



MINUTES

Henderson District Public Libraries

Board of Trustees

Date: October 18, 2018

Time: 7:45 a.m.

Place: Paseo Verde Library, 280 S. Green Valley Pkwy., 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 Mark McGinty called the meeting to order at 7:46 a.m.

Roll Call

Board present: Angela Brommel, James Frey, Cindy Herman, Mark McGinty, Kip Noschese, David Ortlipp, Bette Silverman

Board absent: None

Staff present: Dana Bullinger, Lauren Dahlgren, Debbie Englund, Joy Gunn, Sean Hill, Gayle Hornaday, Candace Kingsley, Michelle Mazzanti, Heela Naqshband, Kate Peraza, Lisa Phelan, Stephen Platt, Lori Richardson, Marcie Smedley, Vivian Tufano, Leona Vittum-Jones

Others present: Ben Carvalho [The Coffee Press], Mark Futterman [CivicTechnologies]

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

September 20, 2018

CA-2 Review of Paid Invoices

September 2018

David Ortlipp 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.

Lisa Phelan and Candace Kingsley reported on the Vegas Valley Book Festival plans for Saturday. Lisa Phelan said last year was very successful and staff knew it would be hard to top. The theme this year is *Into the Future*. There will be a virtual reality station. Sean Hoade will be doing future Haikus for everyone. There will be silver capes, cyborg glasses and tin hats. Lisa Phelan invited the Board to attend.

Candace Kingsley reported on the children's booth for Vegas Valley Book Festival. The booth will feature STEM activities. Leona Vittum-Jones is teaching children how to make their own bubble wand. There will be button making, the giant Connect 4 game, and cup stacking. The activities involve engineering and are fun. Parents can do these activities with their children at home. A brochure listing STEM activities at the library will be available.

Marcie Smedley said the Vegas Valley Book Festival is this Saturday at the 5th Street School from 9:00 a.m. to 6:00 p.m.

Stephen Platt said on September 27th there was a ribbon cutting to celebrate the One-Stop Career Center being open since January and the good work they have been doing in the Henderson Community. Stephen Platt has seen and heard first hand of people getting jobs through the program. This is the kind of program you want in libraries; word will get around about the service we collaborate to provide. While speaking at the ribbon cutting, Councilwoman Gerri Schroder said "As one of the local elected officials involved in workforce connections, I know how helpful they can be in assisting those looking for jobs or for ways to enhance their current careers. And now Henderson residents will be able to access these vital services at two of their library locations."

Marcie Smedley thanked Stephen Platt and announced he has a new job as a Branch Manager at Allen County Public Library in Fort Wayne, Indiana. Stephen Platt will be moving soon. Stephen Platt has made a mark in the district, working here for 15 years, and everyone will miss him. Stephen Platt thanked Marcie Smedley and the Admin team, (Marcie Smedley, Gayle Hornaday, Debbie Englund, Michelle Mazzanti and Sean Hill), for all the support, saying they are leading the organization in a very positive direction. Stephen Platt said over the years it has been very difficult with budget cuts and to see that we've added new services, while keeping staff first, really says a lot about this organization. Stephen Platt said thanks to everyone and it was his pleasure to serve. Mark McGinty wished Stephen Platt good luck in his future endeavors.

The events workshop with Bill Marion was a great workshop and a good opportunity to learn how to capitalize on event opportunities to share our message with a larger audience. We are thinking on a much bigger scale and working on being intentional. The workshop had a good turnout with all library-related boards represented. Thinking about events on a more global level will have a greater impact. Marcie Smedley thanked Mark McGinty and his firm for sponsoring the events workshop. Mark McGinty said it shows why it is important to broaden horizons and invite community stakeholders in. Kip Noschese said it was a great event and brought creativity, new ideas and got everybody's brains churning for what we can do.

Joy Gunn reported on the roll out of the Henderson Libraries mobile app. Patrons can do everything in the library on their phone. Each part of the library app was explored:

- **Latest Releases:** eye candy, fiction, bestsellers, audiobooks, DVDs and fiction. Place holds easily.
- **Search the catalog:** Look for library materials
- **Bookshelf:** shows what is checked out
- **My Library Card:** shows library card number and qr code that can be used in lieu of an actual card
- **Events:** shows events by branch
- **My Account:** shows bookshelf, holds, fees, fines, messages and logout
- **Locations and Hours**
- **Library News:** Brings up the latest Henderson Libraries newsletter
- **Downloads:** Brings up links to OverDrive, hoopla, and Kanopy
- **Scan an ISBN:** scan any book, anywhere, to see if the library has it in the collection
- **Library Services:** information about membership and books & materials
- **Follow Us:** links to Facebook, Instagram, Twitter, Pinterest, Meetup, Tumblr
- **Online Resources:** link to website
- **Contact Us:** email to district
- **Our Website:** link to website

Anyone can download the Henderson Libraries App from the App Store, or from iTunes. Sean Hill said the app will come up by searching for Henderson Libraries in the app store. Some patrons even found it before we were ready to launch and showed up using it at the library. This project began in February and rolled out in late September. There have been just under 500 IOS downloads from iTunes. Library staff controls the iTunes portion and can easily get the statistics and Communico controls the Google side that has had 14 downloads. Communico provides a monthly report of statistics. Cindy Herman asked if fees are payable on the app. Sean Hill replied no, and that due to APPLE regulations, a the best case scenario a link will probably take the patron to the website to pay fees. Kip Noschese asked if there are push notifications. Joy Gunn said that will be coming soon. Cindy Herman asked how the district is promoting the app. Joy Gunn replied it was in the newsletter that went out to 80,000 emails. App downloads immediately jumped from 20 to 500. Gayle Hornaday said the app is featured in the December Zipcode Magazines. Cindy Herman asked if the app has tracking aspects. Sean Hill said data is not collectible right now. The basic features are the focus. The design of the app displays best on whatever device you have. Cindy Herman said it presents the

same on any device; that is a lot of work. It has a very static look, which is nice for people so they don't have to maneuver. Jim Frey said if you are at Barnes & Noble, you could scan the barcode and see if the library has the book. Marcie thanked Joy Gunn and Sean Hill for making sure library technology is up-to-date. Joy Gunn spent a lot of time working with Communico to ensure the app is usable and intuitive, including as much of the information that could be included. Marcie Smedley thanked Sean Hill for his leadership in Henderson Libraries Information Technology Department.

Henderson Libraries staff/board attended the Nevada Library Association Conference earlier this month. David Ortlipp presented in a trustee panel and participated in the keynote presentation. David Ortlipp said while we have a diverse geographic divide in our state, there are still a lot of the same challenges we face. The outcome is really to solicit the legislature for funding for a white paper. The last time there was a document that addressed libraries in Nevada was in the 80's. It will be an instrumental tool in the 2021 legislative session. Heela Naqshband served on a panel about social media in libraries. Emilee Wirshing and Gracie McDonough participated in a presentation on library schools and the different programs available remotely, and served on the conference committee. David Ortlipp spoke about what came out of the general session. Libraries are not good at promoting themselves. The message at library school is to keep your head down. However, success breeds success. We need to get out there and be more forceful telling the public what we can do. One way to make ourselves more relevant in the eyes of the public is to develop corporate partnerships. Funding issues can be resolved this way. Workforce Connections is the tip of the iceberg for possible partnerships. Marcie Smedley said it is interesting to see the similarities between this discussion and what we are learning through strategic planning. How do we utilize this information to move forward? Jim Frey asked how many people would staff an outreach position. Marcie Smedley many rural libraries don't have the staffing for that, but many have bookmobiles. David Ortlipp said Las Vegas-Clark County Library District has a marketing department. Marcie Smedley stated Henderson Libraries had an Outreach Department and a marketing person at one time. David Ortlipp said with state level funding, libraries could use a co-op situation. Some of the smaller counties co-op with a larger library district to run their system. Jim Frey said our marketing should come from Henderson, not Carson City. Mark McGinty said this is a great item to talk about at another meeting.

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.

Jim Frey commended staff on participation in the Vegas Valley Festival. Events like this really help us with outreach. Kip Noschese spoke about the Bill Marion event. All our events should lead to one goal. This can bring more funding for the library through a tax initiative. Kip thanked Stephen Platt for his hard work at Green Valley Library. Stephen Platt will be greatly missed.

New Business

1. Discussion and possible board action regarding status update from The Coffee Press.

Ben Carvalho, owner of the Coffee Press, said 2018 has been a record year. Business is looking up and the coffee shop is turning a small profit. Average transactions are up 10%; average daily sales are up 15%. Ben Carvalho said the coffee shop could not do it without staff and board continued support. Ben Carvalho thanked library staff for providing catering opportunities at staff events.

There are many repeat and new customers hearing about us on Yelp or in library programs. People love being able to bring food and drink into the library. Ben Carvalho started a small advertising budget for Yelp and Google and it is trending up with activity. This is a key indicator of success. As an owner, Ben Carvalho is there day in and day out and can see what is working and what isn't. A lot of the costs are being absorbed and Ben Carvalho is trying to reinvest in the coffee shop. Ben Carvalho wants to do some technology upgrade - data/charging port upgrades. Mark McGinty says good coffee helps too. Coffee Press is collaborating with Mojave Java to roast coffee. Mojave Java deals with Fair Trade coffee and brings new flavors to try. Fall flavors include Fall House Roast and Maui Roast. Cindy Herman said after 9 years on the board, this report means so much. There was a time when keeping the coffee shop open was in doubt. The advertising is also attracting new people to the libraries. It is such a relief to have a positive report. Ben Carvalho said the coffee shop is his baby now: he wants to grow it and nurse it. It is a symbiotic relationship. Jim Frey asked if there is any way to keep track of purchases besides the punch card. The coffee shop is currently using the Perka Rewards app, which is not that popular. Ben Carvalho is looking around for a better app. Marcie Smedley added her thanks to Ben Carvalho. Being an owner/operator makes all the difference. Ben has done quite a bit of catering for library events; it has been nice having the service right here. Ben Carvalho does a good job at it.

Old Business

1. Discussion and possible Board action regarding the Strategic Plan

Marcie Smedley said strategic planning is moving along at a rapid pace. Summary documents are being shared with the Board. There is a Board workshop after this meeting and a workshop with the leadership team coming up. The goal is to roll out the strategic plan in January. It has been very eye opening and interesting.

Announcements

The next Board meeting will be **November 15, 2018 at the Paseo Verde Library, 280 S. Green Valley Parkway**, Henderson, Nevada.

Public Comment

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Lisa Phelan said an earthquake drill will be taking place in the next 10 minutes as part of the Great Shakeout. It is just a drill.

Adjournment

The meeting adjourned at 8:32 a.m.

Pursuant to NRS 241.020, written notice of the meeting of Henderson District Public Libraries' Board of Trustees was posted by October 12, 2018, 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 are available by calling the administrative offices at 702-207-4298.

The agenda for this meeting was posted at Green Valley Library, James I. Gibson Library, Paseo Verde Library, City of Henderson-City Clerk, and the Henderson Libraries website.