



MINUTES
Henderson District Public Libraries
Board of Trustees

Date: January 16, 2025

Place: Paseo Verde Library
280 S. Green Valley Parkway, Henderson, NV 89012

Also accessible via Zoom

Time: 7:45 a.m.

Click here for information on accessing the video conference:

https://hendersonlibraries.zoom.us/webinar/register/WN_Sqd-6yaDSJ2h6VXKigIWDQ

Notice is given that items on the agenda may be taken out of order. Two or more agenda items may be combined for consideration; items may be removed from the agenda or discussion delayed relating to an item on the agenda at any time. Public comment will be taken on each item as it is heard. There will be a 3 minute per person time limit during the public comment portion of the meeting.

Call to Order

The meeting was called to order by Chair Angela Brommel at 7:45 a.m.

Roll Call

Board present: Angela Brommel, Jennifer Andricopulos, Katie Gehrke, Jodi Gilliland, James Green, Bette Silverman

Board present (via Zoom): None

Board absent: Gerri Schroder (excused)

Staff present: Marcie Smedley, Joy Gunn, Alicia Bridgewater, Betsy Johnson, Markita Dawson, Tawana Keels, Dr. Leslie Doyle, Viveca Grinstead, Lisa Phelan, Ed Feldman

Others present:

Staff present (via Zoom): Melissa LaPorte

Others present (via Zoom): None

Approval of Agenda

Jennifer Andricopulos made a motion to approve the agenda, and Katie Gehrke seconded the motion. The motion passed unanimously.

Consent Agenda

These items are not expected to be controversial and will be considered together and approved in a single motion. Any person desiring to remove an item for separate consideration should so request before approval of the agenda. Items pulled from the Consent Agenda will be considered separately. All other consent items will be approved as one item.

CA-1 Review of Minutes

December 19, 2024

CA-2 Review of Paid Invoices

December 2024

Katie Gehrke made a motion to approve the consent agenda, and Bette Silverman seconded the motion. The motion passed unanimously.

Director’s Report

Possible Board discussion of the Director’s report or various staff reports highlighting various administrative and staff activities since the last meeting.

Marcie Smedley began the Director’s Report by noting that a couple of reports would be presented during this morning’s meeting. Tawana Keels then delivered her Quarterly Financial Report, emphasizing the organization’s strong financial position highlighting key figures, including Tax Revenues collected, which amounted to 48.97%, and other revenues at 36.35%. These results are particularly positive for the first half of the year. Additionally, expenses for Salaries and Wages were at 43.08%, which is favorable given that the organization has more full-time positions than part-time, keeping us under the 50% mark.

In terms of Benefits, 43.52% of the budget has been expended, while Supplies have utilized 36.51%. Tawana Keels expressed appreciation for staff members' conservative approach to spending. Regarding Utilities, 26.26% of the budget has been spent, which is notably low, especially considering the uncontrollable nature of electricity and gas costs—always a good sign when we're under budget. Services have reached 54.85%, and Library Materials stand at 37.77%.

Tawana Keels then addressed Debt Services, which currently stands at 57.67%. Lastly, under Capital Outlays, no funds have been spent to date, as there have been no purchases of vehicles, new equipment, or furniture. However, it was noted that some of these funds are expected to be utilized in the second half of the year. In conclusion, Tawana Keels stated that the organization is on track and anticipates a surplus by the end of the fiscal year, Tawana Keels then asked the Board members if they had any questions, to which there were none.

Marcie Smedley remarked that throughout the year, various team members will provide updates as part of our ongoing effort to report on different aspects of our strategic plan. Today's focus is on marketing, and we are pleased to have our Marketing Specialist, Alicia Bridgewater, who is here to provide an update aligned with our strategic initiative to build and share our story. This aligns with insights gathered during our strategic planning, reflecting both community feedback and our own understanding of our goals. Marcie Smedley emphasized the need to improve communication about the resources and programs we offer, then introduced Alicia Bridgewater, who shared that since August, her efforts have been focused on two main areas. The first is bringing our e-newsletters back on a regular schedule, and the second is optimizing our website.

Alicia Bridgewater highlighted the creation of two types of e-newsletters: the first, a general information and library services newsletter, and the second, focused on branch-specific events at our various library locations. Both e-newsletters have achieved an impressive average open rate of 50% or higher, well above the industry standard of 35%. Alicia Bridgewater also spoke about optimizing our website, emphasizing efforts to ensure consistency and addressing issues with the mobile website, in which some content on the website did not display properly on mobile phones, but this issue has now been resolved. Another significant aspect of optimizing the website was updating the menu. A new "Events" tab has been added, which was not present on the old menu which lacked specialized event links. In contrast, the updated menu now showcases a much higher level of activity, highlighting the growing interest in our events. Alicia Bridgewater projects that each link will receive several thousand clicks, reflecting a strong interest in our events.

Social media statistics were provided and showed growth in followers and average engagement for both Facebook and Instagram between August 5th to December 31, 2024. Instagram statistics may be slightly skewed due to two collaboration posts—one with the Las Vegas Aces and another with the City of Henderson. Notably, the Las Vegas Aces post garnered nearly 9,750 likes. The top three social media posts were shared, all of which had strong engagement. Alicia Bridgewater then opened the floor for Board members to ask questions. Katie Gehrke asked how most people access our website—whether it's through desktop or mobile phones. Alicia Bridgewater responded that many visitors access the site via desktop (over 50%), followed by mobile phones (estimated at over 40%).

Jennifer Andricopulos inquired about the significant drop-off on the social media graphs and whether it was linked to the collaboration posts. Alicia Bridgewater explained that Facebook engagement can be more unpredictable, with users not engaging as consistently as they do on Instagram. She also mentioned that if the peaks from the September collaboration posts were removed, the engagement data would appear more consistent.

Jodi Gilliland asked about the newsletters and how many email accounts they reach. Alicia Bridgewater replied that the number is approximately 96,000 accounts. Jennifer Andricopulos then asked if we have a good number of email accounts for our patrons compared to those who may not have email addresses attached to their accounts. Alicia Bridgewater stated that while she didn't have the raw data on hand, her experience in Customer Service suggests that the number of patrons without email addresses is relatively low. Those without email accounts are often elderly patrons who may not have access to a computer.

Angela Brommel shared how much she enjoys seeing the newsletter and reminisced about receiving the first one, noting how it made it easy for her to keep track of all the upcoming events. Jennifer Andricopulos commented that she's excited to see these marketing statistics, as it was one of her main suggestions when she first joined the Board—to improve communication about all the library's services and get the word out more effectively. Also,

Jennifer Andricopulos mentioned looking forward to continuing with these statistics and exploring ways to get the word out further, as well as finding ways to communicate with those who may not yet be connected with us.

Marcie Smedley had one final item to add to her report: the listing of the 2025 Meetings for the Henderson Libraries Board of Trustees and noted that the May meeting had been pushed back to the fifth Thursday of the month due to a public hearing to review the library's budget, which had time constraints that resulted in the Board meeting being rescheduled. Additionally, the June meeting had to be postponed by a week, as it originally fell on Juneteenth, a holiday when the library is closed. Marcie Smedley also highlighted that the February Board meeting will be held at the Green Valley Library, and the August meeting will take place at the James I. Gibson Library. A revised schedule with the updated meeting dates, reflecting the changes due to conflicting meetings or holidays, will be sent out today. Marcie Smedley stated that this is what is currently scheduled but these dates are subject to change and if it is necessary to cancel a meeting due to no business, the Board members will be notified.

New Business

No New Business

Old Business

1. Discussion and possible Board action regarding ratification of The Coffee Press lease

Marcie Smedley commented that there were no significant changes to the lease, as the January 1st date was upheld. Ben Carvalho and Bobby Gill are still finalizing their transition and are nearly ready to complete it. Everything is progressing as expected. There was one minor change to the lease, where a counterpart section was added, allowing the lease to be executed in one or more counterparts without requiring everyone to be present for signing. It also allows for electronic signatures, if necessary, a change suggested by our attorneys. There were no changes to the actual terms or content of the lease.

Angela Brommel asked if there was any public comment, to which there were none. Angela then asked the Board if they had any comments, to which there were none.

Jennifer Andricopulos made a motion to ratify The Coffee Press lease and James Green seconded the motion. The motion passed unanimously.

Announcements

The next Board meeting will be **February 20, 2025**, at the **Green Valley Library, 2797 N. Green Valley Pkwy., Henderson, Nevada.**

Public Comment

Note: Pursuant to Nevada's Open Meeting Law, action may not be taken on matters presented during this period until included on a future agenda as an action item.

None

Adjournment

Pursuant to NRS 241.020, written notice of the meeting of Henderson District Public Libraries' Board of Trustees was posted by January 9, 2025.

James Green made a motion to adjourn the meeting, and Katie Gehrke seconded the motion. The motion was passed unanimously. The meeting was adjourned at 8:01 a.m.

Posted at hendersonlibraries.com, the State of Nevada Public Notice Website, Paseo Verde Library, Green Valley Library, James I. Gibson Library, and West Henderson Library.