

MINUTES
LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT
BOARD OF TRUSTEES' MEETING
LAS VEGAS, NEVADA
APRIL 10, 2014
(approved May 15, 2014)

The Board of Trustees of the Las Vegas-Clark County Library District met in regular session in the Las Vegas Library, Las Vegas, Nevada, at 6:00 p.m., Thursday, April 10, 2014.

Present: Board: M. Saunders, Vice Chair K. Crear, via telephone
Y. Yturralde S. Bilbray-Axelrod
S. Moulton R. Wadley-Munier
M. Francis Drake

Counsel: G. Welt

Absent: K. Benavidez R. Ence
F. Ortiz

Staff: Jeanne Goodrich, Executive Director
Numerous Staff

Guests:

M. Saunders, Vice Chair, called the meeting to order at 6:15 p.m.

Roll Call and Pledge of Allegiance (Item I.) All members listed above represent a quorum. As Chair Crear attended via telephone, Vice Chair Saunders presided over the meeting. Trustees Benavidez, Ence and Ortiz were not able to attend and were excused. Appendix A.

Trustee Moulton led attendees in the Pledge of Allegiance.

Public Comment (Item II.) None.

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

Presentation on the District's Computer Assisted Literacy in Libraries (CALL) Program by Literacy Services Coordinator Tim McDonald and Presentation of Certificates to the graduates of the inaugural English Class at the Sahara West Library. (Item IV.A.) Tim McDonald, Literacy Services Coordinator for the Library District, introduced himself and explained that he managed the Computer Assisted Literacy in Libraries Program (CALL for short). He is here to celebrate the recent achievement of some of the students who graduated from the District's very first English class at the Sahara West Library and share with Trustees the human face of some of the successes enjoyed in the CALL program because of Trustee support. McDonald first recognized the staff members who supported these students on their journey to success. They are: Literacy Trainer Rhea Watson, Sahara West Scheduling Specialist Marci Chiarandini, Sahara West Branch Manager Kim Clanton-Green and the class instructors Marina Chiarandini and her assistant Jackie Bundrun. Marina and Marci are sisters. Marina could not be here this evening as she has a newborn baby.

Before he recognizes the students, Mr. McDonald updated Trustees on some exceptional people whom many Trustees met last year at the Board meeting last May 2013. The Board recognized the success of the District's Work Readiness students, and Trustee Francis Drake

expressed that the Board would love to be updated on these students. There is much good news to report. He provided brief updates on the students who earned their Work Readiness Credential.

Blanca Flores started her job at Saguaro Home Health on 4/30/2013, after completing the WRC program.

Hector Sosa-Gomez received a pay raise at his job at *El Mundo*, completed his GED and is applying to UNLV in the fall.

Allen Pai was hired as a Chronic Disease Program Evaluator at the Division of Public and Behavioral Health, Department of Health and Human Services, State of Nevada. Started 7/22/2013.

Ginnie Seva was hired as a Transit Ambassador at the RTC of Southern Nevada on 5/20/2013. Also, she has been hired as a part time Administrative Assistant for a psychiatrist at Behavior Medicine Associates. Ginnie volunteers as a bread baker at her church and is intending to return to college to earn a degree in social work.

Annie Chung took the class to do a better job supporting her children and spouse as a mother and homemaker. She reports that the class has helped her achieve this goal and she continues to explore opportunities to improve her English language skills.

Luis Santamaria is currently employed at Marshalls Retail Corp. as of 3/2014. He is also attending CSN since fall of 2013.

Jacob Chavez is currently attending CSN pursuing a business major. He was attending part time while attending the WRC class.

Joseph Chavez worked as a volunteer for the Centennial Hills Library since 5/2013. Joseph has been hired in March 2014 at Nellis Air Force Base as a custodian.

April Beasley obtained a job with the Census Bureau at the end of class in April, 2013.

Mr. McDonald said that 89% of respondents are in school or holding jobs and there was no contact with five of the class members.

Mr. McDonald said that the CALL program exists today because of a unique partnership between the Library District and the Nevada Department of Education, which administers the Adult Education and Family Literacy Act funding for Nevada. Because of the District's generous support through matching funds, allocation of classroom space, and inclusion of adult literacy in its strategic planning, the District is the only library system in Nevada to receive this federal funding and support of a terrific adult literacy program.

Through this funding process, the Library District has been awarded an annual grant to offer English language classes. There currently are 14 sites and the Sahara West site is one added in 2014. The students graduating tonight are the first graduates of this class at this location. By taking this free class, students developed their English Language literacy, while building vocabulary with a focus on work and life skills. These students worked hard. They attended 72 hours of instruction, did homework, and then took a rigorous exam to assess their progress.

Of the students who enrolled, 100% completed the class! Mr. McDonald said that this is an outstanding rate of student persistence. Nationwide, it's estimated that 50% of adult learners complete a course like this. The target set by the Nevada Department of Education for such a course is 70% for student retention. McDonald added that it is remarkable to have a class where every enrolled student completes the class. The students this evening gained an average of 12 points on their final assessment, and 71% of the students made an educational functioning level gain, which leads the state. For example, students moved from a High Beginning to Low Intermediate level. This is another remarkable achievement, far above state and national averages.

Mr. McDonald, Vice Chair Saunders, Ms. Goodrich and Ms. Clanton-Green presented the graduation certificates to Selma Arikcar, Derehik Khachatryan (who also received his wife's diploma as she was not able to be present), Tam Nguyen, Merly Perez, Inga Striaukiene and Li Wang. There was a round of applause as each student's name was announced.

Ms. Clanton-Green acknowledged the graduates who could not be in attendance: Leo Chieh, Enrique De Leon, Meseret Emiru, Loan Ho, Zhi Wei Jian, Azhir Khachatryan, Jesus Ricardo Romero and Martha Weiss. Each student received a round of applause.

Mr. McDonald noted how diverse the class was with five continents represented - Africa, Europe, Asian, South and North America - and how close they became, saying that is one of the benefits of the CALL classes. With Trustee support, CALL students gain increased self-confidence to propel them to achieve their next goal in life, whether it is getting a job, reaching their next educational milestone or helping their children achieve success in school. McDonald concluded by thanking the Trustees again for their support.

Trustee Saunders commented that he was once a CALL tutor during his undergraduate years and found it very pleasing, saying that there is nothing more satisfying in life than making a positive difference in someone's life and helping them develop their potential. He commended the program's efforts in furthering literacy, fulfilling the District's greatest mission.

Trustee Yturalde wanted to recognize the class instructors for keeping all of the students in the program for the six-week period and having them all complete it. She saw the confidence in all the students coming up to receive their certificates. Yturalde also liked hearing the updates from the previous class the Trustees had recognized. It was gratifying to her to hear that so many had gone on to the next level in their education.

All of the Trustees asked to keep receiving updates on program graduates. There was another round of applause.

**Public Services
Innovation Team
Presentation
regarding Harwood
Training by
members Mario
Aguilar, Kim
Clanton-Green,
Carlotta Dickerson
and Nikki Winslow.
(Item IV.B.)**

Ms. Clanton-Green introduced herself and explained that District Development Director Danielle Milam had introduced the Harwood concept during the February 2013 Board meeting, but it has been over a year since staff have reported on the program and so staff would like to take this opportunity to refresh the Trustees' memory about this exciting communication tool and to let you know how staff have been using the Harwood Method.

Ms. Clanton-Green explained that ALA has introduced an initiative that is intended to help libraries remain vital partners in their communities well into the 21st century. The Libraries Transforming Communities initiative has partnered with the Harwood Institute to help librarians connect in a meaningful way with the people they serve.

The Harwood Institute for Public Innovation is a nonpartisan independent non-profit that, for over 25 years, has focused on teaching people and organizations to "*Turn outward*" to their community and focus on what the community wants and needs, as opposed to what an organization believes that their community needs. The way that this is done is through a series of conversations with the people most concerned. If you are looking for a new way to serve teens, you talk to the teens in your community; if you are looking to improve an internal process, you talk to your fellow employees. The Harwood Institute emphasizes that you ask open-ended questions so that you don't influence the answers, and that you are open (very important) to the answers you receive, even if the answers aren't what you think they were going to be.

The staff the Trustees will hear from tonight were all given the opportunity to attend American Library Association-sponsored Harwood workshops. Ms. Clanton-Green then introduced Mario Aguilar, Carlotta Dickerson and Nikki Winslow, branch managers at the Laughlin, Rainbow and Spring Valley libraries, respectively.

Mr. Aguilar explained that "turning outward" is fundamentally an orientation towards your community. You can define a community however you would like: your staff, those you serve, your family, or your neighborhood. It is when we are turned outward that we can discover our shared aspirations and we can make progress, together.

But turning outward is not always easy said Mr. Aguilar. Many of us choose to turn inward, away from one another without us even knowing. Sometimes we lose our sense of purpose and we become consumed with day-to-day activities. Still, all of us are in search of a path that allows us to make a difference and become part of something larger than ourselves.

Rich Harwood, founder of the Harwood Institute, believed that this path must be done by turning outward and becoming more intentional about the choices that we make. Each person must decide whether it will be "business as usual," or to go down an alternate path.

What the Harwood Institute has done has equipped the group with different tools. Information about these is encapsulated in the handouts each Board member has been provided.

The *Aspirations* handout details the three questions utilized for community conversations. It focuses on identifying common aspiration themes that emerge when conducting community conversations. When we talk with others about our aspirations we improve the chances that we can find some common ground to come together and get things done.

The *Turning Outward* handout describes how to focus on the community and makes the people the reference point for getting things done. This handout is a quick inventory of what we generally focus on and helps us to determine how inwardly or outwardly we are turned.

The *Intentionality* handout allows us to test the quality of our choices by asking ourselves six questions. Mr. Aguilar commented that each day we make hundreds of choices and, while we cannot control everything, if we become more intentional about the choices we do make, we can have a far greater impact. Several members of the group have the handout posted in their offices to remind them about making intentional choices, using the checklist on the handout to ensure that intentional choices are made based upon the branch's communities.

Ms. Dickerson said that the team was given the opportunity to attend a workshop called the Public Innovators Lab last October. At this intensive lab, we practiced Turning Outward and discussed how libraries can act as change agents in their communities.

When we become more focused on, and skilled at, community conversations, we become more reflective of, and connected to, our communities. We are building stronger relationships and yielding greater community investment.

As a part of the Public Innovators Lab, Ms. Dickerson said, the team was tasked to apply what we learned to our community. We participate in monthly group coaching calls for a year with a certified Harwood coach. During this call, we have the opportunity to ask application/implementation questions and share our experiences with other lab participants. In addition to monthly calls, we have access to peer-learning resources in a virtual space, where we collaborate and exchange ideas. Lastly, there are six webinars that are available as part of the permanent resources within the Transforming Libraries Initiative.

Ms. Winslow said that Trustees were probably asking themselves how we have applied these concepts to our work as part of the Public Innovation Team. A main component of the Harwood principle is the concept of Turning Outward as already explained tonight and as a team we decided that the first community we wanted to engage was our internal community of staff.

The team used the aspirational exercise from Harwood, with a set script of three questions, using the ones from the handout you were just given. The four of us went to the staff in our branches and met one on one with them to ask them what their aspirations for our particular branch look like, the challenges we might face, as well as any changes to what we are currently doing to make these aspirations

a reality. We used the term aspiration to provoke a conversation about what we realistically could implement in the future and focusing on the possibilities, rather than the problems or issues we might face. Ms. Clanton-Green has also been using the Harwood method with the teens involved with the Teen TechArt Studios to ask them how they would like to see this project develop in the future. We are also developing surveys for our patrons and community to gather feedback about what they would like to see in their libraries, always framing these conversations in a positive way that focuses on realistic change.

In addition, we are also going to be attending a Design Institute sponsored by *Library Journal* in Salt Lake City in May to gather ideas of how to utilize our spaces and integrate technology and innovation. We want to apply this to offer the most relevant and valued services in the most cost effective way as we move into the future. She said all four of us are excited to be working together on this team and look forward to the many projects to come!

Trustee Wadley-Munier asked about the one-on-one meetings team members conducted with their staff and whether staff expressed similar aspirations or a wide variety. Ms. Winslow said that there are close to 50 staff at Spring Valley (including the security guards) and she found that, depending on the positions staff held, there were different aspirations. There were some broad-level concepts expressed, such as integrating technology as well as recommendations as to how items are shelved. She said these discussions really made the Spring Valley staff feel good and she felt the other team members would agree that staff appreciated that the team met individually with every member of their staff. These one-on-one discussions ran from 15-30 minutes and everyone felt valued. While the team has not come together to compile their results yet, each member represents very different branches. Ms. Winslow is sure there will be some differences as well as some commonalities.

Mr. Aguilar pointed out that the *Aspirations* handout passed around to Trustees highlights the importance of looking at one's community and trying to identify common themes. For example, in his Laughlin branch, staff ranges from a 17-year-old to a 74-year-old from all over the country. One might imagine there would be differences, but staff members had shared aspirations. One of the main purposes of the exercise is to identify that "sweet spot," the concentric circles that show the shared aspirations of the group. However, it is not a promise to do everything but focus on the shared aspirations to effect change.

Ms. Clanton-Green said that one of the things she was very happy to see was that the answers were not so much about making the branch a better workplace for the staff. Rather, the answers that she received (and believed that the other team members received the same) were more on the line of how the staff can better serve the community - how the District can be more efficient and how staff can be sure the community receives what they need from the District. She felt this was a very heartening thing to hear.

Vice Chair Saunders said that he is very supportive of this type of training as he believes it is fundamental and very important to learn

how to facilitate change. This is a subject Saunders is very interested in, noting his article in THE VOICE, the United for Libraries newsletter. He commended the team for their work and hoped great things would be done in the branches and the community.

Ms. Goodrich added that she wanted to commend Mr. Fay for creating the Public Services Innovation Team because Trustees can see how all the pieces fit together. Tasks such as training, applying it and proselytizing it are preparing staff for the comprehensive services and facilities master planning process by preparing them to be able to look inward. The District has now developed a team that can be a part of it. These questions are not posed by people at the top; they are posed by the people working with staff day in and out in the branch system.

Trustee Moulton noted when everyone is working on the same goals it is a buy-in and she was so pleased to see it. The community is so important and she is very grateful to see these kinds of things happening at the District.

**Approval of
Proposed Minutes
Regular Session,
March 13, 2014.
(Item V.A.)**

Trustee Wadley-Munier moved to approve the Minutes of the Board of Trustees Meeting held March 13, 2014. Vice Chair Saunders abstained as he was not present at the meeting. There was no opposition and the motion carried.

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

Vice Chair Saunders and Ms. Goodrich announced that envelopes containing the materials to be used for the Executive Director's annual evaluation were at each Trustee's location.

Vice Chair Saunders then asked Trustees Bilbray-Axelrod and Francis Drake to provide reports about their experiences at the Public Library Association's recent conference in Indianapolis. He will follow with his report on the conference.

Trustee Bilbray-Axelrod said the conference was very interesting for her. She was able to meet a large number of people and hear a great deal about best practices. She was really intrigued by hearing about different types of best practices in terms of technology and space building issues. She saw a makerbot on the exhibit floor and a DVD distribution point that looked a lot like a "REDBOX" display. Bilbray-Axelrod was also interested in where eBooks are going and the technology available for young people. She was very proud of the District and said it felt very good to talk about the District's size, scope and financial solvency and concluded by saying that people are looking forward to coming to Las Vegas for the ALA conference.

Trustee Francis Drake thanked the District for the privilege of attending the conference as one of its representatives. She was very impressed by speakers who focused on the importance of libraries in what they do (not all the speakers were librarians or affiliated with libraries) and how libraries can influence the speakers in what they do. Francis Drake said both Bryan Stevenson of the Equal Justice Center and Ann Patchett of the Parnassus Bookstore all talked about libraries, how important they are and how they influenced the things they do.

Trustee Francis Drake thought the programs presented by libraries from across the nations were very impressive in their work with tweens, veterans, seniors, schools, genealogists and the list goes on. There seemed to be a program out there for anyone who had any kind of interest. She was proud to realize that many of these programs are reflected in the programs the District offers. Francis Drake also mentioned the number of people who were excited to attend ALA in LV.

Vice Chair Saunders said he was very encouraged by the positive tenor of the conference. He was very excited about the PEW Research Center's Internet and American Life Project presentation. He thought it confirmed the valuable work that libraries are doing in the community. Saunders said he is of the opinion that technology is not replacing libraries, but it is enhancing them. Libraries are helping to bridge the gap between the information-rich population and the information-poor population. Bridging that gap is a mission about which he feels very strongly as it is a personal conviction of his to provide those who do not have the means or the ability to seek out information the tools to improve the quality of their lives. He encouraged everyone to review the PEW report on its website.

Vice Chair Saunders also attended a presentation on the very important statutory duty that Trustees have of approving the library's budget and ensuring that the library remains fiscally sound. He will provide Ms. Boyer with handouts from that seminar for distribution to Trustees. Saunders also advised Trustees that they could reference the various presentation materials from the conference at placonference.org/programs.

There were no questions about these reports.

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

Executive Director Goodrich said she wanted to highlight several items from her report. Ms. Goodrich also attended PLA, which she said is always the best conference to attend as it is all about public library issues. The opening session by Bryan Stevenson was informational, moving and inspirational. Goodrich did a lot of networking and always visits the exhibits at this conference. Several of the sessions she really enjoyed were about increasing circulation because, as Vice Chair Saunders said, libraries are high tech and high touch. Trustees saw the heart tonight with the certificate presentation to the CALL graduates, but staff is always talking about technology.

Ms. Goodrich noted that the District was about to offer, through a service called HOOPLA, streaming of movies and TV shows. She suggested Trustees check out Freegal, if they have not tried it lately, as patrons can now stream three hours a day on their mobile devices through this service. Goodrich commented that is pretty amazing what the District is able to provide at the same time staff is working on meeting those very personal needs. She also saw this at the Laughlin Library's 20th Anniversary event, which took place the previous evening. Patrons were so proud about the library's role in their community.

At conferences, Ms. Goodrich always likes to attend one thing that has nothing to do with her job. At PLA, the one thing was a fascinating

presentation on preserving the history of three secret cities (sites of the Manhattan Project) by the relatively small public libraries in Richland, Washington (Hanford site); Los Alamos, New Mexico; and Oak Ridge, Tennessee. These three libraries preserved the archives and information from these very important areas and Goodrich thought it was an interesting connection between what libraries do in collecting information and materials and how that connects back to real people in real lives. This presentation was personal to Ms. Goodrich as her mother was one of the many women who went west to work at the Hanford site and Ms. Goodrich was born near the area.

Ms. Goodrich announced to the Trustees that she will be sending information to Trustees regarding several opportunities to volunteer at the American Library Association conference coming up in June at the Las Vegas Convention Center. Goodrich said one of the opportunities would be at the District's booth on the exhibit floor and she suggested it was a great opportunity to meet and greet conference attendees. In addition to typical display materials, the District plans to hand out a packet of notecards based upon the District's advertisements used at McCarran Airport and gaming tokens with images of the District's logo and the Welcome to Las Vegas sign on each side. Ms. Goodrich also asked Trustees to reserve the evening of Friday, June 27th to attend the Urban Libraries Council Reception at the LVH.

Ms. Goodrich said that she was very disappointed that the State Council on Libraries and Literacy did not vote to fund the District's project, *Beating the Odds: Closing the Achievement Gap*. The goal of the grant proposal was to assess and strengthen the District's pre-school service strategies and to build new and effective partnerships that extend the reach and increase the number of quality local pre-school learning experiences for the 60,000 three-to-five-year-olds that live in the Las Vegas Valley. Development Director **Danielle Milam** sought feedback only to learn that some rated the proposal very high and others very low, with some making the assessment that it was "too ambitious" or that it didn't meet LSTA goals, which is patently untrue. Library Services and Technology Act funds are awarded to states based on population. The District serves approximately 55% of the state's population.

Ms. Goodrich said that staff has conducted an internal review based upon the feedback. Staff believes that the District is so much bigger than the other libraries competing in the state that the grant-proposal, though well-written, may not be understandable and too abstract. She said that the challenge in the future is to make the District's proposal less abstract and more understandable. Staff will not appeal and will learn from the experience. For the first time in many years, the District has not received funding for a competitive grant and will only receive funding as a recipient of the statewide electronic database program.

Ms. Goodrich is delighted that the Public Services Administration team and others have created the Quick Start card, which is being piloted by Outreach Services. Staff has known for some time that some students were not able to obtain library cards because their parents feared fines

and fees or because there were already fines and fees issues (often generated by adults in a household and not the students).

The Quick Start card provides an alternative: the card can be easily issued at various events and without parental permission because physical items cannot be accessed with it. At the same time, students and others can use eBook and Homework Help databases and other services that don't involve a physical object. To check materials out, one must register in person at a library branch with the appropriate identification.

As Deputy Director Tom Fay pointed out in his report, 205 Quick Start cards were issued at Gibson Middle School and the first week after issuance there were over 900 database logins. This is research that simply wouldn't have happened without this new type of card. Ms. Goodrich said the roll-out has been very exciting and Trustees can see that this program has really taken off. She is very happy that the use of these databases, some of them very expensive, has increased. Staff is looking at other forms of the same type of concept that the District can provide to patrons who cannot obtain a standard library card.

Trustee Bilbray-Axelrod thought the Quick Start program was a fantastic idea and she congratulated staff on their work. She then asked if the District could sell any of the items staff planned to give away at the District's booth at the American Library Association (ALA) conference.

Ms. Goodrich said that the Nevada Library Association will be able to sell items, but was not sure if they had anything to sell. Goodrich felt it was a huge undertaking for staff to obtain the inventory and track the sale. She also noted, from her past experience as a conference manager, that there are rules due to the presence of the ALA bookstore and vendors who will also be on the exhibit floor. She explained that the organizations who were selling items at PLA were not actually on the exhibit floor. The District's booth on the exhibit floor will not be able to sell anything the other exhibitors sell.

Trustee Moulton enjoyed the Public Services Report from Deputy Director Tom Fay. It was great to see the statistics and happy to see staff is carefully tracking the increase in eBook use, circulation and Wi-Fi use. On a personal note, she has worked on the Each One Read One program since its inception five years ago. This program takes one book and has it read throughout the county at local schools, public, private and charter. She appreciated the support provided by District staff and especially Youth Services Coordinator Mary Nelson.

Vice Chair Saunders commended whoever came up with the Quick Start card idea. He said it is innovative and he likes it when barriers to literacy can be removed.

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

Mr. Fay thanked Trustees for the kudos on the Quick Start card and said that the concept had been created by his Public Services team who took on Fay's challenge to try something new - to create it, to figure out how to put it together, to test it and then implement it.

Business Office Report (Item VII.A.2.) No questions.

Human Resources Report (Item VII.A.3.) No questions.

Information Technology Report (Item VII.A.4.) No questions.

General Services Report (Item VII.A.5.) No questions.

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

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

Unfinished Business (Item VIII.) None.

Discussion and possible Board action to award an annual requirements contract for Library Materials and Supplies to the Brodart Company. (Item IX.A.) Fred James, Deputy Director/CFO, introduced this item, to purchase library materials and supplies, and explained that an annual requirements contract is an agreement with a vendor who guarantees to provide supplies and material items at a stated price over a period of time. Acceptance of this Library Materials and Supplies agreement, as outlined in the bid documents, does not obligate the District to purchase any minimum quantity of any item listed within this contract. However, the District should make a good faith effort to purchase those items that are covered under this agreement if the funds are available. Mr. James explained that the District usually purchases approximately \$100,000-\$150,000 in library materials and supplies annually.

An Invitation to Bid for Library Materials & Supplies was advertised in the *Las Vegas Review Journal* and community-based minority newspapers. In addition, the Invitation to Bid was faxed to all minority Chambers of Commerce and to other known library materials and supplies firms.

A pre-bid conference was held on January 28, 2014, with the bid opening on February 7, 2014. Twelve firms obtained copies of the bid. Bids were received from Brodart and Demco. Bidders were required to bid on all 124 items. Based on the criteria outlined in the Bid document, the total number of bid items receiving quotes and the cost analysis, Brodart was determined to be the most responsive and responsible bidder with only four alternates as compared to Demco with 58 alternates, at least four of which were determined to be

unacceptable, three items listed as special orders and one item with no bid quote.

Brodart has been selected for recommendation for contract award. The new contract will be effective June 1, 2014. The initial contract is through March 31, 2015, with four one-year renewal options.

Trustee Yturralde moved to authorize staff to award a contract with Brodart Company for Library Materials & Supplies in accordance with Bid No. 14-01, for one year and to authorize staff to extend the contract for four one-year renewals in subsequent years subject to funding being available and the vendor continuing to meet the specifications as outlined in the bid documents. There was no opposition and the motion carried.

Discussion and possible Board action to amend the Patron Privacy Policy last revised and adopted April 16, 2009. (Item IX.B.)

Deputy Director COO, Tom Fay introduced this item. Mr. Fay reported that he has been reviewing all District policies since his arrival last year. The *Patron Privacy Policy* that has been in place since November 13, 2003 and revised once on April 16, 2009 did not include language regarding the Children's Online Privacy Protection Act (COPPA). This law was enacted in 1998 and updated in July of 2013 and details how and what types of data may be gathered online from children under 13, what may be retained, and in what circumstances parental notification is required. Any entity that gathers or potentially gathers data from children under 13, even limited data for a limited purpose or time frame, must post a clear and comprehensive online privacy policy that details the personal information collected online from persons under the age of 13. Mr. Fay wanted to ensure the District was not doing anything to violate the Act. The updates to the Act really focused on making sure organizations with an online presence, be they websites or social media, etc., were not actually soliciting material from children 13 and under.

Mr. Fay said that the Executive Council and Public Services staff undertook a comprehensive review of the material the District was collecting. Staff were able to determine the District was not collecting much information and the information that was collected was mainly focused on the Summer Reading Program (SRP). Because SRP is an incentive program and includes a random drawing, there is some information collected. However, Fay said that staff are still in compliance so all staff have to do was ensure that the District refers to COPPA in the District's Privacy Policy and reference the types of data District staff is collecting and how long it is kept and for what purpose. The proposed changes to the current policy clear state this and as staff go through the annual privacy audit, this will be verified. Staff will not collect additional information and the information that is collected will be deleted at the correct time.

In order to comply with COPPA, District staff propose to amend the *Policy* by including a section dealing specifically with children's information. The new section and wording would read as follows:

4. Children's Information

In accordance with the Children's Online Privacy Protection Act

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(COPPA), the District's website does not collect or store any personal information, even in aggregate, about children under the age of 13. We will never disclose a child's personal information as full name, address, etc. ("information that would facilitate or enable the physical or online locating and contacting of a specific individual") without written approval from a parent or legal guardian.

Information gathered online or in person by the District for the summer Club Read program is maintained from the first of June through the end of September. This standalone platform is not a part of the District's website. Any information collected online in this system is for the sole, one-time purpose of registering for random prize drawings related to Club Read. Any contact made to award a prize is made through the parent, via the email address or phone number provided by the parent at time of registration. In September of the same year that the data is collected, all data related to Club Read is purged.

Vice Chair Saunders confirmed that the proposed policy changes had been reviewed by Counsel Welt.

Trustee Wadley-Munier thanked staff for their efforts to protect children.

Trustee Bilbray-Axelrod moved to amend the *Patron Privacy Policy* last revised and adopted, April 16, 2009, to include language about COPPA. There was no opposition and the motion carried.

**Announcements
(Item X.)**

The next Board Meeting will be held Thursday, May 15, 2014 in the Windmill Library at 6:00 p.m.

**Public Comment
(Item XI.)**

None.

**Executive Session
(Item XII.)**

Removed from Agenda.

**Adjournment
(Item XIII.)**

Vice Chair Saunders adjourned the meeting at 7:07 p.m.

Respectfully submitted,

Randy Ence, Secretary

2014 ATTENDANCE

Appendix A

April 10, 2014 Regular Board Meeting

2014		January 9 Regular Board Mtg	January 22 Special Board Mtg	February 13 Risk Mgmt Cmte	February 13 Regular Board Mtg	March 13 Regular Board Mtg	April 10 Finance and Audit Cmte	April 10 Regular Board Mtg					
Benavidez	Kelly	P	A-E	P	P	P		A-E					
Bilbray-Axelrod	Shannon	P	P	A-E	A-E	A-E	P	P					
Crear	Keiba	P	P	P	P	P	P	P					
Drake	Marilyn	P	P	P	P	A-E	P	P					
Ence	Randy	P	P	P	P	P	A-E	A-E					
Moulton	Sheila	P	P	P	P	P	P	P					
Ortiz	Felipe	P	P	P	P	P		A-E					
Saunders	Michael	P	P	P	P	A-E	P	P					
Wadley-Munier	Robin	P	P	P	P	P	P	P					
Yturralde	Ydoleena	P	P	P	P	P	P	P					

attended Committee meeting but not a member

A-E Excused Absence
 A-U Unexcused Absence

as of April 11, 2014