



MINUTES
Henderson District Public Libraries
Board of Trustees

Date: September 18, 2025 | **Time:** 7:45 a.m.

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

Also accessible via Zoom

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, Katie Gehrke, Jodi Gilliland, James Green, Aaron Harris, Gerri Schroder

Board present (via Zoom): Jennifer Andricopulos

Board absent: None

Staff present: Marcie Smedley, Christina Ayala, Alicia Bridgewater, Markita Dawson, Dr. Leslie Doyle, Elaine Estrada, Ed Feldman, Joy Gunn, Sean Hill, Betsy Johnson, Tawana Keels, Kate Peraza, and Lisa Phelan

Others present: None

Approval of Agenda

Chair Angela Brommel inquired about changes to the agenda. Executive Director Marcie Smedley reported that agenda item #1 should be removed pending input from legal counsel and will be returned for consideration at the October Board Meeting. Angela Brommel requested a motion to approve the revised agenda. Gerri Schroder made a motion to approve the agenda. James Green 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

August 21, 2025

CA-2 Review of Paid Invoices

August 2025

Angela Brommel requested a motion to approve the consent agenda. Jodi Gilliland made a motion to approve the consent agenda. Katie Gehrke seconded the motion. The motion passed unanimously.

Executive Director's Report

Possible Board discussion of reports summarizing staff and administrative activities since the last meeting.

Executive Director Marcie Smedley introduced Facilities update presentations by Lisa Phelan and Kate Peraza.

Lisa Phelan oversees facilities at Paseo Verde Library and West Henderson Library. Kate Peraza oversees facilities at Green Valley Library and Gibson Library.

Lisa Phelan reported that Schneider Electric completed an automation system upgrade at Paseo Verde Library. The automation system connects to all mechanical hardware and manages cooling, heating, and ventilation for the building. Completion of the project required additional time beyond initial expectations, and appreciation was expressed to staff and patrons for their patience during the process.

Kate Peraza stated that the same automation system upgrade was completed at Green Valley Library. Lisa Phelan also mentioned that Paseo Verde Library features a limestone fixture at the front entrance, originally installed in 2002. The fixture required restoration, and Nevada Marble Restoration replaced the grouting, cleaned the surface, and applied a sealant. The restoration improved the appearance of the fixture and is expected to maintain its condition for many years.

James Green inquired about the exact location of the limestone fixture. Lisa Phelan clarified that the fixture is situated in front of the library entrance and features an apricot-colored façade. Gerri Schroder noted that the fixture had not previously been observed in detail.

Lisa Phelan reported that an AC split ventilation system was installed inside The Coffee Press. The upgraded system significantly improved ventilation and enhanced comfort for patrons and staff in the café.

Kate Peraza highlighted two recently completed projects. The first project, conducted at Gibson Library, involved a large-scale lighting upgrade. A schematic of the building, which features exceptionally high ceilings, was presented to the Board. Approximately 200 LED bulbs were replaced, including new emergency bulbs with automatic self-testing features. The bulbs, sourced by Sean Hill, provide long-lasting, energy-efficient lighting and have significantly improved overall illumination.

The second project, completed at Green Valley Library, addressed the need for a dedicated workspace for the programming team following last year's restructuring. The former carpeted program room underwent a full remodel and was transformed into office space with new paint, vinyl flooring, and updated lighting. The renovation created a modern and functional workspace for staff.

Lisa Phelan presented the 2025 Henderson Libraries Safety Training Calendar to the Board. The calendar includes training on emergency response, workplace safety, first aid, CPR, and additional topics designed to support staff development and preparedness.

Lisa Phelan provided an update on the preventative maintenance program, noting that it remains a key priority for the Facilities Department. Lisa Phelan and Kate Peraza coordinate with more than a dozen vendors to ensure that all library facilities operate efficiently. The preventative maintenance program includes all of our libraries, even the West Henderson Library, which is a leased property, but still in need of proactive care to help reduce the risk of costly repairs. Lisa Phelan reported that Brightly, a cloud-based

software system, has been successfully implemented to centralize tracking, maintenance, and reporting across all library locations. The system manages maintenance and courier requests, asset catalogs, repair histories, and warranty information within a single platform.

Lisa Phelan and Kate Peraza concluded the Facilities update. Marcie Smedley expressed appreciation for the progress made since the restructuring, emphasizing that proactive management has increased responsiveness to facility needs. The Facilities team has transitioned from a reactive to a proactive approach to facility management. Marcie Smedley also noted that while library buildings remain architecturally impressive, aging infrastructure presents ongoing maintenance challenges. For example, Paseo Verde Library, now 23 years old, requires increased attention to facility needs. The Facilities team's efforts support the strategic priority of planning and improving spaces to meet community needs and will continue in coordination with the Executive Team as recommendations from the space planning assessment are implemented.

Marcie Smedley introduced Marketing Specialist Alicia Bridgewater to provide an update on marketing activities at Henderson Libraries.

Alicia Bridgewater addressed questions previously raised by the Board. Data compiled on August 25th by Joy Gunn and Alicia Bridgewater determined that approximately 8.4% of library accounts, representing 10,843 total accounts, do not have an associated email address. The primary mailing list, used for general information e-blasts, includes 109,699 recipients.

Alicia Bridgewater reported that average open and click rates have remained stable, indicating continued engagement with distributed information. A website improvement project was completed to implement a new menu system. Based on the data included in the report provided to the Board, the updated menu system has generated increased clicks on library events compared to the previous version.

Additional refinements have been made to utilize more specialized links designed to direct users toward clusters of related events. For example, a recent event series on active aging featured a dedicated link displaying only those programs.

Website analytics also provide insight into visitor sources. Two key metrics were highlighted: campaign visits, representing the number of visitors arriving from campaign links such as e-blast newsletters, advertisements, or pop-ups; and social visits, representing the number of visitors arriving from social media networks. A comparison of current and prior-year data indicates considerable growth in overall website visits.

The back page of the handout includes social media statistics, with notable growth in Instagram followers as of March 2025. In January 2025, the average growth rate was approximately 40 followers per month, increasing to 118 followers per month by March. The increase is attributed to the use of additional video content, including reels and consistent posting to Instagram Stories.

The final section of the presentation highlighted the top three Facebook posts, representing the most engaged content on the library's largest social media platform.

Alicia Bridgewater concluded the presentation by emphasizing the importance of aligning marketing data and analytics with the Board's informational needs and invited feedback regarding additional metrics or reporting preferences for future updates.

Marcie Smedley asked whether the Board had any questions for Alicia Bridgewater. Aaron Harris inquired about library account emails, noting that although a relatively small percentage of accounts have associated email addresses, subscription numbers remain high. Aaron Harris asked whether email addresses are being collected at a later date or whether the data is not being correlated during account registration and requested additional clarification from Alicia Bridgewater on this topic.

Alicia Bridgewater stated that email addresses are typically collected during the library card registration process, at which time accounts are automatically subscribed to the library's e-blast mailing list. Patrons retain the option to unsubscribe from future mailings if desired.

Alicia Bridgewater requested clarification regarding the question posed by Aaron Harris. Aaron Harris reiterated that, based on the total number of library accounts, a relatively small portion includes an associated email address. Aaron Harris inquired whether the sign-up process adequately encourages patrons to provide email information, noting an apparent correlation between the total number of accounts and the number of e-newsletter subscriptions.

Marcie Smedley clarified that the information referenced by Aaron Harris had been interpreted in reverse. The number of accounts without an email address is 10,843, and the total number of accounts is 129,154, which explains the close alignment with the 109,699 e-newsletter subscribers. Email addresses are typically provided during the library card registration process. Marcie Smedley added that a different type of software would be required to capture email addresses independently from the library card system. Aaron Harris noted that patrons also have the option to register for library accounts online, which allows the process to occur without an in-person visit.

Jodi Gilliland inquired whether it is possible to determine if the 10,843 accounts without email addresses are associated with children's accounts or adult accounts. Alicia Bridgewater responded that this information is not currently available, as such data has not been tracked. Alicia Bridgewater added that, based on prior experience in the Customer Care Department, phone calls received from patrons without email addresses were primarily from older adult patrons. In cases where a library card is issued to a child, the parent's email address is typically provided.

Jennifer Andricopulos inquired whether patrons who do not use email could receive a text message containing a link to access the library newsletter. Alicia Bridgewater reported that the library does not currently have the capability to distribute newsletters via text message. The existing text notification system is limited to alerting patrons when library materials placed on hold are ready for pickup. Jennifer Andricopulos suggested that implementing such a tool in the future could help engage patrons who may not use email but do utilize text messaging.

Jodi Gilliland reported receiving the library mailer included in a coupon pack and noted that the mailer had been previously discussed with Marcie Smedley, who confirmed that the inclusion was part of a new marketing initiative. Alicia Bridgewater added that the mailer featured a raffle entry card, and statistics indicated that the promotion received 71 total entries. Alicia Bridgewater mentioned that she will be creating another mailer shortly and see how that one does.

Marcie Smedley stated that, in addition to the information presented by Alicia Bridgewater regarding outreach efforts, Alicia Bridgewater is also responsible for creating all graphic design and marketing materials used in library promotions. Marcie Smedley expressed appreciation for the high quality of work produced.

Marcie Smedley noted that each Board member received a library promotion card in the Board packet advertising the **One Book One Henderson** author visit scheduled for October 1. Due to the program's growth, the event will be held in partnership with the City of Henderson at the Multigenerational Center rather than in the library's reading room. Marcie Smedley expressed enthusiasm about the event and reported strong engagement within the book club. Markita Dawson will provide an update on the event's outcomes during next month's presentation to the Board. Marcie Smedley encouraged Board members to attend the author talk.

Marcie Smedley reported that another author event will take place on October 1 as part of the **APPLE (All People Promoting Literacy Efforts)** partnership, a collaboration between the City of Henderson, Clark County School District, and Henderson Libraries. The featured author, Jamar Nicholas, is also an illustrator and creator of a graphic novel series for upper elementary readers. The series begins with *Leon the Extraordinary* and promotes themes of anti-bullying, healing, and kindness. During the visit, Jamar Nicholas will appear at nine schools, one Safekey site, and will also present an author talk on October 1 at 6:00 p.m. at the Paseo Verde Library. Marcie Smedley expressed enthusiasm for the upcoming event.

Marcie Smedley reported that the Adult Programming Team has partnered with the **Daughters of the American Revolution** to host *America 250*, a traveling display currently located in the Reading Room. The exhibition will remain on view until Saturday, September 21, at 2:00 p.m. The pop-up exhibit features panels and interactive kiosks that incorporate storytelling, illustration, and technology to engage modern audiences with the people and places that shaped the nation's founding. An opening event for the exhibit was held earlier in the week and was well attended. Marcie Smedley remarked that it was enjoyable to see members of the Daughters of the American Revolution dressed in period attire and described the presentation as both impressive and entertaining. Board members were invited to visit the Reading Room to view the exhibition. Marcie Smedley expressed appreciation to the programming team for bringing the display to the library.

Marcie Smedley concluded the Executive Director's report.

New Business

1. Discussion and possible Board action regarding Customer Account Balances Policy.

Angela Brommel noted that Agenda Item #1 was removed from the agenda and will be postponed to a later date. Discussion then proceeded to Agenda Item #2.

2. Discussion and possible Board action regarding Fiscal Year 2025 Budget Amendments.

Tawana Keels stated that the Board packet includes a budget amendment for Fiscal Year 2025, which requires Board approval in accordance with the Nevada Revised Statutes. The amendment is necessary to accept any grant, gift, or bequest designated for a specific purpose. The document will be filed with the State, City, and County. Tawana Keels reported that two grants are included: the first is a FEMA reimbursement for COVID-19, along with an additional administrative reimbursement application completed by Tawana Keels, for a total of \$20,853.00. The second is a Library Services and Technology Act (LSTA) grant for *Color Our World Summer Reading 2024–16*. This grant is typically received in October but was provided in advance, and the funds are currently reflected in the financial statements. Tawana Keels requested Board approval and acceptance of these revenues.

Angela Brommel asked if there were any public comments; none were received. Angela Brommel then inquired whether there was any Board discussion.

Gerri Schroder requested clarification from Tawana Keels regarding the meaning of *LSTA*, which stands for the Library Services and Technology Act. Tawana Keels explained that this is a federal program administered by the Institute of Museum and Library Services (IMLS) and distributed in Nevada through the Nevada State Library, Archives and Public Records (NSLAPR). The program supports and advances library programs and services throughout the state

James Green inquired about the use of the COVID-19 reimbursement funds. Tawana Keels explained that the reimbursement covers expenses incurred during the height of the COVID-19 pandemic and that processing took several years to complete. The funds were used for personal protective equipment such as masks, gloves, hand sanitizers, and plexiglass barriers installed as preventative measures. Detailed receipts were submitted to obtain reimbursement for these costs. Tawana Keels noted that the overall process was lengthy due to the federal review and approval requirements.

Aaron Harris asked for the total amount of the COVID-19 reimbursement. Tawana Keels responded that the exact figure was not immediately available but would be reviewed and provided at a later time. Aaron Harris also inquired whether any remaining COVID-19 supplies, such as plexiglass barriers, were still in storage. Tawana Keels indicated uncertainty regarding the current inventory status. Marcie Smedley stated that none of the items purchased during that period remained. Aaron Harris specifically asked about durable goods, such as the plexiglass barriers. Marcie Smedley explained that the barriers had been in place for several years and were custom designed by the library’s facility technician for individual desk areas. By the time they were removed, the plexiglass had shown signs of wear and could not be repurposed.

Angela Brommel asked if there was any further discussion and called for a motion. James Green made a motion to approve the Fiscal Year 2025 Budget Amendments as presented. Aaron Harris seconded the motion. The motion passed unanimously.

Old Business

- 1. None

Announcements

The next Board meeting will be **October 16, 2025**, at the **Paseo Verde Library, 280 S. Green Valley Parkway, 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.

Angela Brommel called for public comments; none were presented.

Adjournment

James Green made a motion to adjourn the meeting. Aaron Harris seconded the motion. The motion passed unanimously. The meeting was adjourned at 8:12 a.m.

Pursuant to NRS 241.020, written notice of the meeting of Henderson District Public Libraries Board of Trustees was posted by September 12, 2025. Posted at the Nevada Public Notice website, hendersonlibraries.com, Paseo Verde Library, James I. Gibson Library, Green Valley Library, and West Henderson Library.