



Minutes
Henderson District Public Libraries
Board of Trustees
Date: January 15, 2015
Time: 7:45 a.m.
Place: Paseo Verde Library

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.

Call to Order

Chair MJ Maynard called the meeting to order at 7:46 a.m.

Roll Call

Board Present: Robyn Campbell-Ouchida, Cindy Herman, Donn Jersey, Mark McGinty, MJ Maynard,

Board Absent: Jim Frey, David Ortlipp

Staff Present: Joan Dalusung, Debbie Englund, Ed Feldman, Joy Gunn, Anne Marie Hamilton-Brehm, Linda Hanks, Sean Hill, Gayle Hornaday, Matt Hortt, Betsy Johnson, Candace Kingsley, Lisa Phelan, Stephen Platt, Kevin Scanlon, Tawnya Shaw, Marcie Smedley, Angela Thornton, Vivian Tufano

Others Present: Sue Bunyan, Evon Dawood, Laura Donahue, James Green, Ellen Lloyd, Pam Osborne, Mary Schramski, Stacey Wedding,

Approval of Agenda

Donn Jersey asked to defer the item under old business number 1 to February. Cindy Herman made a motion to approve the agenda as amended. Mark McGinty seconded the motion. The vote was unanimous.

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 Approval of Minutes

December 18, 2014

CA-2 Review of Paid Invoices

December 2014

Mark McGinty made a motion to approve the consent agenda. Robyn Campbell-Ouchida seconded the motion. The vote was unanimous.

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.

Circulation Report:

Gayle Hornaday reported that halfway through the year the district has well over 850,000 circulations which is 2% higher than last year. This is a good increase considering the district just came out of the slowest period of the fiscal year, November and December. New library cards are being issued at a good increase over last year.

Library Reports:

Paseo Verde Library:

Joan Dalusung introduced Linda Hanks who reported on the STEAM Grant programs for the district's youngest patrons. The district is bringing STEAM education to parents via their children. Steam storytimes consist of 20 minutes of themed stories and music and then STEAM materials come out and the children are allowed to build and explore. Instead of storytime activities, they are storytime investigations. Parents are encouraged to ask their children questions instead of telling them the answers and parents discover they have a big influence helping their children develop thinking skills and problem solving skills. While considering the best way to incorporate STEAM concepts into storytimes, staff discovered a great indoor/outdoor cart to use to organize all of the STEAM materials. It is kept covered until needed, then the cover comes off and all the materials are ready. Last week the concept was engineering; the children engineered houses. Linda Hanks said it is amazing how much the parents loved it and were engaged with their children. One of the challenges is planning for ages from little babies to 5 year olds. It was very rewarding. This week's theme is things that go. Linda Hanks demonstrated

little machines that were built and showed construction pieces used for building roads. It was very interesting and fun to see the different concepts of roads the children made. At the end of the storytime, parents are given a list of at-home questions and activities.

Gibson Library:

Candace Kingsley said Gibson Library's youth services department is doing exciting things. Marcie Smedley reported that Nicole Thomas and Maura Williams are starting preteen programming. This is an age group (5-8 grade) often missed. Monthly preteen pizza times will get them in the door and a variety of activities are planned including games, crafts, trivia, book parties and Legos programs. Youth services staff is excited that Bethany Lafferty, head of youth services and assistant branch manager at Green Valley Library, procured 2 Lego kits with 10,000 pieces each for the library district.

Gibson Library youth services is also revamping storytimes to better utilize staff and better serve the patrons. Toddler and baby storytimes were cut due to budget cuts during the economic downturn. Staff surveyed patrons about adding a storytime for ages 0-5. Many storytime moms also have children that age. As a result of the survey staff will be bringing back 0-18 month storytimes. Marcie Smedley demonstrated a kit used for baby storytimes. It includes a book for the presenter to use and a set of 10-12 board books that families can share together. Babies can't see what's going on at the front of the room, so it helps to build their literacy skills if they have their own book. Storytime includes songs and at the end there is a time for play. Manipulatives that provide hands-on play are geared toward their development. Language and play encourage literacy. These kits were put together by the HDPL outreach team quite a few years ago. Our first 0-5 storytime was yesterday and 50 people attended. MJ Maynard said it's great that the pre-teen activities don't include technology. Marcie Smedley said it's important to have technology in their lives, but it's also important to learn how to interact with others and develop social skills while having fun. MJ Maynard said kids have access to iPads but need to be educated what can be done on it besides social media. Marcie Smedley agreed and said it is great that the library can offer instructional classes for devices.

Green Valley Library:

Stephen Platt said STEAM classes have kicked off. The STEAM grant provides funds to teach science concepts to children and their parents. A handout of the class outline was included in the board packets. The first two classes were offered at Green Valley Library this past week. Classes were full with a waiting list, but most of the waiting list people were accommodated. Looking forward, February classes are already full. Instructors come from the community and are donating their time. This week students worked with circuits and electronics. Pictures provided on the handout showed parents and younger children using a multi-meter to measure electric current. Class attendees put together a board with an LED switch. Last night students learned how to manipulate rockets, adjust altitude and use fins to make the rockets go further. It was a lot of fun.

Angela Thornton said HDPL lost its lobbyist and attorney at the end of last year. There are some feelers out for both. Angela Thornton said decisions will be brought back to the board next month. Mark McGinty suggested making the decision quickly.

After the holidays all partnerships are getting back up to speed. Meetings have been held for Healthy Henderson, Vegas Valley Book Festival, and the Local Author event planned for March. Last Saturday, Angela Thornton attended a fundraiser at the Hard Rock Café where \$2,100 was raised and will be donated to Friends of Henderson Libraries. The beneficiary of the event had to be a 501(c)3 organization. The Hard Rock Café may be interested in helping the district with other events in the coming year so this was a good connection to make.

Preliminary reports are that Library Tree Lane made more money than the previous year. The Friends will report on this next month.

Public Comment

Note: Comment will be taken on each agenda item as it is heard. Pursuant to Nevada's Open Meeting Law, action may not be taken on matters presented during this period until included on an agenda as an action item.

New Business**1. Discussion and possible Board action regarding Henderson Libraries Foundation grant opportunity with Englestad Family Foundation.**

Stacey Wedding handed out flyers to the board and gave some background on her company PIP [Professionals in Philanthropy]; Stacey Wedding has extensive experience in grant writing, research and strategic planning for nonprofits in the community. The HLF [Henderson Libraries Foundation] board has been discussing how to make money. There was a grant opportunity with the Englestad Family Foundation and Stacey Wedding's firm was hired to do some research and put together a grant application that made sense strategically for the libraries. While talking to Jeff Cooper, trustee from the Englestad Family Foundation, two important points were brought up: 1. The Englestad Family Foundation has traditionally never given anything to an organization that is quasi-governmental. That doesn't mean they won't, but there may be some reluctance. 2. The Englestad Family Foundation does not want to be the sole funder on anything. That's not sustainable. It is important to have others who have a stake in the project. Stacey Wedding, Ellen Lloyd, Angela Thornton, the ADMIN team and the HLF board brainstormed for grant project ideas.

Ellen Lloyd said Angela Thornton and the library team were wonderful in helping to develop key issues for an attractive proposition. The first thing is to take a look at what the assets of the library district are. The library district has quite a palette of resources: downloadable items, computers, and books. Henderson is a 24-hour city. The library has a very tech-savvy patron base. 53% of the weekly transactions takes place when the library is closed. 8,000 transactions happen on Sunday when the library isn't even open. When the libraries are open, 40% of transactions are done online. The customer base is very savvy with technology. The economic impact of the recession is notable; circulation reached a peak of 1.8 million and declined last year to 1.6 million. The library district lost 1/3 of revenue and that loss meant reduced hours and staff time. The good news is that Henderson is coming back. The challenge to the board is that tax revenues lag behind healthy growth. The customer base is growing, interest is growing, potentially looking at more digital access of materials, but it will be a while before there is significant revenue to invest in brick and mortar libraries and renovation of current facilities.

Ellen Lloyd said the library is looking ahead in its 5-year plan. There is a focus around technology. Initiative 7 is increasing efficiencies through technology. In essence says we are going to develop a 24-7 access and increase web traffic to keep a lid on cost control. Automation is identified to help library patrons that have difficulty reaching the library and accessing materials. This proposal is about reaching people that can't go to the library. The team developed a 3-element approach for the grant proposal: 1. a stand-alone kiosk (think giant Redbox) deployed in a number of communities, worldwide, offering the advantage of saving time and a convenient location. This is a powerful machine that can dispense items, accept returns, process payments, and dispense library cards. This machine would allow HDPL to expand without the expensive investment in brick and mortar. 2. A stripped-down version of the kiosk to give time convenience to an existing location. With this kiosk families could access materials when the library is not open. 3. Implementation of digital library cards. A mechanism of getting a library card without actually driving to the library and being able to use the digital library card in the kiosks.

Stacey Wedding said given what is known about the Englestad Family Foundation, they want innovative solutions to community problems and challenges. The Englestad Family Foundation prefers not to be a sole supporter, but to work with groups that are collaborative and have other entities participating. The best chance for getting funded for this would be a grant request for a matching grant up to \$200,000 to be implemented in a 12-month period. HLF can go out and raise money, get money toward this to show there is community support. Any chance of this grant being funded will require showing that support. The good news is it could have a \$400,000 bottom line impact. If only \$100,000 is raised, a scaled-down version could be implemented. It is important to make sure everyone is on the same page, and that the grant makes sense strategically and that libraries believe in and support the concept. That is the reason for today's presentation – to make sure everyone is on the same page. There are other grant opportunities, other relations to be tapped into – the library district, Friends, HLF, community. It is critical that this is a united effort.

This would be positioned as a pilot initiative and there is an opportunity to have cooperation with UNLV to incorporate some research. Dr. Schramski has agreed to be the research point person with UNLV to do a case study. This could be cutting edge, set some trends and records. If it moves forward the next step moving forward would be writing the actual proposal. Stacey Wedding and Ellen Lloyd have begun writing the proposal, but it needs to be finished and a partnership with UNLV explored.

Mark McGinty applauded the effort as forward thinking. A kiosk could extend the library's reach to other areas of the community. The long-term fiscal effect on the library needs to be considered: rent, power and maintenance. The life cycle cost analysis needs to be done. Mark McGinty is in support of the project but would like to see the fiscal part of it. MJ Maynard agreed, and would like to see the fiscal impact on the budget. The impact on staff time, capital equipment that would need to be purchased, peer review and ongoing costs all need to be known. Knowing the library seems to be used during closed times means we are already serving a lot of people who can't come into the actual building. There are folks that don't have access to technology and materials and MJ Maynard is supportive of providing that kind of service. More analysis is needed to dig a little deeper. The district is so public about budget constraints, if it is a minimal cost it could be used as a selling point.

Donn Jersey said the problem needs to be identified. Does this solve a problem – long term or short term? What does it look like in the grand scheme of things from the macroeconomics of it? How far down the road does it get us? Does it integrate into the district's long-term strategy?

Mark McGinty said it is in the 5-year plan and this is a great way to provide services to outlying areas that are getting further away from the libraries. It does help the library reach out and keep the district from building more brick and mortar buildings. There will be opportunity to talk about cosponsoring a location or Wi-Fi hotspot. The board's fiscal responsibility is to make sure the project is sustainable.

Stacie Wedding said this makes sense long-term to save money compared to building more libraries. The good news is this works and has been successful in a lot of communities. Angela Thornton added several companies produce the kiosks which have any number of bells and whistles depending on the funds available to spend. This is just a piece of the 24-hour library concept. A lot of ideas were given to Stacey Wedding, including Wi-Fi spots and expanding digital resources. There are so many components and this is the one that is the most tangible where statistics could be tracked and could be a 24-hour library. The focus will be on technology going forward. Customers are bringing in devices expecting library staff to know how to use them and be able to help them. This is a good starting point and a foot in the door with the Englestad Family Foundation and other community groups. MJ Maynard said this is a way for the library district to grow without building facilities. It would be good to ask the patrons what they want and would use. Angela Thornton said next week a technology survey will be sent out to customers to get feedback and create a buzz.

Cindy Herman asked if Paseo Verde Library would be chosen as a location for a kiosk because of staff and use. Angela Thornton said a smaller machine would work better at an existing location. A larger machine could be maintained by staff once or twice a week. Sean Hill said that the machines have sensors to notify staff when they are full/empty and need to be serviced. Angela Thornton said a big machine at a remote location would work better than having several smaller ones around town and be more serviceable. A small one would work fine at a location the district currently manages. Cindy Herman said she is all for innovation. The district needs to be innovative finding solutions to our challenges, in serving our current patrons as well as our future ones. The district prides itself on meeting customers' needs. Please include in the analysis the cost of conversion to digital library cards. We would have to convert our current cards? What is the cost of marketing efforts to get the word out, new customer base, and prioritization? If we only meet \$50,000 or \$100,000 what would the prioritization be for implementation? A plan needs to be

made including all of costs, ancillary cost, etc. for each model. Background is needed from other communities that have utilized this product.

MJ Maynard said sometimes decisions are made from your desk, it sounds good and you spend the money, make a public position and it is not what your customers wanted. We need to make sure we are meeting the needs of our customers. Survey them, from a technology perspective give them multiple choice, including the kiosk option, and see if they choose it. Sometimes we make decisions because we personally like it but statistics and data are needed to make sure it's exactly what the community wants.

Donn Jersey asked if this will satisfy our loyal customers and satisfy the need of a developing a new audience. Mary Schramski said the HLF board wants to know if this is the direction where the library is going, it's a big investment. Before going forward Mary Schramski would like to know this is the direction where the board is going. Technology is huge. Mary Schramski teaches at the community college and most classes at the college are done online. Students are using their phones in class to access textbooks. Five years down the road those students will be bringing their children to the library and they will be much more adept at using online services. Mary Schramski thanked the board for their time in discussing this grant opportunity.

Cindy Herman said a partnership with UNLV as a study would be tremendous. Mary Schramski suggested seeing if the Englestad scholar at UNLV could tabulate the research to help with the study. Angela Thornton agreed with Mary Schramski and said this may evolve into a bigger project.

Pam Osborne said a lot of people in the community are seniors/retirees and have difficulty getting to the library because of mobility problems. Retirement homes are reaching out to seniors with classes. Often seniors are those who do donate. If there are people to help them with the technology to give them the confidence that they could use centers like this, and the information is of interest to them, they would use the kiosks and possibly want to donate as well. MJ Maynard said that is an excellent point. How do they get there? It's not a free service if they have to pay for transportation.

Cindy Herman suggested proceeding with the survey on existing users and asked about brainstorming some ideas about how to tap into the people who don't use our service. That's one of the primary targets of this project. How can we survey them and get information on types of materials that would be stocked in the machine. MJ asked for action authorizing the analysis to proceed. The board asked foundation or staff to bring information to the board. MJ Maynard said there should be some action on this item since there is a fiscal impact to the district. The staff or foundation board is asked to bring the analysis information requested today back to the board. Mark McGinty made a motion requesting staff or HLF Board to bring the requested data back to the HDPL board. Donn Jersey seconded the motion. The vote was unanimous.

2. Discussion and possible Board action regarding authorization to purge patrons inactive more than three (3) years and all associated fines, fees, and material held by said patrons.

Gayle Hornaday said this is a yearly purge that has been done every January since 2007 to keep our records accurate and our database clean. This purge will remove 22,077 patrons and eliminate \$94,500 for materials never returned and fines never paid. This is \$35,000 less than last year. Historically usage and activity went up to a certain point in 2010 and then declined; statistics are going to start reflecting that.

Of the total amount there is \$52,000 in replacement costs of materials, and the rest is overdue fines, damaged items, lost items, and replacement of cards. Donn Jersey asked how much was purged last year. Gayle Hornaday said the full cost was \$127,000 and roughly half of that was replacement cost. All patrons that owe did go through collection process and were pursued to return materials and pay fines. There was limited success. 14,000 of these patrons owe nothing. It's a small minority of patrons that owe money. To give a little perspective, throughout the year district circulation amounts to \$34,000,000 in materials, thus \$94,000 is miniscule in comparison.

Cindy Herman made a motion to authorize the purge of patrons inactive more than three (3) years and all associated fines, fees and material held by said patrons. Robyn Campbell-Ouchida seconded the motion. The vote was unanimous.

- 3. Discussion and possible Board action regarding Interlocal Contract between State of Nevada Public Employees' Deferred Compensation Committee and Henderson District Public Libraries.**
Debbie Englund, Finance Officer, explained this is an annual approval of the Interlocal contract allowing staff to participate in the state's deferred compensation savings plan. This year there is no expiration of the Interlocal agreement. It allows HDPL to take advantage of the state's favorable rate and fee schedule.

Previously the state had 2 providers and after a survey of participants it was decided it will be more beneficial to have one provider. Voya won the contract and all the staff will be moved over.

Mark McGinty made a motion to approve the Interlocal contract between the State of Nevada Public Employees' Deferred Compensation Committee and Henderson District Public Libraries. Donn Jersey seconded the motion. The vote was unanimous.

Old Business

- 1. Discussion and possible board action regarding the personnel subcommittee.**
This item was deferred to the next board meeting.

Announcements

The next Board meeting will be held on February 19, 2015 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.

Adjournment

The meeting was adjourned at 8:44 am

Pursuant to NRS 241.020, written notice of the meeting of Henderson District Public Libraries' Board of Trustees was posted by January 10, 2015, at least three (3) business days before the meeting, including in the notice the time, place, location and agenda of the meeting. Details of the agenda may be obtained by calling Trudy Casey at 702-207-4298.

Posted at Green Valley Library, James I. Gibson Library, Paseo Verde Library, City of Henderson-City Clerk's Office, and the Henderson Libraries website.