



Minutes
Henderson District Public Libraries
Board of Trustees
Date: July 16, 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 7:45 a.m.

Roll Call

Board present: Robyn Campbell-Ouchida, Jim Frey, Cindy Herman, MJ Maynard, Mark McGinty, David Ortlipp

Board absent: Donn Jersey

Staff present: Joan Dalusung, George Greicar, Joy Gunn, Anne Marie Hamilton-Brehm, Ed Feldman, Orin Fielding, Sean Hill, Gayle Hornaday, Betsy Johnson, Candace Kingsley, Michelle Mazzanti, Jo Morrison, Heela Naqshband, Kate Peraza, Lisa Phelan, Stephen Platt, Kevin Scanlon, Tawnya Shaw, Marcie Smedley, Angela Thornton, Vivian Tufano

Others present: Marian Brown, Julie Buckley, Alexandra Costa, Leslie Finzer, Donna Israelson, Pam Osborne, Paula Petruso, Cindy Vallar

Approval of Agenda

Cindy Herman made a motion to approve the agenda. David Ortlipp 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

June 18, 2015

CA-2 Review of Paid Invoices

June 2015

Jim Frey made a motion to approve the consent agenda. Cindy Herman 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.

Friends of Henderson Libraries Presentation

Friends President Marian Brown, along with Friends members Julie Buckley, Alexandra Costa, Leslie Finzer, Donna Israelson, Paula Petruso, and Cindy Vallar presented a check to the Board for \$162,000 for revenue from book sales, book stores and Bevy of Books Amazon sales for 2014. This check brings the total funds raised by the Friends of Henderson Libraries to over \$1,000,000. A volunteer appreciation lunch will take place today at noon at the Fiesta Henderson buffet. The theme is "Thanks a Million!" MJ Maynard commended the Friends group for all the hard work.

The meeting adjourned for a picture of the Board with Friends at 7:49 a.m. and reconvened at 7:53 a.m.

Circulation Report

Gayle Hornaday reported the district finished out the fiscal year with 1,719,672 item circulations. Children's books accounted for 45% of circulation and downloadable and electronic items, 13%. The district registered 22,934 new patrons, an increase of more than 2% from the previous year. Circulation was up 1-1/3%. It is good to see statistics on the rise instead of a decline.

Jim Frey asked if there was a net gain or net loss in new cards and how are patrons removed from the system. Gayle Hornaday responded it was a net gain. Patron records that are inactive for 3 years are purged from the system. MJ Maynard asked how the downloadable statistics are trending. Gayle Hornaday said downloadable circulation is up 43% over last year; last year was a 50% increase over the previous year.

Library Reports

Paseo Verde Library:

Joan Dalusung said the summer reading theme, *Every Hero has a Story*, centers around superheroes for teen and children's programming. The adult summer reading theme is *Escape the Ordinary*, and includes many programs geared for adults, including *Adventures in Desert Gardening: A Proactive Approach*, *Unlock the Unusual: Upcycled Key Wind Chimes* and last week's *Escape the Stress Through Relaxation and Meditation*. LeeAnn Maynard, a certified yoga teacher, hosted this great and unusual program and will have another session next Wednesday at 6:30 p.m. at the Green Valley Library.

Heela Naqshband, Paseo Verde Library adult services department, has been instrumental in planning the first ever Henderson Libraries Mini Con on July 25th from 10:00 a.m. to 2:00 p.m. Heela Naqshband explained that comic cons are conventions for fans of comic books, anime, video games, cartoons, television shows, movies, etc. This ties in well with the summer reading challenge theme. Assisting in planning and carrying out the Mini Con are Juan Renteria, Rachelle Basso and Angelina Welch from the Green Valley Library. This family-friendly event features an artist alley with over 25 local artists and businesses selling their handmade art, comics, crafts and jewelry. The Friends of Henderson Libraries is sponsoring the event and renting tables to exhibitors for a nominal fee, raising \$400 for the Friends group.

Another big feature of Comic Cons is "cosplay" or costume play, where people dress up as their favorite characters. Henderson Libraries Mini Con will have a cosplay contest and prizes will be awarded for kids, teens and adults. There will also be a seminar on how to create your own comic book and a panel featuring local business owners and artists discussing how to become a professional geek and get paid to do what you love. The Mini Con has been promoted on the district's Facebook, Twitter and Instagram accounts, as well as on the library's digital signage. The panelists and exhibitors have also been promoting the event and a good turnout is expected. A special tote bag, wrist bands and lanyards have been designed and will be distributed at the event. The board members were provided with a copy of the Mini Con flyer and brochure and invited to attend the event.

Gibson:

Invitations to Gibson Library's 5-year anniversary party were distributed to the Board. The Bright Spot area has been refurbished, thanks to a grant from Henderson Libraries Foundation, and the area will be rededicated. All three locations were included in the refurbishing. A newly designed laptop area will be highlighted. There will be storytimes in the Bright Spot area and refreshments will be served.

Candace Kingsley said Rachel Mainz and Rita Botzenhardt have been focusing on different kinds super heroes for the weekly program which includes stories, crafts and other activities. About 50 children attend each week. The door counts prove how hard staff has been working. Some fun incentives for staff such as *Super Hero Ice Cream Saturday*, *Book Brigade* and *POWER of Knowledge* have been well received. Congratulations were offered to Gibson Library staff who took the idea and ran with it.

Green Valley Library:

Stephen Platt offered items of note at Green Valley Library. There is a new science fiction book club. The first meeting was June 18th and featured *Soon I Will Be Invincible* by Austin Grossman. The author was available via SKYPE. 14 people attended. Michelle Mazzanti and Angela Thornton will be hosting the book club on the 3rd Thursday evening of each month.

Kevin Scanlon introduced Kate Peraza, Green Valley Library's newly hired adult services librarian. Ms. Peraza joins the Henderson Libraries team from Nevada State College.

Stephen Platt reported there is a new partnership with the Smith's Food Store on Sunset Road. The library is allowed to have a table in the store 3 times each month to promote the library and programming. Last Friday

was the first visit. Many people stopped by the table and there was a craft for kids. The Smith's Food Store people have been very welcoming. Jim Frey asked how long the visit lasts. Stephen Platt responded 3 hours. MJ Maynard commented that it's a great way to show people what the library offers – it's a lot more than just coming in and checking out a book. Stephen Platt said there were program brochures and a lot of interest shown in storytimes and classes.

Angela Thornton thanked the volunteer appreciation committee for their hard work planning today's luncheon. The event is usually held in April but was moved to today to coincide with the million dollar milestone reached this morning. There will be a photo booth with picture frames as a memento of the event. Lunch will be at the buffet and a raffle will be held for some nice prizes.

Inspirada and Lake Las Vegas have reach reached out requesting events at their locations for the residents. A series of events will take place in the evenings at Lake Las Vegas, topics will include EMedia, social media, genealogy and astronomy. Inspirada is interested in more of a permanent presence. Angela Thornton asked them to watch for a storefront in the area the library could use. Some similar programs will be planned for Inspirada. Cadence and Ascaya are also managed by Inspirada.

Angela Thornton went to San Francisco for the ALA [American Library Association] conference. There were many good ideas that will be implemented soon.

Strategic planning and internal marketing are moving forward.

Henderson Libraries Foundation [HLF] met July 7th. The HLF Board intends to dwindle down the \$1 for a Million campaign, start spending that money, and have asked Angela Thornton to make a request of \$30,000 for digital materials.

HLF did not win Engelstad Family Foundation grant. The reason given was that they do not award funds to a foundation. There may be more to it than that. Stacey Wedding will follow up and try to find out more.

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 approval of the Debt Management Policy and the Five Year Capital Improvement Plan.**

Angela Thornton said this is the required yearly update to the Debt Management Policy and Five Year Capital Improvement Plan and pointed out the district has no outstanding debt.

Cindy Herman made a motion to approve the Debt Management Policy and five Year Capital Improvement Plan. Mark McGinty seconded the motion. The vote was unanimous.

Old Business

- 1. Discussion and possible board action regarding possible sale of the Malcolm Library.**
Angela Thornton said this is still progressing. A date will be set for a public hearing regarding the sale of the Malcolm Library. MJ Maynard said defined steps are needed; the process must be very transparent and tied to the district's strategic plan. It is important to ensure the community is aware of the reasoning for the sale.
- 2. Discussion and possible Board action regarding strategic planning.**
Strategic Planning is in progress and moving forward.

Announcements

The next Board meeting will be held on August 20, 2015 at the Green Valley Library, 2797 N. Green Valley Parkway, Henderson, Nevada.

Public Comment

Jim Frey asked whatever happened with signage at the Green Valley Library. Stephen Platt said approval was received from association to move the sign to the front of the building and offered to pay for half the cost, but the cost to the library district was too much. Stephen Platt then looked into getting some plastic signage on the side of the building. That was tabled due to the marketing push which will involve changing the logo/branding of the district. Stephen Platt said for 5 years the building where the Black Bear Diner is now was closed and people assumed it was the library that was closed because of the sign placement in front of that building. Some people still have the idea that Green Valley Library is closed. Mark McGinty asked the cost of moving the Pylon sign. Stephen Platt responded the district's part would have been \$3,800 district. Demolition would be \$1,800. The association felt that since the sign is in a common area it shouldn't be demolished. With the restaurant now open the existing sign has been better than no sign at all. MJ Maynard said thinking the library is closed is a problem and asked that it be put back on the agenda for discussion.

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 8:18 am.

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