

**MINUTES
LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT
BOARD OF TRUSTEES' MEETING
LAS VEGAS, NEVADA
September 9, 2021
(Approved October 14, 2021)**

The Board of Trustees of the Las Vegas-Clark County Library District met in regular session at the East Las Vegas Library, Las Vegas, Nevada, at 6:00 p.m., Thursday, September 9, 2021.

Present: Board: B. Wilson, Chair K. Benavidez
E. Foyt N. Waugh
S. Ramaker J. Meléndrez
K. Rogers J. Jiron
K. Turner Whiteley

Counsel: G. Welt

Absent: Felipe Ortiz (Excused)

Staff: Kelvin Watson, Executive Director
Numerous Staff

Guests:

Chair, B. Wilson called the meeting to order at 6:01 p.m.

Roll Call and Pledge of Allegiance (Item I.) All members listed above represent a quorum. Appendix A. Chair Wilson led attendees in the Pledge of Allegiance.

Public Comment (Item II.) None.

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

Approval of Proposed Minutes Regular Board Meeting June 25, 2021; Board Retreat, June 25, 2021; Emergency Board Meeting, July 6, 2021; Regular Board Meeting, July 8, 2021 (Item IV A-D) Trustee Waugh moved to approve the Minutes of the Board of Trustees Meeting held:

- Regular Board Meeting, June 25, 2021
- Board Retreat, June 25, 2021
- Emergency Board Meeting, July 6, 2021
- Regular Board Meeting, July 8, 2021

There was no opposition and the motion carried.

Chair's Report (Item V.) The proposed dates and locations for the upcoming calendar year were given to the Board of Trustees. There were no comments or questions

on the proposed meeting dates:

January 20	Clark County Library
February 10	Rainbow Library
March 10	Whitney Library
April 21	Centennial Hills
May 19	Windmill Library
June 9	West Charleston Library
July 14	East Las Vegas Library
August 11	Clark County Library
September 8	West Las Vegas Library
October 13	Sahara West Library
November 10	East Las Vegas Library
December 8	Summerlin Library

Chair Wilson explained the change he made to add a consent agenda for the majority of the items. It was explained that everyone would be given the opportunity to pull out specific items to be discussed and voted on separately. No board members had any questions or concerns about adding a consent agenda.

Library Reports
(Item VI.)

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

Executive Director Watson highlighted a few areas in the Executive Director's Report: From the July 30th Report, Director Watson mentioned he was selected for the REALM Steering Committee. The committee is a part of a project conducted by OCLC and the Institute of Museum and Library Services and Battelle to produce and distribute science-based COVID-19 information that can aid local decision-making regarding our operations. From this project, Executive Director will gain information to bring back and share with the District and our employees around some of the science that is being done around COVID-19 and in regards to libraries.

Director Watson also discussed participating in the Regional Manager interviews and we were able to hire two candidates, one internal and one external. Director Watson also mentioned he will be participating in the ongoing Branch Manager interviews and explained participating the interviews is helping him learn more about our processes, as well as having candidates interact with the Executive Director.

Director Watson expressed his happiness in potentially working with the College of Southern Nevada to start offering classes out of the East Las Vegas Library Branch. Possible classes could begin as early as the Fall.

From the August Report, Director Watson shared that he met with Thee Square Food Bank. He was able to tour their facility and looking to potentially partnership opportunities to offer senior meals to seniors throughout the year and possible program collaborations.

Director Watson also encouraged everyone to read the interview he did with Las Vegas Review Journal on August 9th where he discuss the Library District and programs that we're looking to offer in the future.

On August 25, the Playbook 2026 was presented to the entire district. Some staff came in person and others watched as it was streamed online. It gave staff the opportunity to learn more opportunity to learn more about the Strategic Playbook from all of the administrative team members. A lot of the staff have already begun implementing the Strategic Playbook 2026 in their respective areas.

Director Watson also shared that the collaboration with Clark County School District is moving forward after he met with the Superintendent in August. A letter was provided to the Board of Trustees, which describes the partnership between the Library District and the Clark County School District to provide e-books directly to the school students from their Destiny Discovery platform.

Chair Wilson wanted to discuss the first item on the Executive Director's report- District Response to the COVID-19 Pandemic through fiscal year 2021. He highlighted that he asked for this item to be carried over, because the Library District came out the financial hardship that every government agency faced, rock solid. He gave credit to the CFO, Floresto Cabias and wanted to thank him publicly. Because of his efforts and the amount of work he's done last year, the Library District is already looking at building in the future instead of digging out of a hole.

Trustee Waugh asked Director Watson to discuss the decision to move forward with two regional managers instead of three, as mentioned in the approved Strategic Playbook. Director Watson explained that after the first round of interviews, there were five(5) finalist. Out the five(5), three(3) were selected initially. One of the three(3) candidates decided they would stay with their current employer. The decision was then made to look at another finalist for the position but they decided they were no longer interested in the position.

**Library Operations,
Security Reports
and Monthly
Statistics (Item
VI.A.2)**

Vice-Chair, Benavidez asked to discuss the Library Operations Report. She wanted to showcase Academia Espana, which is a new program created by an employee. Vice-Chair wanted to know more about the program and how the students or community could apply for it.

Leo Segura Library Operations Director, explained that Alex Acosta DeLeon created the program and worked with the Acting Branch Manager, Tom Olsen to implement Academia Espana at the East Las Vegas Library. The program teaches broadcast media to the community members and offers several classes. The classes have been full with 18 to 25 students enrolled. There will be a graduation at the end of the

Branding and Marketing Report and Electronic Resources Statistics (Item VI.A.3.a.)

program and those students who have not missed more than two(2) classes will be eligible to graduate.

Trustee Whiteley thanked Leo Segura for adding the 2019 statistics.

Trustee Whiteley had a question for Betsy Ward and Matt McNally in regards to Summer Challenge. Trustee Whiteley commented that she sees all of the great social posts and content but wanted to know what were the results and how did they compare.

Betsy Ward, Branding and Marketing director reported that Benchmarks of success for Branding & Marketing include touchpoints with consumers and the engagement that we can measure on our website and social media channels:

The very first touch point was the Summer Challenge brochure. 158,000 printed brochures this year. 110,000 were distributed by CCSD to their students and the remaining brochures were distributed through the library branches and by community Outreach. The Library District invested more deeply in advertising and direct mail this year. The print advertising campaign ran in RJ, Las Vegas Weekly, Black Image Magazine, El Tiempo, and the Summer Challenge brochures were polybagged with the May/June issue of Desert Companion, which has a circulation of 18,000. The direct mail campaign- On June 15, a bilingual postcard mailer promoting Summer Challenge and the new Las Vegas Lights library card went out to 116,600 business and residential zip codes in the neighborhoods surrounding four libraries, including West Las Vegas, East Las Vegas, Clark County, and Sunrise.

The digital advertising campaign included Facebook & Instagram, which was promoted further through the Google Grant, and a series of digital ads in the RJ.

Summer Challenge was a major feature in the Library District's twice-monthly Highlights eNewsletter, beginning in May, for six inclusions that went out to 316,000 library cardholders each time, generating an average open rate of 21%.

The Summer Challenge landing page on LVCCLD.org included a short animated video featuring the Library District's popular characters – the little Robot and his Robot Dog, which drew repeat views.

Updated audience portals for four audience groups, including Parents, Kids, Teens and an Espanol Portal, which spotlighted new events, online resources, and curated staff lists. 17,354 unique visits to this landing page from May 1st – July 31st.

The Library District received strong social media support from our 2021 partners, including CCSD, CCSD Faces and the Las Vegas Lights FC. This helped to increase the total reach of the dedicated social media posts. These posts pushed our messaging further and to newer audiences. This demonstrates the power of partnering with true influencers who are active on their own social media channels and it is something that we intend to expand for Summer Challenge 2022.

**Community
Engagement Report
and Monthly
Statistics
(Item VI.A.3.b.)**

Trustee Whiteley asked if the efforts mentioned were working and how could the Library District do more of it for next year?

Matt McNally, Community Engagement Director, responded that the program was extremely successful. It was the best Summer Challenge staff has ever run.

On August 27, staff engaged in an After Action Review and are now generating a written report for the Executive Director. Various outputs and outcomes were discussed.

By the Numbers: Children in K-12 read for over 3.4 million minutes. Parents and children ages 0-5 read over 36,000 books. In total, there were almost 7,000 participants; an increase of 15% from 2020.

Program has evolved over the past two years: reading/learning initiative.

Trustee Waugh thanked Matt McNally for including upcoming events in the report.

Chair Wilson accepted the Library Reports.

**Development and
Planning Report
(Item VI.A.3.c.)**

No questions.

**Information
Technology Report
(Item VI.A.3.d.)**

No questions.

**Financial Services
Report
(Item VI.A.4.a.)**

No questions.

**General Services
Report
(Item VI.A.4.b.)**

No questions.

**Human Resources
Report
(Item VI.A.4.c.)**

No questions.

**Unfinished Business
(Item VII.)**

None.

**New Business
(Item VIII)**

**Consent Agenda
(Item VIII.A)**

Trustee Whiteley pulled Item VIII.A.1

Trustee Waugh pulled Item VIII.A.2

Vice-Chair Benavidez pulled Item VIII.A.4

Vice-Chair Benavidez moved to accept remaining Items 3 and 5 on Consent Agenda. Trustee Waugh second the motion. There was no opposition and the motion carried.

Discussion and possible Board action to retract approval for the Library District's Closure on October 11, 2021 for Staff Development Day (Item VIII.A.1)

Trustee Whiteley mentioned to Director Watson regarding the wording in the Item. It states Town Hall are going to be occurring bi-annually and believes it should read semi-annually. Director Watson agreed semi-annually was correct. Trustee Waugh move to retract approval of October 11, 2021, as a closed day for the Library District. Vice-Chair Benavidez second the motion. There was no opposition and the motion carried.

Discussion and possible Board action to approve the days of closing for calendar year 2022 (Item VIII.A.2.)

Trustee Waugh wanted to pull this Item to highlight the Library District in accordance with the recent actions of Congress will be celebrating Juneteenth as an opportunity to highlight important history in our country. Trustee Waugh move to approve the proposed days of closing for Calendar Year 2022 and approve Juneteenth as a replacement holiday for Staff Day. Trustee Ramaker second the motion. There was no opposition and the motion carried.

Discussion and possible Board action regarding a contract award with KME Architects for architectural consulting services for the development of a building program for a possible relocation of West Las Vegas Library. (Item VIII.A.4.)

Vice-Chair Benavidez asked to pull this Item because there was a price attached to it and felt it was necessary to have on the record.

John Vino, General Services Director explained the building program is required for the possible construction of a new West Las Vegas Library. This program will build on the success of the East Las Vegas Library program and the District's strategy to design 21st century Libraries. The program will guide the District in its implementation of updated/new library services, and will help to ensure that these services and programs are relevant to the West Las Vegas Community.

The Consultant will lead the District thorough an in-depth programming and community engagement process that involves a series of informative stakeholder focus-group sessions that will include active community members and organizations, political representatives, and District Trustees and staff.

The consultant's services include conducting a needs assessment, encompassing input and data gathering, an analysis of branch collections, staffing, seating, technology, and community meeting space requirements.

The building program will break down all assignable space within the proposed branch and include a matrix of common and optional physical elements, facilities requirements, and adaptability criteria for future needs. The full scope of work and deliverables are outlined.

KME Architecture is a full service architectural firm and was selected by the Board as the Architect of Record for the West Las Vegas Library as part of the Master Plan selection process. KME is a certified Minority

Business Enterprise, (MBE) as well as a Disadvantaged Business Enterprise, (DBE). KME has extensive knowledge of the West Las Vegas Community having successfully led the community engagement process when they were selected by the City of Las Vegas to lead the Master Planning and Building Commissioning of the oldest remaining elementary school in Las Vegas, the Historic Westside School.

The staff is requesting authorization to award a contract to KME Architects not to exceed \$76,250, plus authorized reimbursable expenses, for library building consultant services to develop the building programs for a new West Las Vegas Library, subject to final review by Counsel. The timeline expected is 4 months but the contract gives six (6) months.

Chair Wilson asked to have the ownership principles of the company for the record. John Vino responded Melvin Green is the principle of KME. Trustee Waugh move to authorize staff to award a contract to KME Architects, not to exceed \$76,250 plus authorized reimbursement expenses, for library building consultant services to develop the building programs for a new West Las Vegas Library, subject to final review by Counsel. Vice-Chair Benavidez second the motion. There was no opposition and the motion carried.

Regular Agenda
(Item VIII.B)

Discussion and possible Board action to have periodic performance reviews of the Executive Director.
(Item VIII.B.1)

Chair Wilson explained that after discussing with Director Watson and Counsel Welt, they all agreed on this system. The idea is that the Executive Committee would meet as a subcommittee and have informal discussions with Director Watson instead of waiting for the annual review and report back to the Board as a whole with the details from those discussions, to be used in the annual review that is a formal review process. The goal is to start next month with meeting with Director Watson for a check-in.

Trustee Waugh questioned if there would be a mechanism in place for Trustees who are not on the Executive Committee to offer thoughts? Chair Wilson explained that because it is only a check-in, if those members who are not on the Executive Committee wanted to discuss specific things could email or call him with the information to be discussed in the check-ins.

Trustee Whitely questioned why would the Board as whole not receive information from the check-ins until the annual review, which would appear as if the rest of the Board doesn't have visibility into the direction or the goals that may be resetting or setting throughout the year. Chair Wilson explained that the wording could be changed to have it sent to the Board or provided to the Board in the Chair's Report following the meeting.

Trustee Foyt commented that the check-ins should not only be about critiques but also as an opportunity to applaud progress and offer assistance in new ventures.

Counsel Welt explained that written summaries of the check-in meetings will still need to be provided to the annual review. Chair Wilson agreed and rephrased the Item: The Executive Committee will regularly review the Director's performance through periodically scheduled meetings and report summaries at the next meeting, as well to the General Board at the Director's Annual review. Trustee Whiteley agreed and made the motion to accept the modification. Trustee Waugh second the motion. There was no opposition and the motion carried.

Announcements
(Item IX.)

The Las Vegas-Clark County Library District and Regional Transportation Commission of Southern Nevada will jointly launch a commuter campaign promoting access to e-books, audiobooks, and magazines. The event will occur at the East Las Vegas Library, 2851 E. Bonanza Rd, Las Vegas, NV 89101 on Thursday, September 16, 2021 at 9:30a.m.

Director Watson thanked Trustee Foyt for making the introduction that started the conversation for the partnership.

The next Board Meeting will be held Thursday, October 14, 2021 at 6pm. Location: Enterprise Library, 8310 South Las Vegas Blvd., Las Vegas, NV 89123.

The November Board meeting will be held on Wednesday, November 10, 2021 at 6pm. Location: Whitney Library, 5175 E Tropicana Ave, Las Vegas, NV 89122.

The November Board meeting will be held on Thursday, December 9, 2021 at 6pm. Location: Windmill Library, 7060 W Windmill Ln, Las Vegas, NV 89113.

Public Comment
(Item X.)

None.

Executive Session
(Item XI.)

None.

Adjournment
(Item XII.)

Chair Wilson adjourned the meeting at 6:46 p.m.

Respectfully submitted,

Elizabeth Foyt, Secretary