



MINUTES

Henderson District Public Libraries
Board of Trustees

Date: December 17, 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

Chair MJ Maynard called the meeting to order at 7:47 a.m.

Roll Call

Board present: James Frey, Cindy Herman, MJ Maynard, Mark McGinty, David Ortlipp

Board absent: Robyn Campbell-Ouchida, Donn Jersey

Staff present: Carolyn Easterby, Debbie Englund, George Greicar, Sean Hill, Gayle Hornaday, Betsy Johnson, Candace Kingsley, Chad Lenzini, Michelle Mazzanti, Jo Morrison, Stephen Platt, Angela Thornton, Vivian Tufano, Kevin Scanlon,

Others present: Marian Brown, Julie Buckley, Tish Campbell, Diane Collins, Alexandra Costa, Laura Donahue, Leslie Finzer, Donna Israelson, Cindy Vallar

Approval of Agenda

Angela Thornton requested old business #2 be pulled from the agenda. The library district may have an opportunity to apply for a state grant which would pay for a consultant to help with strategic planning. This will be available in the fall and will come back to Board at that time. David Ortlipp made a motion to approve the agenda with the change noted. 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

November 19, 2015

CA-2 Review of Paid Invoices

November 2015

Cindy Herman made a motion to approve the consent agenda. Mark McGinty 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 there is nothing new to report. Circulation is flat compared to last year. There was a November to December dip in circulation activity due to the holidays. It's interesting to note the statistics on downloadable circulation did not dip, but have remained steady.

Library Reports

Betsy Johnson reported on Bedtime Math's Crazy 8 Club. This program debuted last summer and a new 8-week program starts in February; registration begins in January. This is a progressive program and will include the same children each week. The purpose of the program is to show kids that math can be fun. The session offered last summer included working with Glo Sticks. The children attending broke the sticks open (to start the glowing) made shapes, triangles, lattices, houses, etc. When the lights were turned off the projects glowed in the dark. Another session including bouncy dice that that were totaled up and put on a bingo board. The children had a

lot of fun. This program is geared to the kindergarten to second grade age group. Lesson plans for other age groups may be considered in the future.

Friends of Henderson Libraries donated funds for memorial items to honor Florica Hagendorn, who passed away in October. A plaque bearing her picture will be engraved for the *Reading with Rover* wall, a leaf will be engraved for the Giving Tree and books will be purchased for the *Science4me* program. Florica Hagendorn was the founder of the *Reading with Rover* Program and *Science4me* was one of the last programs she worked on at Henderson Libraries.

Stephen Platt reported on STEAM programming from September to December, 2015. Districtwide, 72 STEAM-themed programs introducing scientific principal with the creative element of art were attended by 2,300 people. The majority of programs were for preschool and school age children, but some programs were offered for all ages. There was a cooking demo series at Heritage Park where attendees observed a chef preparing meals, sauces, breakfasts and demonstrating proper cooking tool and knife usage. Another program involved assembling a light with a gravity switch in a jar. When turned over, the light comes on and changes color. Another popular program involved computer instruction for children. A series on Scratch [a free programming language and online community where you can create your own interactive stories, games, and animations] for students from grades 5-8, taught computer programming in a fun way. STEAM programs are planned coming into next year and will continue strong.

Kevin Scanlon said the business book club is winding down and a replacement was being sought. Rachel Basso thought it would be good to incorporate TED talks [TED is a platform for ideas worth spreading. Started in 1984 as a conference where technology, entertainment and design converged, TED today shares ideas from a broad spectrum — from science to business to global issues — in more than 100 languages. Meanwhile, independent TEDx events help share ideas in communities around the world]. The 2 to 3 TED talks per month will include a presentation broadcast with open discussion. Henderson Libraries has a presence on the TEDx website and may be able host a TED talk one day. Jim Frey asked if the discussions are posted. Kevin Scanlon replied no, the talk is posted then discussions are held. Kevin Scanlon said staff hope to have a TED talk one day that can be posted. These programs have had a good turnout.

Stephen Platt said an afterhours teen program, the *77th Annual Hunger Games*, was held on November 21st. It was Reaping Day again at the Green Valley Library! All selected Tributes participated in a series of Hunger Games related activities including a Capitol Parade, training sessions and the final 77th Annual Hunger Games competition. Mockingjay-themed prizes were awarded to the top 3 victors. Participants dressed as their favorite characters. Snacks and refreshments were provided.

In January the teen service club will be working with some of the neighborhood kids to plan an afterhours mini fun night with a fashion show, nail art and cookie decorating. All neighborhood kids will be invited to the afterhours program on Saturday, January 16th.

Candace Kingsley reported on a book club that meets at a 50-year old Henderson landmark, the Gold Mine Tavern. The Gold Mine Tavern hosts many community events. The book club started meeting in November and will meet again on January 23rd, discussing the new Dean Koontz book, *Ashley Bell*.

The 2nd annual *Crafting for a Cause* produced 352 crocheted and knitted items which were donated to the The Caring Place, whose mission is to support, educate, and empower individuals, children, and families on their journey with cancer, in order to enhance their quality of life. A bacon-and-egg scarf was displayed. Donations almost doubled this year. People from out of state, as far away as North Dakota, participated by sending in hand knitted/crocheted items produced during the year.

Angela Thornton said Library Market has been working on a variety of projects. The most painful project has been the inventory of signage. A list is being created with each manager, discussing consolidation, sizes and sign holders. Once the details and timelines are figured out, the new logo/branding will be launched; hopefully by the end of January. A creative team has been formed for marketing the new brand to the community.

Library Tree Lane was fantastic.

Everything else is moving forward.

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 the future of Library Tree Lane.

Julie Buckley, Chair of the Library Tree Lane Committee, thanked the Board for allowing the Library Tree Lane Committee to address the Board. MJ Maynard, on behalf of the Board, thanked the Library Tree Lane committee for the year-long work of involved to pull off a wonderful event.

Julie Buckley said while the figures are preliminary, proceeds may equal last year's proceeds, with 100 less tickets sold. Library Tree Lane would not be possible without staff: Joan Dalusung, Joy Gunn, Trudy Casey, Stephen Roybal; Marcie Smedley as the liaison with Mr. and Mrs. Ellis. The children's department helped so much with teen volunteers. The IT group, Michelle Mazzanti, Angela Thornton. The event would not be possible without the everyone's support.

The committee would like to address the Board about the future of Library Tree Lane. During the last year, volunteers built over 160 hostess baskets and 240 silent auction/cash and carry baskets. If this year's proceeds are as much as last year's proceeds it will be wonderful. There was a last minute donation of \$1,000 from Jim and Robyn Carr that helped reach that goal. Financially, the money raised by Library Tree Lane, \$35,000 to \$39,000, could probably be made up by redoubling efforts in book sales and Amazon.com sales, but truly, more important than the dollar amount is that the Library Tree Lane Gala has become a premier community event in Henderson. For \$35, guests can enjoy wine and hors d'oeuvres, meet and mingle, while sharing common support for the library district.

There have been many challenges this past year, and for the past few years. Office space is very hard to find. Working at Malcolm year round for the past couple of years has been wonderful. If the Malcolm building is closing, the Library Tree Lane committee needs to know so materials can be packed and transferred to storage. If Library Tree Lane continues, a workplace is needed. Another obstacle is that all members of the committee are over 55 years old. Collecting larger donations is hard on them. It's not just about money sponsorships. Many companies that provided high-ticket auction items have been lost: Boyd Gaming, SuperPawn, Turnberry Towers, etc. This year there were only 3 donations over \$500: The Carr donation; Bob and Alison Kasner generously matched a fall book sale for \$2,500; and Henderson City Councilwoman Debra March donated \$1,000. Raising the same amount of money, without the major donations of previous years, required many, many hours of work.

The Library Tree Lane committee want the Board's perspective of where the committee should go with this event. Volunteer hours for manpower at the Malcolm facility (affectionately known as the barn) is 2200 hours at the barn alone. Gala and chance table volunteers worked another 400. Julie Buckley summarized the pledges and sponsors for the past 6 years:

Summary: Pledges and Sponsors for Library Tree Lane:

2010	\$ 7,200
2011	5,900
2012	10,000 (This is the year the library district lost the tax initiative)
2013	6,900
2014	7,200
2015	10,000 (\$6,800 plus the Kasners' \$2,500, plus a few pledges yet to come in)

Letters were sent to chamber of commerce members and the “deli group” soliciting donations and brought in about \$2,000.

Julie Buckley said the committee would like guidance from the Board. What is happening with the Malcolm facility? What direction do you want Library Tree Lane to go? About 2,500 square feet of Malcolm are being used by Library Tree Lane. It is time to start up for next year. The committee wish list is for a year-round facility in which to work. None of the Library Tree Lane committee wants to give up the event, but if there isn't a place to build baskets that may be necessary.

Jim Frey said it was a wonderful event and asked if the event is currently at capacity. Julie Buckley replied that with 100 less people this year it was one of the nicest events and very enjoyable. There were no lines at the food or wine tables. Julie Buckley said her first year with Library Tree Lane in 2010 raised \$24,000. That has grown a little each year and now raises \$39,000. Jim Frey asked in terms of willingness of the friends to continue to run the event – volunteers and time are not an issue, just space? Julie Buckley responded yes. We all love doing what we do. This is an amazing group of people and everyone puts so much effort into it. Mark McGinty commented that air conditioning is needed. Julie Buckley responded yes; a warehouse space may work if there is air conditioning. A mini-storage facility would not. Alexandra Costa said it costs \$2,000 for just a 20-foot by 20-foot space to store items. It would take several storage units for basket making space and the cost would bankrupt the event. Perishables are not kept in a storage unit.

MJ Maynard said the \$39,000 is very important, but, more importantly, the Friends have created a community event. Many stakeholders attended, including Senators Roberson and Manendo and Henderson City Councilwoman March. Library Tree Lane is much more than just a fundraiser event. MJ Maynard said she doesn't want Library Tree Lane to go away on this Board's watch. The volunteers need more than just space; assistance with fundraising is needed. Some kind of commitment is needed. Communication must improve. The sale of the Malcolm facility is tied to the strategic plan. If the strategic plan is delayed a year, the sale will be as well. It is premature to say Library Tree Lane volunteers can't use the building when the Board hasn't even decided Malcolm will be sold. MJ Maynard said it would be a shame to lose this event and asked for board comment. David Ortlipp agreed and said there is an aspect of value to the community. Donors are more likely to donate because of the event. The event is a magnet for bringing people into the library. It would be a good idea to build a skills base and get a PR person onboard that is used to nonprofits and fundraising. David Ortlipp said he can think of a couple of people for the Friends' board who have the ability to bring on big donations. David Ortlipp liked the event a little smaller. Maybe other aspects of the program can be bolstered up. Perhaps sponsors could buy advertising in the program. Someone with fundraising experience who is used to always pounding the pavement for donations is needed. The volunteer base needs to be looked at to explore possibilities for expanding and getting experienced people who are great at asking for money.

Mark McGinty said more involvement from the library Board is essential. Jim Frey and Mark McGinty belong to clubs that have community involvement. Mark McGinty pledged to help. MJ Maynard pledged help also. Jim Frey asked if it would be possible for the Friends to hire someone for paid administrative support, it would really make a difference in the workload and may need consideration. Mark McGinty replied that, according to many studies, critical mass is about \$100,000 to justify hiring an administrative person. At that point vendors are being brought onboard and someone is needed that is familiar with taxation, etc.

MJ Maynard said the Friends need to know if they have the Malcolm building for the next year. If not, they need space and are looking for board connections. Priority #1 is space. #2 is fundraising. It sounds good to hire someone, it's not easy; salary and/or commission need to be paid. From a grass roots perspective, we need to do what Tom Fay did – reach out to the community and ask for support for the event. This is a team effort. This has to come from us, as the Board, and from Angela Thornton, as the Executive Director. It's a great opportunity to talk about the new brand. This event is much more than a fundraising event. Cindy Herman agreed, adding it also paves the

steps for community awareness and puts the library first and foremost in people's minds in the event the district goes out for another tax initiative. This is a critical piece in our strategic plan. Cindy Herman pledged help to share expertise from her previous life at the city to help with planning. Robyn Campbell-Ouchida, as a PR person, may also be a good resource. There are opportunities that may be able to happen to alleviate some of the work, but it can't be done without the volunteers doing the behind-the-scenes busy bee work. That work is so appreciated.

Jim Frey pointed out there are many people who are only here once a year – for Library Tree Lane. The event enhances an awareness of the library to people who don't use the library all the time. Julie Buckley said Library Tree Lane is a spotlight for the library.

MJ Maynard asked if the committee has started working on 2016. Julie Buckley said the next meeting is on January 15th. This will be a recap meeting and plans will be made for going forward.

Regarding the sale of the Malcolm Library, Cindy Herman would not feel comfortable with a sale until there is a plan attached for a spot or donated space for the Library Tree Lane volunteers. Cindy Herman said the biggest decision the Board can make today is to give the Library Tree Lane committee security and ensure whatever decision is made that the volunteers will be part of that decision. David Ortlipp said the sale of the Malcolm building will be a very thoughtful process with many considerations. This has to part of the strategic plan; the sale of Malcolm, if it happens, will be tied to how the library district can best serve the public. This will involve public comment and town hall meetings. This may be get pushed out until fall which pushes out the whole timeline and that will work in the friends' favor. MJ Maynard said she'd like to take it a step further and asked Debbie Englund about a budget line item, how much does the district pay to maintain the facility? A place for Friends could be found for a whole lot less and then with the help of a consultant make sure it makes sense to sell Malcolm. Can the district assist with the monthly cost of a place for Friends? Debbie Englund responded taxpayer money can't be used to pay for a space for Friends. The library district owns the Malcolm building, and can pay to maintain it.

Mark McGinty asked, as part of the masterplan, are there other things that could be done, such as moving events there, to utilize Malcolm? A 3,000 square space area could still be kept available. Jim Frey asked if the area was being used when Malcolm was an operating library. Julie Buckley said no. When the Malcolm Library was open, the basket making materials were stored until August and then moved into a free space, provided by American Nevada, from September to January. That cost \$2,000 per year for storage. Jim Frey agreed with Mark McGinty that the Malcolm building's use could be rejuvenated. It's possible the district could keep and use it. Mark McGinty said one thing the strategic plan is exploring - is there is a strong enough patron base to warrant it there? A lecture series could be offered a couple of times a month.

Cindy Herman asked can preliminary work be done to inventory the space that the Friends need and determine how long the Friends will need to use that facility so the Board will have those details to consider when the board is looking at a potential sale? Can staff work with the friends to define that? David Ortlipp said the Board needs take Debbie Englund's point and be mindful of the Friends needs and the use of taxpayer funds. Cindy Herman said if the library district is going to support the Friends as a partner and try to get space donated, there must be an understanding of what the volunteers' needs are before approaching someone in the community. Jim Frey suggested a January report on space needs. MJ Maynard said maybe the foundation can help. MJ Maynard asked if the Library Tree Lane group has always had use of a free space. Julie Buckley responded the space was free but the Friends paid electricity.

MJ Maynard likes the idea of bringing in a consultant to help with the strategic plan and reiterated that it has been clearly agreed, as a Board, that the sale of Malcolm has to be tied into the strategic plan. The library district must do right by the community; a full effort needs to be made to engage the community. Putting up a few notices in the libraries saying Malcolm is being sold is not enough.

There has not been a full effort to engage the community about what's going to happen with their taxpayer funds.

MJ Maynard said at this point it might be safe to say Malcolm is available for the Library Tree Lane volunteers for another year. Angela Thornton said the conversation with the state librarian this week opened up a realm of possibilities as far as hiring a consultant, surveying the public. It is worth putting off that portion for a year. There's no hurry to sell Malcolm, but we are looking at the value coming back to \$1 million dollars, the district could sorely use that money versus paying \$25,000 per year for a storage building. It's important to be conscious of that cost going forward, that's also a public question. The PR the district receives from the event is great but there is a real cost involved to the library district and in staff time. There's no pressure to sell Malcolm at this point, but value is finally back up to a point where the library district can get the money out that has been put into it.

MJ Maynard said delaying the sale of Malcolm is not tied to providing storage or work space for Friends, but for getting a consultant/funding for the strategic plan, public forums, etc. When the strategic plan takes place, Board and staff need to keep aware that the Friends will need a couple months' notice and there needs to be a separate effort and discussion about where the Friends can go.

MJ Maynard suggested that discussion needs to be opened with Henderson Libraries Foundation to see if assistance could be available to help with the Friends' space needs. Laura Donahue said most of the Foundation money is tied up in the \$1 for a Million Campaign which is directly tied to the library collection. There is no money available to help Friends. MJ Maynard said, worst case scenario, some of the Library Tree Lane profits will go to pay for space. A cost can't be placed on the community awareness and legislative relationships developed through Library Tree Lane. Those relationships are going to be very important in terms of future funding; you can't put a cost on that. If that means the district receives less income from the event, that's one thing, but everyone needs to be more committed – from the Director to the Board. Angela Thornton asked if there would be a way to change the fundraising aspect event so there are less baskets, less space needed with more fundraising. That would reduce the space needs and the incredible amount of hours put into the event. David Ortlipp said part of the fun aspect of the event is looking at the baskets – that's what creates the mystique of the event, bidding on baskets, outbidding other people and having fun. It's necessary to be mindful of changing the event too much – that's why it's successful. Julie Buckley said they have looked at other ways to grow the event and tried to get station sponsors but the idea was not successful.

MJ Maynard asked that staff and Angela Thornton stay closely connected with the Friends through communication. Apprise them monthly, or every couple of months, of the status of Malcolm. Make sure to give plenty of notice so they aren't caught off guard. The takeaway from today is that there is commitment from the Board and Angela Thornton to assist the Friends. MJ Maynard said Malcolm will continue to be used by the Friends as the Board and administration work through a consultant, decide if a sale will occur and develop a strategic plan. Board and staff will assist the Friends and communicate what any sale timeline looks like.

Marian Brown, President of the Friends of Henderson Libraries, pointed out there is more to Friends than just Library Tree Lane. There are many people who work just as hard on books sales and in the libraries all year round. Last year Friends raised \$162,000 for the library. Alexandra Costa said this year it will probably be \$180,000 to \$190,000. MJ Maynard said hopefully the Friends realize how important these efforts are to everyone here. The largest library in the state doesn't have a Friends organization. The Friends of Henderson Libraries' commitment is amazing and the Board and staff need to be invested in what the Friends do.

Old Business

1. **Discussion and possible Board action regarding possible sale of the Malcolm Library.**
This item was discussed previously.

2. **Discussion and possible Board action regarding strategic planning.**
This item was tabled.

Announcements

The next Board meeting will be held on January 21, 2016 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 8:46 a.m.

Pursuant to NRS 241.020, written notice of the meeting of Henderson District Public Libraries' Board of Trustees was posted by December 11, 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.