



**MINUTES**

**Henderson District Public Libraries**

**Board of Trustees**

**Date: November 19, 2015**

**Time: 7:45 a.m.**

**Place: Paseo Verde Library**

**280 S. Green Valley Parkway, Henderson, Nevada**

*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**

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

**Roll Call**

Board present: Jim Frey, Cindy Herman, Donn Jersey, MJ Maynard, Mark McGinty, David Ortlipp

Board absent: Robyn Campbell-Ouchida

Staff present: Joan Dalusung, Carolyn Easterby, Debbie Englund, Ed Feldman, Orin Fielding, George Greicar, Joy Gunn, Anne Marie Hamilton-Brehm, Sean Hill, Gayle Hornaday, Betsy Johnson, Chad Lenzini, Candace Kingsley, Michelle Mazzanti, Lisa Phelan, Stephen Platt, Stephen Roybal, Kevin Scanlon, Marcie Smedley, Angela Thornton, Vivian Tufano, Kristina Wang, Patricia Wiesner

Others present: Ben Bizzle, Steven Trotter (Library Market); Cindy Vallar

**Approval of Agenda**

Cindy Herman made a motion to approve the agenda. 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**

September 17, 2015

**CA-2 Review of Paid Invoices**

September 2015

October 2015

Cindy Herman made a motion to approve the consent agenda. Jim Frey 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 said circulation is flat compared to last year. One trend noted is that downloadable items are not increasing dramatically in circulation. This may change after Christmas when people are learning to use new devices. MJ Maynard asked what the reason for this would be. Gayle Hornaday said this may be because the market is saturated with users – everyone who is interested in the market is participating. The trend may change when there is an influx of new readers or devices.

**Library Reports**

Joan Dalusung reported it has been a very busy month. The Nevada Library Association [NLA] conference took place October 13-14 in Fallon, about an hour east of Reno. Joan Dalusung, Joy Gunn and Anne Marie Hamilton-Brehm attended. There were programs on digital initiatives and Henderson Libraries received a great shout out from state archivist Jeff Kintop about Henderson Libraries' digital collection. As NLA Government Relations Chair, Joan Dalusung brought in speaker Patrick Sweeney, an assistant director from Sunnyvale, CA, spoke about how to win elections and influence politicians. Mr. Sweeney works with an organization called Every Library,

which works with library districts trying to pass tax initiatives. He presented a lot of information, including an interesting concept that people do things for you because they think you like them.

Paseo Verde Library hosted Leadership Henderson's Quality of Life and Government Day. The attendees started the day with a mock court at Henderson City Hall, lunch at the Multigenerational Center and finished the day at the library. Friends of Henderson Libraries generously provided free tickets to the Library Tree Lane Gala for all the Leadership Henderson class.

Last Saturday, Laura McBride, a professor at CSN [College of Southern Nevada] and author of *We Are Called to Rise*, spoke at the library. Ms. McBride is this year's Nevada Reads author. She was a wonderful speaker and there was good turnout from the community and the library's book clubs. A book club at Gibson will be reading *We Are Called to Rise* in January.

Candace Kingsley reported that as of November 1<sup>st</sup> all locations are partnering to host Affordable Care Act health insurance programs.

During October Henderson Libraries had 2 tables at the Vegas Valley Book Festival. In the children's pavilion, Kevin Scanlon, Lisa Phelan, Matt Hottt Orin Fielding and some Friends' volunteers had a STEAM activity building race cars using kinetic energy.

Marcie Smedley reported on the APPLE [All People Promoting Literacy Efforts] collaboration, a multiagency partnership that includes the City of Henderson, Henderson Libraries and the Clark County School District. The purpose of APPLE is to encourage students to read outside of school. Schools compete over the summer to see which school can tally up the most minutes of reading. The winning school gets their name on the APPLE plaque and is awarded a cash grant from an engineering firm. Individual readers can win prizes and book bundles. APPLE hosted an author visit October 11-15. Popular author and illustrator, Bob Shay, visited over 2,500 students at 10 schools including a Safekey site at one of the schools. 60 people gathered at the Paseo Verde Library to hear Mr. Shay share insight into the humorous stories he writes and illustrates. Books were available for purchase and signing. Students are encouraged to keep reading and try to win the competition next summer.

Stephen Platt said select authors that participated in the Local Author Conference were present at the adult table at Vegas Valley Book Festival. Authors sold and signed their books. There was a literary prize wheel where people could spin the wheel and answer a literary question and win a fun little prize. It was a silly and fun way to promote the authors and get attendees over to meet the authors and learn about Henderson Libraries' services.

Stephen Platt said Green Valley Library hosted an informational Marijuana Dispensary Program where people could come in and learn about the different roles of the overseeing agencies. Representatives from the State of Nevada Medical Marijuana program and the City of Henderson planning department told about the whole process and how it arrived in the Green Valley neighborhood. 60 people attended and there were a lot of questions. The information was very relevant with representatives from the city and the state. Jim Frey asked if there was any negative feedback indicating this was inappropriate for libraries? Stephen Platt responded no and we hope to be able to do something like this again. MJ Maynard commented the informational meeting about the dispensary is a great idea. Stephen Platt said it was Angela Thornton's idea. It is the purpose of the library to bring information to the neighborhood, allay miscommunication and make sure everyone is on the same page.

There is a photo showcase going on in the library art gallery. The display includes winning entries from the Desert Companion's photo contest and will be showing through the end of December. Donn Jersey said there is a lot of promotion for this on KNPR.

Angela Thornton said Library Tree Lane is in full swing getting ready for the big event on December 4<sup>th</sup>.

Henderson Libraries Foundation gave the library district \$35,000 for materials from the \$1 for a Million campaign. Purchases will include new apps, including Launchpad for Kids, a new product from Playaway.

**Public Comment**

Cindy Vallar asked everyone to speak up.

*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. Presentation by Library Market.**

Ben Bizzle and Steven Trotter of Library Market were introduced. Ben Bizzle, CEO and founder of Library Market, gave some background and described the creative process of developing the library district's new logo.

Steven Trotter showed the new logo and explained how it symbolizes the connection between the library and the community. The different versions and colors were shown. Each library will have its own color scheme. A 32-page brand "bible" has been developed and will be available to staff to protect the branding investment. Instructions on proper use of the brand, as well as Photoshop and Illustrator files for specific documents are being provided.

Mark McGinty inquired if the individual branches will use their own colors on letterhead. Steven Trotter replied that 95% of the branding will be the system branding/colors. The branch colors can be incorporated for branch-specific events.

Jim Frey asked if the building signage has been considered to see how the new branding can be incorporated. Steven Trotter replied yes and said that Angela Thornton had sent pictures and the branding can easily be added to the signage. Angela Thornton added that there will be tours of all locations to review space and signage. Signage opportunities will be reviewed for both the inside and outside of the buildings. Steven Trotter said the Henderson Libraries buildings are beautiful and there are simple things that can be done to make dramatic changes. Jim Frey said external signage is very important to draw attention to the library buildings.

Mark McGinty said the logo builds on the strategy of brain marketing. You won't be sure why you like it, but it's the color and shape of the symbol. Cupping hands is almost an international symbol now and will be easy to promote. David Ortlipp commented the logo looks good onscreen which bodes well for the website. MJ Maynard said the symbol will be easily recognizable. The character and texture of each branch having a limited identity is good. Ben Bizzle said that outdoor signage will be discussed, within budget constraints. Economical and appropriate solutions are what Library Market strives for. Cindy Herman said the library shouldn't receive any pushback on the expense since there is currently no strong brand. The style book is your bible. Having all the considerations for how the logo can be used is a huge, but priceless, investment. Opportunities for creativity are built in.

Ben Bizzle said the next phase will be promotion of the library. Nothing goes out the door without the branding. There are many simple things that can be done to promote the library that are low cost with amazing results: traditional media, posters, point of sale advertising. No matter how good your brand is, if it doesn't get out to the community, you can't build the return on your investment. The new website is fully responsive and is where everything comes together. Library Market will work with the Henderson Libraries team to develop some strategies for the next year.

**2. Presentation of Independent Auditors Report and Fiscal Year 2015 Comprehensive Annual Financial Report (CAFR).**

Debbie Englund said the electronic version of the CAFR is in the Board packets. Some pages were distributed for review. Debbie Englund said page 24 is the balance sheet for all the funds. The ending fund balance of \$2.8 million is a decrease overall of \$1.1 million but \$1.5 million of debt was paid off. All funds increased except the debt; the general fund increased by \$360,000. Contributions and grant fund increased by \$10,000. Capital construction went up \$9,000. On page 22, the statement of net position, there are 3 new items. The Government Accounting Standards Board [GASB] came out with statement 69 requiring governments to report their portion of the

unfunded liability for pensions. There is an increase in deferred outflows of resources, \$750,000; deferred inflow of resources related pensions \$1.2 million and our portion of unfunded pension liability is \$4.6 million. Although it has to be recorded, this is not a funding issue. We don't have to pay this, it is just an accounting standard that properly reflects the library district's pension liability. At no point do those have to be paid out of the budget. The net position is a negative unrestricted \$5.5 million due to this requirement. The overall net position is \$12.9 million; most of which is tied up in capital assets such as buildings and books.

The auditor statement on page 9 states there are no material misstatements, no comments. It was a clean audit. There were no material weaknesses, no internal control issues and no recommendations for the next year.

Cindy Herman asked about the rainy day fund. Debbie Englund said the city has a rainy day fund, the library district does not.

**3. Discussion and possible Board action regarding amendment to Interlocal Agreement for Self-Funded Health Benefits Plan Changes.**

Debbie Englund said there were some minor changes. The plan is now compliant with the Affordable Care Act requirements. All pre-existing limitations are gone. Maximum limits tie into what the regulations require. There were a few changes to covered procedures, deductibles and copays. There is a 3% increase in the healthcare portion and 5% increase in the vision coverage. These increases were budgeted.

MJ Maynard made a motion to approve the amendment to Interlocal Agreement for Self-Funded Health Benefits Plan Changes. Cindy Herman seconded the motion. The vote was unanimous.

**4. Discussion and possible Board action regarding amendment to Interlocal Agreement for Self-Funded Health Benefits Rate Changes.**

MJ Maynard made a motion to approve the amendment to the Interlocal Agreement for Self-Funded Health Benefits Rate Changes. David Ortlipp and Mark McGinty seconded the motion. The vote was unanimous.

**5. Discussion and possible Board action regarding Group Enrollment Agreement with Health Plan of Nevada (HPN).**

Debbie Englund said there are no plan changes to the medical, dental or vision coverage. There were some minor changes to the copays. There is a 5.53% rate increase.

Jim Frey made a motion to approve the Group Enrollment Agreement with Health Plan of Nevada. Mark McGinty seconded the motion. The vote was unanimous.

**6. Discussion and Possible Board action regarding award of contract for the Green Valley Library WSHP Replacement Project (C-16-00001).**

Debbie Englund said the Green Valley air conditioning project is moving forward. A required pre-bid conference was held and 4 contractors showed up. 1 contractor was not on the state approved list and could not bid; 2 contractors did not bid. Quality Mechanical submitted a bid for \$178,000, well within what was budgeted. All the work will be done at one time. Mark McGinty said it is great to replace them all at once, instead of spreading them out 5 or 10 years. Debbie Englund said since there will be some demo and structural work involved it is prudent to replace all of them at once.

Mark McGinty made a motion to approve awarding the contract for the Green Valley Library WSHP Replacement Project (C-16-00001) to Quality Mechanical. David Ortlipp 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 2 dates are being held for late in February. When a decision on the date is made, a legal notice will run for a month. After the holiday is better when there are less distractions. MJ Maynard asked what kind of public outreach is planned to inform the community. Angela Thornton said it is on the library website and in social media. There will be the legal notice. Some notices will be hung in the building. There should be a lot of attention after the first of the year when the new logo is rolled out. Mark McGinty asked if public comment should be invited one evening. MJ Maynard said yes, she doesn't want people to come back and say they didn't have any idea the sale wasn't happening. It is very important there is a vocal audience. MJ Maynard requested that Angela Thornton come back to December's board meeting with more ideas for a wider reach. Mark McGinty suggested a mailer to the radius of the affected area, similar to the targeted mailings the City of Henderson send out. MJ Maynard asked that board members forward any ideas to Angela Thornton. MJ Maynard said comment needs to come particularly from the area surrounding the Malcolm Library. Cindy Herman suggested broadening the mailer to include other items in addition the request for public comment. MJ Maynard said talking points are important. MJ Maynard is not ready to support the sale until being convinced the community has been informed as to why the library district is doing this and what the proceeds will be used for. The community is entitled to know. MJ Maynard requested more discussion at the December 17<sup>th</sup> Board meeting.

**2. Discussion and possible Board action regarding strategic planning.**

This is still in progress. Dates are being coordinated between the subcommittee members.

**Announcements**

The next Board meeting will be held on December 17, 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 adjourned at 9:14 a.m.

*Pursuant to NRS 241.020, written notice of the meeting of Henderson District Public Libraries' Board of Trustees was posted by November 13, 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.