



MINUTES
Henderson District Public Libraries
Board of Trustees
Date: January 21, 2016
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 7:45 a.m.

Roll Call

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

Board absent: Robyn Campbell-Ouchida, Jim Frey

Staff present: Joan Dalusung, Orin Fielding, George Greicar, Viveca Grinstead, Joy Gunn, Sean Hill, Gayle Hornaday, Michelle Mazzanti, Stephen Platt, Kevin Scanlon, Marcie Smedley, Angela Thornton, Vivian Tufano

Others present: Tom Carvalho, Laura Donahue, Sam Giordano

Approval of Agenda

Donn Jersey 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

December 17, 2015

CA-2 Review of Paid Invoices

December 2015

Donn Jersey made a motion to approve the consent agenda. David Ortlipp 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.

April Board meeting at Gibson Library

Angela Thornton announced that, due to a scheduling conflict, the April Board meeting will be held at the James I. Gibson Library.

Reappointment of Board member

Jim Frey's Board appointment ended on January 1, 2016. Angela Thornton announced the Clark County Commission has reappointed Jim Frey for another 4-year term on Henderson Libraries' Board.

Circulation report

Gayle Hornaday reported circulation at the same level as last year. The fiscal year is half over; circulation is expected to hit 1.7 million by the end of the fiscal year.

Library reports

Joan Dalusung introduced Sam Giordano, Vice President, Clark County Nevada Genealogical Society [CCNGS]. Ms. Giordano thanked the Board for the wonderful partnership between CCNGS and the library district. Founded in 1976, CCNGS started out with a collection of books, magazines and periodicals in the northwest Las Vegas Library. Library management changed and CCNGS was asked to leave and the collection was moved

into temporary storage. Henderson Libraries employee Laura Carroll was a member of CCNGS and was instrumental in making the connection between the two entities. The members of CCNGS are very happy to have the wonderful Heritage Room and archive. Members volunteer in the Heritage Room to help patrons do research. Additionally, Stephen Platt is hosting CCNGS on March 5th for a Free Ancestry Search Day. There will be a table set up greeting patrons and volunteers available to assist in the search for an ancestor.

Sam Giordano will be teaching an ancestry research class at the Paseo Verde Library on March 31st. CCNGS is very fortunate and thankful the library pays for the ancestry database subscription. The Las Vegas-Clark County Library District discontinued that subscription. A lot of patrons from other library districts come here to use the database which is a key component in research. CCNGS does pay for some things, but can't afford to pay the database, which is available at each branch. Sam Giordano also said the genealogy group is very grateful to the IT department for supporting the 1-hour virtual genealogy presentation using Go to Meeting. This will allow members to interact with a famous, nationally known, genealogist from Florida. A handout, which was distributed nationally, was included in the Board packets; featured was an article written by Anne Marie Hamilton-Brehm, former Henderson Libraries Digital Metadata Librarian. The Board and staff were again thanked for the support offered CCNGS. Paseo Verde Library will host a Family Search Ancestry Day in October.

Marcie Smedley told the Board about a new creative writing series at the Gibson Library beginning in February; the program is called *Write, Read, Critique*. Participants receive prompts to write on. The workshop process will be facilitated by bestselling author, Gregory A. Kompes, and meets twice a month February through May. Gibson Library staff are looking forward to developing the creative writing culture in our community.

Artwork from Basic High School students has been displayed, bringing in students and parents to see the display. Last night there was an art show featuring 75 works of paint, pencil, water color, torn paper portraits and ceramics. 40 people (students, parents, community members) attended. The participants were grateful for the opportunity to feature the student art at the library.

Kevin Scanlon said the library is involved in City of Henderson's Healthy Henderson Initiative and Bethany Lafferty and Kevin Scanlon thought that an appropriate place for a Story Walk. Kevin Scanlon briefly discussed the concept of a story walk. A picture book (*The Snowy Day* by Ezra Keats) was placed on a walking path by Bethany Lafferty and Kevin Scanlon for the City's "Jingle Run" on December 19th. Every 20 paces there was another portion of the picture book. Staff hopes to make this a regular involvement in scheduled activities as another way for the public to interact with library district and learn about library services.

The first annual community rummage sale will take place February 20, 2016 at the Green Valley Library. There are a lot of apartment houses in the area and a rummage sale is expected to be popular. The cost is \$10 per space and will benefit Friends of Henderson Libraries. There will be 30 spaces available. It is hoped some of Green Valley's neighbors will come out to meet one another, use library services and make some money.

Angela Thornton said there are a lot of things percolating behind the scenes. A date is being decided on for the logo launch. Quotes are being gathered on wraps and signage. The details are being sorted out which is why a firm date has not been set.

The programming committee is taking ideas from the public and staff, emphasizing the areas for adult programming that were discussed last year. The creative team is working on traditional and nontraditional ideas for marketing the library district in the community. An outreach/storytelling committee has been formed to handle requests for library involvement in the community. Stories that show the library's impact are being gathered. Staff is working on how to best do outreach into the community. Staff are helping in gathering stories.

David Ortlipp asked for a rough date for the logo launch. Angela Thornton replied hopefully early February. There are some things happening in the next day or two that will help staff prepare for the launch. Signage needs to be ordered and hung.

MJ Maynard asked Angela Thornton to brief the Board in February on plans to reach out to the public.

Angela Thornton said the library district is eligible to apply for 2 state grants (\$50,000 and \$97,000) in the fall to help with strategic planning. Companies to do the work are being considered in preparation for applying for the grants.

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. Status update about The Coffee Press

Tom Carvalho provided a cost breakdown to the board and commented there have been no earth shattering developments in the few months since his last report. It has been a year since purchasing the coffee shop and Tom Carvalho said he is proud that goals have been met. The coffee shop is open during all library open hours, which is important. The previous coffee shop owner, Sam Chapman, started the foundation and Tom and Amy Carvalho have built on that foundation, making small changes. Last weekend advantage was taken of the 2-day closure to paint and add access lights. Health code requirements have been completed. The last inspection required a hand wash sink closer to the register and this has been done. Everything should be up to code.

Referring to the financial records for the previous year, Tom Carvalho said transparency is very important. Taking over the coffee shop when Sam Chapman had to leave required rushing in, keeping the shop open, keeping employees and keeping good records. Down the road, the next person will be passionate and continue on. The financial statement represents the true business of the café – actual sales data and expenses. Last year had just over \$100,000 in sales, 89 customers per day. An average of \$3.76 was spent per customer. The goal was 100 customers per day, with a \$4.00 average spent per customer. January is off to a good start with 3 record sales days. The AARP tax signups helped and brought in good business. Tom Carvalho had heard about the tax signups and scheduled extra staff. Open communication is encouraged when big events or crowds may impact the coffee shop so more people can be scheduled.

All but \$700 was put back into the coffee shop; some went into signage and branding. There is a new wireless POS system – the Clover system. The coffee shop now has its own access point and secure hot spot for credit card transactions. The system comes with a mobile loyalty program, Perka, that awards a free drink after the purchase of 5 drinks. The loyalty program comes in the form of an app that notifies the user when a Perka location is nearby. A lot of small businesses in town are using the Perka app.

Tom Carvalho said the coffee shop has a presence on Facebook, Yelp and Trip Advisor. Some really good reviews have been posted. Some things are really worth noting, such as people are excited to be able to take food and drink into the library. It is interesting to read the comments.

The new system allows for the use of EMB chip cards and every item is programmed, providing data that wasn’t available before. Reports can be run to see what the most popular items are. Coffee is the #1 seller. #2 is chocolate chip cookies. The data is very useful.

The financial report reflects just the salary of the workers – as owners, no salary has been received. Tom Carvalho said they can’t afford to do it as a hobby forever. As much as they enjoy involvement with the coffee shop, they also own 3 7-11 stores and not much time is left to devote to the coffee shop. The goal has always been to improve the business and get it in a good position for the next owner who will have a passion to keep the coffee shop going. The business is ideal for an owner/operator who can spend more time onsite. Currently, the coffee shop is breaking even. Rent and expenses are paid. Tom Carvalho feels good about that, but the coffee shop needs someone to take it to the next level. Hopefully this year the right person will be found.

The air conditioning is not an issue now, but hopefully discussion will be held in the spring, before the temperature hits 100+ degrees. Discussion and ideas are welcome. David Ortlipp said the efforts with the coffee shop are appreciated. Tom Carvalho said more libraries could do well with something like this. You hear libraries are dying, but this one is flourishing. It is important to prove the coffee shop was a good idea. Tom Carvalho wants to be transparent and wanted to mention the part about selling the

business. Tom Carvalho said they can't do something that breaks even forever. An owner/operator could take one of the salaries and work there.

Mark McGinty said the passion for the coffee shop shows. Tom Carvalho said they try to provide a quality service. The coffee all comes from a local couple, owners of Mojave Java & Tea; the coffee is roasted fresh when ordered. The owners of Mojave Java & Tea did a coffee tasting on a closed day and helped develop the Coffee Press house blend. This coffee is special and efforts are being made to create a specialty café. Tom Carvalho said comments and suggestions are welcome.

MJ Maynard said the efforts are impressive. There has been a capital investment and this is not an easy business. Is the coffee shop included in the library's outreach? Angela Thornton said efforts are being made to be more proactive in including the coffee shop in events. MJ Maynard commented this is a partnership. If there are opportunities, the board will be open to feedback regarding outreach/marketing. Tom Carvalho said any effort will be appreciated, especially social media. A lot of people don't know the coffee shop is here. The biggest challenge is get people here; people driving down the street don't know the coffee shop exists. There needs to be a way to let people out on the street know about the coffee shop. The 100 customers per day are probably the same 100 customers. The customer base needs to grow.

David Ortlipp said cross marketing with the multi-generational center may be a good idea. Tom Carvalho replied flyers have been taken to the multi-gen and some of the staff come over for lunch. Tom Carvalho is open to anything that brings awareness. Business for the month is over average. It's a big deal. David Ortlipp suggested parents could come over while their kids are taking classes. The kids buy a lot too. This is probably a better place to hang out than a lot of places. Cindy Herman agreed with David Ortlipp and recommended putting a sandwich sign out in front of the multi-gen and suggested Tom Carvalho work with the multi-gen people. Donn Jersey asked if there is anything the library can do? Angela Thornton will look into it.

MJ Maynard said people just assume it's average coffee. It's impressive to hear how it is a special blend and roasted fresh. Tom Carvalho will try to get the information out. A few weekends ago the Carvalho family went to Mt. Charleston and stayed in the lower hotel. Visiting the little café was a disappointment because all that was offered was a hot chocolate machine, Sara Lee muffins and packaged chips. Visiting a café at a lodge, one expects home baked goods. We don't want a first visit to Coffee Press to be disappointing. If a customer comes in, there needs to be reason to come back. Tom Carvalho thanked the board for the partnership and asked the board to come over and see the improvements.

Tom Carvalho left the meeting.

Mark McGinty said Tom Carvalho has brought order and a valuable business sense to the venture. MJ Maynard added the technology upgrade is great. MJ Maynard asked for ideas from the staff and board to help the coffee shop.

2. Discussion and possible Board action regarding review of the Bylaws of Henderson District Public Libraries Board of Trustees

Angela Thornton said David Ortlipp brought up that the bylaws need to be reviewed. David Ortlipp said the bylaws need to be reviewed every two years. Angela Thornton commented the review is supposed to be done in June of legislative years. MJ Maynard asked for comments or questions about the bylaws. David Ortlipp made a motion to approve the bylaws as currently written. Cindy Herman seconded the motion. The vote was unanimous.

3. 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 each January the library maintains its patron database by purging the records of patrons who have had no library activity for three years or more.

For the January 2016 purge, all patrons with no activity after 1/30/2013 will be deleted from the patron database, along with their uncollected fines and charges (including the value of unreturned material). All eligible patrons have been through the collections process with all possible recovery completed. (Patrons who have been credit reported to the national credit reporting agencies remain on file for seven years and will not be purged.)

The group to be purged is a total of 23,092 patrons, who collectively owe \$153,085.25.

15,060 patrons owe \$0.
7,076 patrons owe between \$0 and \$35, a total of \$42,362.07.
956 patrons owe \$35 or more, a total of \$110,723.18.

MJ Maynard asked how much the purge was last year. Gayle Hornaday replied \$94,500; the year before was \$127,500. MJ Maynard asked how these statistics compare to other library districts. Gayle Hornaday said the amount is miniscule compared to the Las Vegas-Clark County Library District. 2010 was a record high year for circulation and new card issuance and fallout is expected a few years later when the statistics fall off and patrons are lost. David Ortlipp asked if the same rationale is used every year. Gayle Hornaday said yes and every reasonable effort is made to recover funds owed within the first year after the debt is incurred. Mark McGinty made a motion to purge patrons inactive more than three (3) years and all associated fines, fees, and material held by said patrons. David Ortlipp seconded the motion. The vote was unanimous.

4. Discussion and possible Board action regarding the 5-year Master Plan update

Angela Thornton said the update of the 5-year master plan is a requirement by the state library and is due January 31st. Changes have been made to incorporate Library Market. The library district will continue in the same general direction. The new strategic plan, when developed, will replace this. MJ Maynard made a motion to approve the 5-year Master Plan update. Mark McGinty seconded the motion. The vote was unanimous.

Announcements

The next Board meeting will be held on February 18, 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 8:34 a.m.

Pursuant to NRS 241.020, written notice of the meeting of Henderson District Public Libraries' Board of Trustees was posted by January 14, 2016, 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.