

**MINUTES**  
**LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT**  
**BOARD OF TRUSTEES' MEETING**  
**LAS VEGAS, NEVADA**  
**October 13, 2011**  
**(approved November 10, 2011)**

The Board of Trustees of the Las Vegas-Clark County Library District met in regular session in the Clark County Library, Las Vegas, Nevada, at 6:00 p.m., Thursday, October 13, 2011.

**Present:**

Board:	K. Benavidez, Chair	F. Barron (via telephone)
	K. Crear	M. Saunders
	R. Ence	C. Reese
	Y. Yturralde	S. Bilbray-Axelrod
	S. Moulton	

Counsel: G. Welt

Absent: R. Kirsh - excused

Staff: Jeanne Goodrich, Executive Director  
Numerous Staff

Guests:

K. Benavidez, Chair, called the meeting to order at 5:57 p.m.

**Roll Call and Pledge of Allegiance (Item I.)** All members listed above represent a quorum. Trustee Reese arrived at 6:00 p.m. Trustee Barron attended via telephone and called in at 6:07 p.m. Appendix A.

Trustee Saunders led attendees in the Pledge of Allegiance.

**Public Comment (Item II.)** None.

**Agenda (Item III.)** Trustee Ence moved to approve the Agenda as proposed. There was no opposition and the motion carried.

**Spring Valley Library branch presentation by Branch Manager Johnette Morales (Item IV.)** Chair Benavidez invited Spring Valley Library Branch Manager Johnette Morales to give a presentation about the branch.

Ms. Morales first introduced her leadership team: Nikki Winslow, Assistant Branch Manager and Johnny Parker, Computer Center Department Head joined Ms. Morales at the podium while Caron Schwahn, Children's Department Head and Jennifer Pagan, Circulation Department Head, were running the branch. Morales passed out a fact sheet to each Trustee with information about the branch.

The Spring Valley Library opened in 1985 and is approximately 24,500 square feet in size. A remodel of the building in the 1990s opened up more space and the more recent efficiency remodel eliminated the patron lines at the desk with the addition of the self-check machines. The current service population of the branch is 175,251 and the branch collection numbers some 184,000 items.

In the years since 2000, branch patron demographics have become more diverse:

	Caucasian	Hispanic	Asian	African-American
2000	72%	14%	11.2%	5%
2011	50%	30%	12%	8%

Spring Valley patrons come from diverse ethnic groups and many are new immigrants from Eastern Europe or African Americans with literacy needs. There are: families that are renters with both parents working, single parents, and children raised by other family members such as grandparents. There are young adults (20-30s) going to school, working, or both, as well as people of all ages hunting for jobs. In addition, the branch has many older, retired patrons as well as a large percentage of young males.

Ms. Morales continued to say that during FY 2010-2011 the branch circulated 983,822 items. She then said that, since this presentation was not taking place at Spring Valley, she and her staff would try to give them a "tour" on two days that really exemplify what happens at the branch.

Ms. Morales asked Trustees to imagine themselves at Spring Valley on Saturday; a day she chose because she felt that this day the library really "lives" the District's Mission Statement. She used the fact sheet with pictures of different areas inside the branch to illustrate her remarks.

At 10:00 a.m., the branch opens to a line of people waiting to go to a jobs skills workshop the branch is hosting in the conference room due to a partnership with JOB Connect. According to Mr. Parker, within a few minutes of opening, each of the 20 two-hour computer slots available per day in the computer lab are filled. Parker noted that during FY 2010-2011, Spring Valley hosted 7,868 computer sessions which ranks second in the District. In addition, the branch hosted 74 literacy classes with attendance of 1,259 students. Of those 74 classes, 42 were classes on basic computer literacy with an attendance of 747 students.

Trustee Barron joined the meeting via telephone at this time.

Ms. Morales continued the tour by visiting the teen area of the branch, where teen volunteers were working on an interactive murder mystery activity, "Halloween Lives." Morales likes to visit the Young People's Library periodically throughout the day. Story time is occurring now with staff teaching patrons aged 0-5 years early literacy skills using trains. The activity consists of stories, songs and crafts.

Next, she asked Trustees to look at the photo showing tables and asking them to visualize them filled with families, with children practicing their reading skills by reading to their parents. In addition, as she walks past, she sees some private tutors who are providing homework help to these students.

At 12:30 p.m. on Saturday, Ms. Morales checks in on the conference room activity. It's filled with a young male group, who came to branch staff looking for a place to work on creative writing skills and poetry reading at a central location.

At 3:30 p.m. another program is taking place in the conference room that is attracting the middle school and teen crowd, a manga game called Yu-Gi-Oh. The activity teaches social interaction with diverse groups, sportsmanship and math literacy.

Finally, at 6:15 p.m. staff is ready to go home after a busy day.

Ms. Winslow then came to the podium and asked Trustees to tour Spring Valley on a Wednesday. She suggested arriving when the branch opens at 10:00 a.m. to see the energy and excitement as people are lined up to enter. When the branch does open, patrons are attending classes on citizenship in the conference room, picking up the holds they reserved online or quickly walking to the computer area, where again, all slots are filled within a minute of opening.

Starting at 10:30 and 11:30 a.m., preschool story time occurs in the YPL area. Jumping ahead to 2:30 p.m., middle-school students come rushing in. Many treat the branch as their home away from home, using the teen area to complete their homework and meet their friends. Of course, all six computers in the children's area are full as soon as they arrive. At 4:00 p.m., school age story time is occurring with age-appropriate stories and crafts.

At 3:45 p.m. the computer center closes for a class of ESL students. This class will use both the conference room and the computer center.

Ms. Winslow closed by saying that patrons keep the branch staff busy until it closes at 7:00 p.m.

Ms. Morales added that the tiger poster shown on the handout reflected the District's most current library card promotion which featured tickets to Siegfried and Roy's Secret Garden at the Mirage given to new District cardholders. This promotion allowed Spring Valley to show a 4% increase in library card signups in September 2011, compared to August. Morales wants to keep the challenge going as she knows that those people with a library card generally use it. Last fiscal year, Spring Valley circulated just short of 1 million items, putting the branch 4<sup>th</sup> overall in the District.

Ms. Morales, Mr. Parker and Ms. Winslow thanked Trustees for their time and attention and invited everyone to visit the branch for a tour. Trustees thanked the Spring Valley staff with a round of applause.

Trustee Bilbray-Axelrod asked whether the computer center is at capacity, with the regular waiting list. Ms. Morales said that more space is available if District resources allowed the purchase of more computers. Bilbray-Axelrod then asked Ms. Morales how her staff recruited teen volunteers. Morales said that what works best for her branch was a signup sheet followed by an interview with staff. Many of her volunteers are honor students and they work a specific number of

## Minutes - Board of Trustees' Meeting

October 13, 2011

Page 4

hours, based upon their schedule. She added that the branch always has a waiting list.

Ms. Goodrich commented that Ms. Morales was making her presentation at the Clark County Library, rather than at her branch, as Spring Valley does not have a large enough meeting space for the Board meeting. Goodrich encouraged Trustees to contact Ms. Morales for a tour of her very active branch.

### **Approval of Proposed Minutes Regular Session, September 8, 2011. (Item V.A.)**

Trustee Saunders moved to approve the Minutes of the Board of Trustees Meeting held September 8, 2011. There was no opposition and the motion carried.

### **Chair's Report (Item VI.)**

Chair Benavidez reported that she had met with the Urban League regarding possible funding for future partnerships and she would update Trustees as this effort progresses.

### **Executive Director's Report (Item VII.A.)**

Trustee Ence had some questions about several of the District's partnerships and asked about the impact to the District's projected revenues from property tax receipts due to the large number of foreclosures. Both Executive Director Jeanne Goodrich and Deputy Director, CFO Fred James confirmed that both property tax and CTX collections are right on target according to the projections.

Executive Director Goodrich discussed several items handed out at the meeting. First was the District's printed *Adopted Budget, Fiscal Year 2011-2012*. She encouraged Trustees to review it specifically and discussed several changes made to the format from previous years as the District is moving a lot closer to a program budget: individual departments are explained and specific programs are identified for each area. Performance measures for each area are also making their debut. While it is challenging to attempt to slice up a position's time and classify some positions as belonging to one program or another, Goodrich felt that staff have made great progress in that direction.

The goal of these changes was an increase in transparency, so District residents can get a clear idea of where their tax dollars are going in terms of library materials and services. Ms. Goodrich hoped Trustees would appreciate the new approach and invited them to contact her office if they would like to meet with her and Mr. James to review the information contained in the document.

Ms. Goodrich then drew Trustee attention to the new brochure produced by the Las Vegas-Clark County Library District Foundation, Inc. (Foundation). Goodrich noted that Development Director Danielle Milam would be happy to provide additional copies for any Trustee who would like to take them for prospective donors and community partners. The re-design takes into account the need to update some information on an annual basis so that the basic brochure does not need to be reprinted as often. In addition, this makes it possible to include specific information to different groups.

Trustee Ence asked about the progress of the temporary addition to the Mesquite Library and asked whether any information has been sent to the local papers. Ms. Goodrich said that Facilities Director Steve Ross and Deputy Director Robb Morss have met with the Mesquite staff and the architect and plans are well underway. Marketing and Community Relations Director Pat Marvel will work on providing the information to Mesquite outlets, especially to convey the message that the addition is temporary until the District can find the resources to fund a permanent addition to the building.

Trustees Ence, Moulton, Reese and Yturralde questioned Ms. Goodrich on several of the partnerships and programs mentioned in Ms. Goodrich's report. Goodrich said she was very pleased with the work staff has done taking to heart the strategic priorities expressed in *Forward to Basics*. The District's partnerships and programs with community partners include financial and job hunting information, job skills development and economic literacy, English literacy, citizenship preparation and many classes to provide health information. The District has been asked by the Mid Country Library System on Long Island (New York State) to participate with them in creating more family-centered programs for children. Mid Country is putting together a grant at the federal level and they have asked the District to participate with them. Goodrich will provide more information as this project goes forward.

Trustee Ence was very excited about the math tutoring offered and his questions concerned the branch locations, schools involved and what was the District's contribution. Trustee Moulton was pleased to see the increase in the Homework Help numbers and wondered about the effects of publicizing the program, such as by the email blast by Trustee Yturralde as part of her position with the City Council would affect the increased number. Moulton was also excited about the SAT/ACT coaching offered at no cost. Trustee Reese asked about the criteria used to select the specific branches where several of the programs operate.

Ms. Goodrich, Mr. Morss and Ms. Milam all participated in the discussion. The math tutoring is currently offered at the Spring Valley, Sunrise, West Las Vegas and Centennial Hills libraries through a partnership with the Clark County School District utilizing volunteer teachers.

Ms. Goodrich explained that many libraries around the country are getting involved in what are known as STEM programs. This stands for science, technology, engineering and mathematics training which is provided to young people in addition to the reading and literacy programs one expects to find at their library. This is the District's effort in participation with the Lied Children's Museum. She added that staff will look for opportunities to add these programs to the District's rural locations.

Ms. Milam noted that the SAT/ACT coaching, which includes test taking skills as well as critiques of the composition section of these exams, is organized by the CCSD's Office of Proficiency Exams, which was almost cut last year. Students from UNLV's Department of Education are the

**Minutes - Board of Trustees' Meeting**

**October 13, 2011**

**Page 6**

tutors. The Foundation was able to provide funding for this year to replace work study funds that were due to be cut by UNLV, which luckily did not occur. The Foundation then took these funds to expand these programs and, in addition, has made funding these programs one of their priorities.

Mr. Morss explained that District locations were chosen because CCSD was looking for locations where students gathered. Upon further questioning by Trustee Reese, Morss will follow up with specific criteria as Reese was interested in locations close to at-risk schools. She also commented that when District resources improve, one of the best things the District could do would be to increase technology at each location to allow more students to participate and receive this critical assistance at an earlier stage in their education.

Trustee Barron moved to accept Reports VI.A. 1-7. There was no opposition and the reports were accepted.

**Public Services and Security Report (Item VII.A.1.)**

Approved.

**Business Office Report (Item VII.A.2.)**

Approved.

**Human Resources Report (Item VII.A.3.)**

Approved.

**Technology Report (Item VII.A.4.)**

Approved.

**General Services Report (Item VII.A.5.)**

Approved.

**Marketing Report (Item VII.A.6.)**

Approved.

**Development Report (Item VII.A.7.)**

Approved.

**Unfinished Business (Item VIII.)**

None.

**New Business (Item IX.)**

None.

**Announcements (Item X.)**

On behalf of Commissioner Lawrence Weekly, Chair Benavidez thanked the District for co-sponsoring the Annual Hispanic Youth Leadership Conference at the West Las Vegas Library on October 7, 2011. Over 200 young men had the opportunity to participate in four different

**Minutes - Board of Trustees' Meeting**

**October 13, 2011**

**Page 7**

workshops covering leadership, social ability, looking to the future and banking. In the banking workshop, a representative from Nevada State Bank discussed financial issues such as the importance of credit. Chair Benavidez stated that, without the collaboration of the District, this Conference could not occur and she thanked the District for its participation.

Trustee Barron announced that, due to her work and travel schedule, she will be sending her resignation as a District Trustee to the City of Las Vegas with deep regret. Barron said her tenure as a District Trustee was very enjoyable and was sad to have to resign. She felt that someone who is able to be present would better serve the District. Barron thanked everyone for the support she has received in her role as Trustee and added that she enjoyed working with everyone. Chair Benavidez thanked Trustee Barron for her service and added that her expertise would be missed.

The next Finance and Audit Committee Meeting will be held Thursday, November 10, 2011 at 4:30 p.m. in the Windmill Library, 7060 W. Windmill Lane, Las Vegas NV 89113.

The next Board Meeting will be held Thursday, November 10, 2011 at 6:00 p.m. in the Windmill Library at 6:00 p.m.

**Public Comment  
(Item XI.)**

None.

**Executive Session  
(Item XII.)**

Removed from Agenda.

**Adjournment  
(Item XIII.)**

Chair Benavidez adjourned the meeting at 6:36 p.m.

Respectfully submitted,

Keiba K. Crear, Secretary

# 2011 ATTENDANCE

## APPENDIX A

### OCTOBER 13, 2011 REGULAR BOARD MEETING

2011		January 13 Regular Board Mtg	January 27 Finance & Audit Cmte	February 10 Regular Board Mtg	March 10 Executive Director Evaluation Cmte	March 10 Regular Board Mtg	March 24 Finance and Audit Committee	March 29 Ad-Hoc Conference Rm/PAC Use Cmte	April 14 Regular Board Mtg	May 5 Special Board Meeting	May 19 Regular Board Mtg	June 6 Nominating Cmte	June 9 Risk Management Cmte	June 9 Regular Board Mtg	July 14 Regular Board Mtg		September 8 Regular Board Mtg	October 13 Regular Board Mtg	
Aguirre*	Aldo	P	P	P	P			X	X	X	X	X	X	X	X	NO BOARD MEETING IN AUGUST	X	X	
Barron	M. Frances	P		P	P	P		P	P	A-E				A-E	P		A-E	P	
Benavidez	Kelly	P	A-E	P		P	A-E	P	P	P		P	P	P			A-E	P	
Carrasco**	Liz	P		A-E		A-E			A-E	X	X	X	X	X	X		X	X	X
Crear	Keiba	P	P	P	P	P	P	P	P	P	P	P	P	P	P			P	P
Davis-Hoggard***	Verlia	P	P	P		P	P	P	P	P	P	P	P	P	P			X	X
Ence	Randy	P	P	P	P	P			P	A-E	P		P	P	P			P	P
Kirsh	Ron	P	P	P	A-E	A-E	P	P	P	P	P	P		P	P			P	A-E
Reese	Carol	P		P	P	P			A-E	A-E	P	P	P	P	P			P	P
Saunders	Michael	P	P	P	P	P	P	A-E	P	P	P	P	P	P	P			P	P
Yturralde****	Ydoleena	X	X	X	X	X	X	X	P	P	P			P	P			P	P
Bilbray-Axelrod*****	Shannon	X	X	X	X	X	X	X	X	P				P	P			P	P
Moulton, Sheila*****	Sheila	X	X	X	X	X	X	X	X	X	X	X	X	X	X			P	P

attended Committee meeting but not a member

A-E Excused absence  
 A-U Unexcused absence  
 as of October 14, 2011

\*Term expired April 3, 2011  
 \*\*Resigned April, 2011 due to move out of District boundaries  
 \*\*\*Term expired August 7, 2011  
 \*\*\*\*Appointed for new term beginning April 3, 2011  
 \*\*\*\*\*Appointed May 17, 2011  
 \*\*\*\*\*Appointed for new term beginning August 8, 2011