved. Moulton shared one of his quotes: "Where you have a good school library, you will see a 25% increase in standardized testing. If you partner that with a public library, you will see another 5% increase in standardized testing." Moulton took from that comment that the District has to work harder than ever, with budget cuts and other reductions, to make sure that libraries and librarians are in place to help local students. Moulton thought Abrams was outstanding.

Trustee Moulton also went to one of the sessions, given by the District's Youth Services Collection Development Librarian Kathleen DiGeorge, as she has several grandchildren entering the 12-14 age group reading level and it is a challenge as a grandmother to try and find good literature for their birthday and Christmas presents. Ms. DiGeorge handed out a handout called, "Five Chicks Who Read YA

Think YOU Should Read..." on books recommended for the age group. Moulton has been busily reading the books on the list and providing it to her relatives for their use. Moulton concluded that the conference was excellent and she enjoyed being at the Sahara West Library, which was a perfect location, in her opinion, for this type of event.

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

Deputy Director Robb Morss said he would be happy to answer any questions on Executive Director Jeanne Goodrich's report, but he did want to mention the recent NLA Conference, held the previous week. Morss said it was a true success due to the hard work of Enterprise Library Reference Librarian and current NLA President Robbie Debuff. It was Ms. Debuff's idea to hold the meeting in the Sahara West Library's space formerly occupied by the Las Vegas Art Museum (LVAM). Over 160 librarians from around the state participated in the two-day conference. He also wanted to congratulate District staff, as being the largest public library in the state of Nevada, they were relied upon greatly for presentations and worked behind the scenes. Morss has heard nothing but positive feedback on their hard work.

Mr. Morss is also happy to report that the LVAM space is still going to be in use. The Natural History Museum has leased out the space for three months, starting later in October. They are hosting a special exhibit featuring skateboarder Tony Hawk. Mr. Hawk has created an exhibit to teach children different elements of physics and science using skateboards, so expect to see lots of activity at the Sahara West Library between October and January.

Vice-Chair Kirsh noted that Ms. Goodrich's report included information on the preliminary work done by staff, especially Human Resources Director Jerilyn Gregory, to prepare for labor negotiations, scheduled to begin in January 2013 and conclude in time for the Board to vote for the new labor contract at the May Board meeting. He hoped all goes well.

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

No questions.

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

No questions.

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

No questions.

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

No questions.

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

No questions.

**Marketing Report**      No questions.  
**(Item VII.A.6.)**

**Development Report**      No questions.  
**(Item VII.A.7.)**

**Unfinished Business**      None.  
**(Item VIII.)**

**Discussion and possible Board action to declare fines and fees totaling \$1,241,722.47 that are five years old, dating from the year 2007, as uncollectible and purge from District records.**  
**(Item IX.A.)**

Mr. Morss started the presentation of the five-year-old outstanding fines and fees item by providing some background. He said that in September 2000, the Board authorized staff to contract with a collection agency to pursue the collection of delinquent fines and fees owed to the District. At that time, the Board approved a motion to expunge fines and fees owed prior to January 1999. The rationale for forgiving this debt was that the fines and fees preceding the implementation of the former automation system were considered uncollectible.

Since contracting with collection agencies, the District has recovered \$6,747,031.18 in items and \$4,766,694.61 in fines and fees. The District is currently under contract with Unique Management Inc. as its collection agency.

On June 10, 2004, the Board authorized staff to declare fines and fees totaling \$704,763 that were five years old, dating from 1999, as uncollectible and to purge them from District records. At that time staff also recommended that each year delinquent fines and fees that are older than five years be reported to the Board for the purpose of being declared uncollectible. In addition, there is a statute of limitations that prevents the District and its collection agency from actively pursuing further action on the accounts.

There are 13,770 outstanding accounts from the year 2007. Of that number, 4,059 accounts owe less than \$25.00 and 9,908 owe less than \$100.00. In the past, the District's collection agency has advised that debts older than five years are not likely to be recoverable. Given the age of the debt and the transient nature of the District's population, it is unlikely that the District will collect a significant portion of the debt. The cost of referring the accounts to a collection agency is estimated to be greater than what they anticipate recovering. This is not a forgiveness campaign. Since 2007, staff and the collection agency have made several attempts to collect these fines and fees by sending several notices.

Staff again recommended that the Board declare fines and fees that are older than five years as uncollectible. Currently there are approximately \$1,241,722.47 in outstanding fines and fees that were accrued in 2007. By clearing these fines and fees the District will be able to purge these inactive patrons and delete these items from the database.

Trustee Reese said she understood that there is a cost to continue to try to collect these fines and fees, but the amount to be declared

uncollectible is so large. She asked if staff have a way of continuing to track patrons so they are not able to use District materials again. Mr. Morss noted that in the past, staff kept a paper trail, because the patrons are now purged from District's records. However, since 2000, perhaps five patrons have paid and they all owed low amounts. The collection agency reports these patrons and it stays on their credit report. In response to a further question from Trustee Reese about the ability of the District to maintain digital records of these patrons, Morss said that the database is now purged as the number of these patrons became so large. In response to a comment from Trustee Bilbray-Axelrod, by law the District is not allowed to collect social security numbers from patrons, but collects birth dates, which does help differentiate between patrons who have the same names. In addition, Unique, the District's collection agency, is a national firm specializing in libraries.

Trustee Moulton moved to declare all fines and fees accrued in 2007, totaling \$1,241,722.47, as uncollectible and authorize staff to purge from District records.

**Discussion and possible Board action regarding proposed revisions to the District's Personnel Policy and Procedures Manual, Chapter V: Discipline. (Item IX.B.)**

Human Resources Director Jerilyn Gregory explained that on June 29, 2012, a Memorandum of Understanding ("MOU") was entered into between the Library District and Teamsters Local Union No. 14 to clarify Section 2.3.b of the collective bargaining agreements for the Non-Supervisor, Supervisor I, Supervisor II and Manager Units pertaining to forms of discipline in accordance with agreed-upon past practice.

The Library District has since reviewed 'Chapter V: Discipline' in the District's *Personnel Policy and Procedures Manual*. The changes proposed to the policy will extend contractually agreed-to language so it applies to all employees, not just those covered by the agreements.

The proposed changes in the attached policy are:

1. A change of the order of discipline with Oral Counseling now coming before a Letter of Concern.
2. The inclusion of language about Last Chance Agreements to match District past practice.
3. Editing of language regarding the District's right to skip levels of discipline.

Vice-Chair Kirsh confirmed that it had been 12 years since the policy was changed.

Trustee Ence wanted to confirm that there is documentation of the verbal counseling. Ms. Gregory said that first, there is a conversation between the supervisor and employee to head the employee on the right track, then the supervisor documents that a conversation happened, but it is not a formal documentation in the sense of a written reprimand that is placed in the employee's file.

In response to a question from Trustee Reese about the format of the verbal counseling so that it protects both the employee and the District, Ms. Gregory replied that her department will coach the

supervisor on a one-on-one basis in how to have the conversation and document it. It is the lowest level of discipline. The next level, the letter of concern, also does not go into the employee file, but it is the first level where something is written down and, in Ms. Gregory's experience, it usually references several conversations.

Trustee Kirsh asked if this is done by the employee's supervisor or can the discipline come from the Human Resources Department as well. Ms. Gregory said that if Human Resources is a part of the conversation, it is only sitting with the supervisor and is not done solely by a member of the Human Resources staff. Kirsh confirmed that there are witnesses to the conversation and Gregory said yes.

Ms. Gregory continued to say that the verbal counseling change is actually a minor part of the proposed changes. The last chance agreement language is a major change to the policy. This had been a practice within the District for a long time. If staff had gone through all the discipline steps and is prepared to terminate the employee, but for whatever circumstances, staff is willing to give the employee one last chance, this is documented. This last chance agreement is handed out in tandem with a form of discipline, typically a letter of reprimand or a suspension. This has been the practice for about the last 12 years.

Trustee Moulton asked how many employees were terminated through this process in the last year or so. Mr. Morss said he believed it had been less than five employees. Ms. Gregory added that this would include employees who were in their first six month probation period. It is used very rarely. Moulton said that it sounds as though it has been working and she is glad it has been put into the District's policy.

Ms. Gregory noted that these proposed changes are all about cleaning up the policy language so that practices in place for a long time are formalized so that the policy matches practice.

Trustee Reese asked if this was a request by the union. Ms. Gregory said that she has regularly been meeting with union representatives, including shop stewards, to discuss different issues that they would like to address or that have been discussed.

Trustee Reese also asked about the implications of new paragraph three in Chapter V: Discipline, Section A., regarding the right of the Executive Director to skip discipline steps up to and including termination. Ms. Gregory said that this provides the opportunity for the District to immediately terminate an employee should circumstances warrant. She said that employee performance issues would generally be addressed by going through the discipline steps, but, for example, if an employee stole out of the cash register, the employee could be terminated even if though staff has had no discussions with the employee. It gives the District the flexibility to look at the severity of the offense.

Trustee Reese moved to adopt the proposed revisions to Chapter V: Discipline in the District's *Personnel Policy and Procedures Manual*. There was no opposition and the motion carried.

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**Announcements**  
**(Item X.)**

The next Finance and Audit Committee Meeting will be held on Thursday, November 8, 2012, in the Summerlin Library, 1771 Inner Circle Drive, Las Vegas NV 89134, at 4:30 p.m.

The next Board Meeting will be held Thursday, November 8, 2012, in the Summerlin Library, 1771 Inner Circle Drive, Las Vegas NV 89134, at 6:00 p.m.

The Legislative Committee of the Whole Board will meet on Thursday, December 13, 2012 in the Boardroom of the Windmill Library Service Center, 7060 West Windmill Lane, Las Vegas NV 89113, at 6:00 p.m.

**Public Comment**  
**(Item XI.)**

None.

Vice-Chair Kirsh asked the Boy Scouts in attendance if they had any questions about the Board meeting or the District. One of the Scouts asked if the 2007 fines and fees were due to stolen books or materials not returned by patrons. Mr. Morss said it was a combination of things; fees due to materials not being returned and fines due to materials returned late.

Trustee Kirsh thanked the young men for their presence and participation.

**Executive Session**  
**(Item XII.)**

Removed from Agenda.

**Adjournment**  
**(Item XIII.)**

Vice Chair Kirsh adjourned the meeting at 6:37 p.m.

Respectfully submitted,

Keiba K. Crear, Secretary

# 2012 ATTENDANCE

## APPENDIX A

### OCTOBER 11, 2012 REGULAR BOARD MEETING

2012		January 12 Regular Board Meeting	February 9 Regular Board Meeting	March 8 Regular Board Meeting	March 29 Finance & Audit Cmte	April 12 Regular Board Mtg	May 17 Regular Board Mtg	June 14 Nominating Cmte	June 14 Risk Management Cmte	June 14 Regular Board Mtg	July 12 Regular Board Mtg	NO BOARD MEETING HELD IN AUGUST			September 13 Regular Board Mtg	October 11 Regular Board Mtg
Benavidez	Kelly	P	P	P	A-E	P	P		P	P	P	NO BOARD MEETING HELD IN AUGUST	P	A-E		
Bilbray-Axelrod	Shannon	P	P	P		P	P	P	A-E	P	P		P	P		
Crear	Keiba	P	P	P	P	P	P	P	P	P	A-E		A-E	P		
Ence	Randy	P	P	P	P	P	P			P	P		P	P		
Kirsh	Ron	P	P	P		P	P	P		P	P		P	P		
Moulton	Sheila	P	P	P	P	P	P		P	P	P		P	P		
Reese	Carol	P	P	P		P	P		P	P	P		P	P		
Saunders	Michael	P	P	P	P	P	P	P		P	P		P	P		
Wadley-Munier	Robin	P	P	P	P	P	A-E			P	P		P	P		
Yturralde	Ydoleena	P	P	P	P	P	P	P	P	P	P		P	P	A-E	

attended Committee meeting but not a member

A-E                    Excused Absence  
 A-U                    Unexcused Absence  
 as of October 12, 2012