



MINUTES
Henderson District Public Libraries
Board of Trustees

Date: February 20, 2025

Place: Green Valley Library

2797 N. Green Valley Parkway, Henderson, NV 89014

This meeting will NOT be 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 Vice Chair Jennifer Andricopulos at 7:46 a.m.

Roll Call

Board present: Jennifer Andricopulos, Katie Gehrke, Jodi Gilliland, Gerri Schroder, Bette Silverman

Board present (via Zoom): None

Board absent: Angela Brommel (excused), James Green (excused)

Staff present: Marcie Smedley, Joy Gunn, Leslie Finzer, Alicia Bridgewater, Markita Dawson, Tawana Keels, Shannon Light, Betsy Johnson, Tish Campbell, Mary Jo McEvoy, Andrea Frazier, Julie Buckley, Diane Collins, Alexandra Costa, Elaine Estrada, Dr. Leslie Doyle, Ed Feldman, Kate Peraza

Others present:

Staff present (via Zoom): None

Others present (via Zoom): None

Approval of Agenda

Better Silverman made a motion to approve the agenda, and Jodi Gilliland 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 Paid Invoices

January 2025

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 opened the meeting by thanking everyone for attending the Green Valley Library and welcoming first-time attendees. Marcie Smedley explained that the building is shared with Workforce Connections, which provides career and business services. Half of the space is dedicated to the Employee NV Career Hub, and the other half to the Employee NV Business Hub. These federally funded services offer free career support and paid training programs to help small business owners hire staff through on-the-job training. Marcie Smedley emphasized that this is a valuable community service and a great way to maximize the impact of tax dollars by combining these two services.

Marcie Smedley introduced Julie Buckley, head of the Library Tree Lane Committee for the Friends of Henderson Libraries and invited her to share exciting news. Julie Buckley announced that this year was a record year for Library Tree Lane sales, thanks to the time, creativity, and hard work of the library staff, as well as the generous donations collected by Diane, Andrea, Jennifer, Trish, countless others, and cash donations from patrons. Julie Buckley proudly presented a check for \$48,500 to Henderson Libraries, marking the 20th year of the event.

Marcie Smedley thanked Julie Buckley and her incredible team for their dedication and effort in organizing this successful fundraiser, and highlighted how the event, a true labor of love, reflects the community's commitment to kicking off the holiday season with Henderson Libraries.

Jennifer Andricopulos asked if the Board had any comments. Katie Gehrke shared that it was her first time attending the event and found it very impressive, noting the variety of items and beautifully arranged gift baskets. Katie Gehrke described the experience as extraordinary and fun. Bette Silverman commented that she purchased a basket for her husband, who found it too pretty to take apart, so it sat on their fireplace for months. Bette Silverman then thanked the Library Tree Lane Committee for their amazing work.

Jennifer Andricopulos mentioned attending many planning meetings and now appreciates the hard work behind such an event, and praised the committee for their dedication, noting that this wonderful event truly benefits the community. Jennifer Andricopulos thanked Julie Buckley, the committee, and all the volunteers for their time and commitment.

Jennifer Andricopulos announced a brief recess at 7:54 am for a photo opportunity with the Friends of Henderson Libraries. The meeting reconvened at 7:57 am.

Marcie Smedley noted a few remaining items in the Director's Report and explained that the State Council on Libraries and Literacy (SCLL) submits a biennial report to the Governor's office and the Nevada State Legislature. A copy of the report was provided to the Board members in their packet for review. Marcie Smedley then gave the floor to Jennifer Andricopulos, a council member on SCLL, to discuss the council's work.

Jennifer Andricopulos explained that the State Council on Libraries and Literacy advises and assists the State Library, Archives and Public Records with statewide library and literacy responsibilities. This may include grant reviews, changes to the Nevada Revised Statutes (NRS) or the Nevada Administrative Code (NAC), or anything pertaining to the libraries in our state.

Jennifer Andricopulos joined the committee about a year and a half ago, and one of the key topics of discussion was changes to Nevada Administrative Code #379. This code addresses requirements for librarians in communities with fewer than 15,000 people, allowing directors to be certified through an approved program instead of holding a master's in library science (MLS). However, since the University of Nevada, Las Vegas (UNLV) and the University of Nevada, Reno (UNR) no longer offer these certification courses, obtaining certification has become challenging, and maintaining it requires continuing education. One of the council's responsibilities is to review laws as requested by the governor to ensure codes remain up to date and are consistent.

Another initiative the State Archive and Public Records is focusing on is preparing a biennial report for the governor, which was released in January and can be found in your Board packet. Jennifer Andricopulos noted that the library report included information gathered from council members about grants, programs, and the services they provide across the state. Henderson Libraries Summer Reading Program was featured in the report (see page 8), showcasing the Summer Reading statistics. This program is part of the Library Services and Technology Act (LSTA) grant fund program. Jennifer Andricopulos also commended Marcie Smedley and her team for their efforts in finding innovative ways to utilize grant funds. Another way the LSTA grant funds are being utilized is through the new Soundproof Study Pod Initiative. While the single-person pods were not specifically highlighted for Henderson Libraries, a study pod is available for viewing at the Green Valley Library.

Marcie Smedley expressed her gratitude to Jennifer Andricopulos for the valuable insights and for representing Public Library Trustees. It's great to have a representative at the council table.

Marcie Smedley provided the Board with updates on recent changes in management positions. Shakita Kirkland has been promoted to Customer Service Director, with over 20 years of library experience, including more than 10 years with Henderson Libraries. Marcie Smedley expressed excitement about the continued contributions Shakita will make in this new role. Additionally, there have been promotions within our Customer Service Coordinator positions, and we are pleased to announce that Reslie Retuyan has been promoted to Green Valley Customer Service Coordinator, and Nathan Ventic has been promoted to Paseo Verde Customer Service Coordinator. Marcie Smedley noted that the team is settling in well, and we are pleased with the growth and progress we are seeing. Congratulations to Shakita Kirkland, Reslie Retuyan and Nathan Ventic!

Marcie Smedley discussed the 2024–2029 Strategic Plan, which was launched in February 2024, and highlighted the progress made on each goal. For **Strategic Goal 1: Build and Share Our Story**, several initiatives were implemented. A Marketing Specialist position was created, a media calendar was introduced to support coordinated advertising efforts, and regular e-newsletters were reinstated with open rates significantly above the industry average. Additionally, the website menu was updated, leading to an increase in site visits, and the growth of followers on social media platforms has also been impressive. All of this work was accomplished by our marketing specialist, Alicia Bridgewater. Marcie Smedley expressed her gratitude to Alicia Bridgewater for all her hard work and dedication in getting these initiatives successfully implemented. Some areas of focus for 2025 include hiring a marketing consultant to help in crafting and sharing our story. Marcie Smedley acknowledged that Alicia Bridgewater does an excellent job of getting our story and information out to the public but bringing in additional support to help refine and articulate a narrative that truly reflects who we are and what we do will have a stronger impact and resonate more deeply with our community. In all of our Strategic Goals, under "Areas of Focus," we will reaffirm and address the objectives, activities, and indicators outlined in our Strategic Plan. This will help ensure we are on track and provide an opportunity to assess whether any adjustments are needed in the activities we're undertaking to meet those goals.

Marcie Smedley then moved on to discuss improvements on **Strategic Goal 2: Plan & Improve Spaces to Meet Needs**. Key advancements in this area include the creation of three facilities-focused positions: two Branch Coordinators and one Facilities Technician. Looking ahead, the areas of focus for 2025 will include the implementation of facilities and asset tracking software. This software will help identify items in need of maintenance, allowing for a more proactive approach rather than reacting when something breaks down. This system will also support capital improvement planning from a budgeting perspective. Furthermore, a space planning study will be completed, and a timeline for upcoming projects will be established. This effort is part of a grant project funded by LSTA, which provided support for a planning grant. As part of this initiative, we have contracted TSK Architecture, who have conducted an in-depth study of our space. We are now preparing documentation and recommendations on how to improve our spaces. Once we have this information, we will assess our budget and plan a timeline for implementing these improvements. Moreover, we will reaffirm and address the objectives, activities, and indicators associated with these changes.

Marcie Smedley discussed the advancements made toward **Strategic Goal 3: Build a Culture of Belonging**. Key initiatives include the formation of programming and outreach teams to develop high-quality programs that reflect the diversity of our community. Elaine Estrada serves as our Outreach Coordinator, Betsy Johnson is our Youth Programming Coordinator, and Markita Dawson is our Adult Programming Coordinator. Additionally, Shannon Light is part of the Adult Programming Team, and Alicia Bridgewater contributes to our engagement efforts from a marketing perspective.

These coordinators have done an outstanding job ensuring that the programming we offer is responsive to the needs of our community and equitable across all branches. Their efforts have played a key role in providing high-quality programming consistently throughout the library district. Elaine Estrada and her team have been actively engaging with the community across the City of Henderson, using Leo, the library truck, to connect through special events and visits. They have also made it a priority to visit senior facilities, reaching those who are unable to come to the library, ensuring that individuals in need of library services are still able to access them.

Marcie Smedley explained that a customer service team has been established to ensure delivery of high-quality services to the entire community. Customer service has become the core of who we are, and this team is dedicated to enhancing the experience for all library visitors. By doing so, we ensure that individuals who walk through our

doors have an experience that goes beyond simply searching for information. The team is equipped to address each individual's specific needs.

Additionally, a People & Culture Coordinator position was created to support employees' sense of belonging within the organization. Dr. Leslie Doyle, who is with us today, has completed one-on-one meetings with our entire team and has been compiling reports to help identify ways to better support a sense of belonging. When employees feel a part of a team, they are more engaged and motivated to contribute to the shared vision we are working toward. Our areas of focus include expanding partnerships for cultural programming. Moving forward, we will reaffirm and address objectives, activities, and indicators to ensure continued progress.

Marcie Smedley continued with an update on **Strategic Goal 4: Grow Our Team**. Improvements in this area include the completion of a reorganization to better align our functions with organizational priorities. Also, adjusting our staffing structure as follows:

- Employee count increased from 82 to 90 (a 9% increase)
- Full-time employees increased from 52 to 62 (a 19% increase)
- Part-time employees decreased from 30 to 28 (a 6% decrease)

The decrease in part-time employees reflects a strategic alignment of district needs with our new priorities. Managers observed a high turnover rate among part-time team members, which led to the decision to increase full-time positions to more effectively address these needs. In addition, the creation of the People & Culture Coordinator position was highlighted. In this role, Dr. Leslie Doyle will support training and engagement within our team, working with managers to develop an expanded training plan. This plan will focus on identifying key topics essential for the development of our team members, including areas such as mental health and professional development.

For 2025, the primary areas of focus will be to expand training and improve documentation related to the tools and resources our team needs to perform their jobs effectively. This will also include reaffirming and addressing objectives, activities, and indicators for continued growth and success.

Marcie Smedley concluded with an update on **Strategic Goal 5: Create a Culture of Psychological Safety**. The progress in this area includes the creation of the People & Culture Coordinator position. The areas of focus for 2025 will be to develop a shared understanding of psychological safety. Marcie Smedley shared that both she and Dr. Leslie Doyle are currently reading *The Fearless Organization*, a book that explores psychological safety. As they delve into its insights, they plan to share key takeaways with leadership and team members to ensure alignment across the organization. Finally, efforts will be made to reaffirm and address objectives, activities, and indicators related to this goal.

Marcie Smedley provided an update on the work accomplished over the past year and the goals for the upcoming year. She emphasized the importance of this update to the Board members, as the strategic plan plays a key role in guiding the organization's efforts. Reflecting on the previous five-year plan, Marcie Smedley highlighted the significant progress made, noting the successful completion of various goals and the tangible results achieved. Expressing confidence that the current strategic plan is on track and that the organization is advancing as expected.

The Nevada Library Association (NLA) is currently undergoing reorganization and, as a result, will not host a Library Legislative Day this year. However, Marcie Smedley mentioned that she and Joy Gunn still plan to travel to Carson City during the legislative session to meet with legislators. Marcie Smedley has also continued discussions with Rocky Finseth of Carrara Nevada to strategize the best approach for engaging with our legislators. It is important to keep libraries top of mind, particularly in case there is an opportunity to request additional funding in the future from our legislators. The Board will be kept informed of these efforts.

Gerri Schroder emphasized the importance of closely monitoring legislative actions, noting that there is always a risk of something being "sneaked in" that could potentially harm libraries, such as cuts to funding. She also stressed the need to maintain strong relationships with legislators, highlighting that just because there are no items currently on the agenda does not mean the organization should remain passive or "lie low."

Marcie Smedley mentioned that despite the reorganization of the Nevada Library Association (NLA), the Government Relations Chair continues to actively track and monitor relevant bills. Our organization also keeps an eye on legislative developments to the extent possible, and the State Library is monitoring bills as well, notifying library directors if any proposed legislation could impact libraries. Additionally, our attorney, Jennifer Gaynor, who has experience as a lobbyist, is actively monitoring developments that may affect us. When issues arise in the legislature that could impact libraries, a call will be made to Board members who are interested in testifying on matters that may affect our work.

Jennifer Andricopulos expressed her gratitude to Marcie Smedley and the team for their hard work and for the update provided in the Strategic Plan. It was noted that the update clearly demonstrates the organization is on track, with previously discussed topics coming together and reaching fruition. It is wonderful to see this progress.

New Business

1. Discussion and possible Board action regarding designation of auditors for Fiscal Year 2025

Tawana Keels discussed last year's request for proposal (RFP) for audit services. Hinton Burdick CPAs & Advisors were approved by the Board to audit fiscal year 2024, and the Board has already received their report. There are four available renewal extensions for their contract. Today, we are requesting Board approval to designate Hinton Burdick CPAs & Advisors as the auditor for fiscal year 2025, with an estimated cost of \$27,000. Tawana Keels mentioned that Hinton Burdick does excellent work, and she is very satisfied with the services they provide.

Jennifer Andricopulos inquired if there were any public comments, to which there were none. Jennifer then asked the Board if they had any comments, to which there were none.

Gerri Schroder made a motion to approve the designation of auditors for Fiscal Year 2025, and Jodi Gilliland seconded the motion. The motion passed unanimously.

2. Discussion and possible Board action regarding approval of Social Media Policy

Marcie Smedley discussed the update to the Social Media Policy, which replaces the previous Social Software Policy. The previous policy was outdated and did not accurately reflect the current operation of our social media accounts. The new policy has been drafted with input and suggestions from Alicia Bridgewater, our Marketing Specialist, who manages all of our social media accounts. Furthermore, the policy has been reviewed by our attorney, and her suggestions have been incorporated into the final version.

Jennifer Andricopulos inquired if there were any public comments, to which there were none. She then asked the Board if they had any comments. Katie Gehrke asked how a controversial comment on the website would be handled. Alicia Bridgewater responded that if she noticed a contentious comment on the site, she would bring it to the attention of Marcie Smedley and/or Joy Gunn to ensure multiple perspectives were involved in addressing it.

Jodi Gilliland asked whether this policy applies solely to the library's social media accounts or if it extends to employees' personal accounts as well. Marcie Smedley clarified that the policy is specifically for library-administered social media accounts.

Gerri Schroder inquired about the process when a user posts a comment that violates the Social Media Policy, specifically whether a notice is sent to the user indicating that their content violates the policy or if the comment would be removed due to the violation. Marcie Smedley responded that this process would be reviewed; however, as long as she has been the Executive Director, there have not been many comments that violated the Social Media Policy. Most of the comments received were during Drag Queen Story Time, where some individuals expressed complaints. As long as the comments did not contain hate speech, they were left visible. If the comments crossed the line, they were hidden and not displayed on the website. This approach was used at the time, with only 2 or 3 incidents where this occurred.

Jennifer Andricopulos inquired about how the policy is communicated to the public, particularly asking if there is a link on the website where it can be accessed in advance. Marcie Smedley responded that all approved policies are available on the website under the "About" section, specifically in the "Policies" section, where users can find

all current policies. She also mentioned that we could consider linking the policy directly in our “About” section to make it more readily accessible.

Additionally, Gerri Schroder suggested including a brief paragraph stating that Henderson Libraries would not allow any controversial comments to be posted on their site and perhaps adding a link so people can reference the Social Media Policy. Marcie Smedley said they will look into this but noted that Henderson Libraries has a friendly community and rarely faces such situations.

Jennifer Andricopulos had a question regarding the hiding or deleting of comments, specifically with regard to retention policies and the Nevada Freedom of Information Act. Is there anything that would require us to retain those records and whether they are preserved. Marcie Smedley responded that this question had been discussed with the attorney, and it was clarified that content posted on library social media is subject to the Nevada Freedom of Information Act. However, it is not the library’s responsibility to archive this information in social media cases or in this online environment. According to our attorney, this is all that needs to be stated.

Jennifer Andricopulos asked the Board if they had any further comments, to which there were none.

Jodi Gilliland made a motion to approve the Social Media Policy and Katie Gehrke seconded the motion. The motion passed unanimously.

Old Business

None

Announcements

The next Board meeting will be **March 20, 2025**, at the **Paseo Verde Library, 280 S. 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.

Gerri Schroder made a motion to adjourn the meeting, and Bette Silverman seconded the motion. The motion was passed unanimously. The meeting was adjourned at 8:30 a.m.

Posted at hendersonlibraries.com, Paseo Verde Library, Green Valley Library, James I. Gibson Library, and West Henderson Library.