

MINUTES
LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT
BOARD OF TRUSTEES' MEETING
LAS VEGAS, NEVADA
JANUARY 10, 2013
(approved February 14, 2013)

The Board of Trustees of the Las Vegas-Clark County Library District met in regular session in the Whitney Library, Las Vegas, Nevada, at 6:00 p.m., Thursday, January 10, 2013.

Present: Board: K. Benavidez, Chair M. Saunders (via telephone)
K. Crear R. Ence
C. Reese S. Bilbray-Axelrod
S. Moulton R. Wadley-Munier

Counsel: G. Welt

Absent: R. Kirsh - Excused
Y. Yturralde - Excused

Staff: Jeanne Goodrich, Executive Director
Numerous Staff

Guests:

K. Benavidez, Chair, called the meeting to order at 6:00 p.m.

Roll Call and Pledge of Allegiance (Item I.) All members listed above represent a quorum. Trustee Saunders attended via telephone. Trustees Kirsh and Yturralde had excused absences. Appendix A.

Trustee Ence led attendees in the Pledge of Allegiance.

Public Comment (Item II.) None.

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

Whitney Library branch presentation by Branch Manager Ann LaGumina (Item IV.) Whitney Library Branch Manager Ann LaGumina welcomed Trustees to the branch. LaGumina has been the branch manager at this location for two and a half years.

The Whitney Library service population is 95,930 of which 44,515, or 46.4%, are library patrons. The top three Tapestry segments from *CommunityConnect* for Whitney are known as *Main Street U.S.A.* (12,383 patrons), *Crossroads* (10,958 patrons), and *Aspiring Young Families* (10,139 patrons).

People who make up the *Main Street U.S.A.* segment are in their middle to late 30s. Their neighborhoods are a mixture of married couples, single people and single parents living in older single-family homes or apartments. Members of this segment do all right financially but are not wealthy. They are active in their communities and are likely to volunteer. When they travel, it is usually to the beach or to theme parks. Leisure activities include dining out at family restaurants, bowling, playing chess or renting movies.

Members of this segment use the Internet to play games or search for employment and, increasingly, to shop. If they do not have Internet

access at home, they go online at school or the public library. They do their own home improvements and landscaping. Sixty-three percent of this segment are library patrons with a total of 206,926 checkouts.

People who make up the *Crossroads* segment are in their 30s with children and possibly are single parents. They likely live in a racially or ethnically diverse neighborhood and are not likely to have a college degree. Members of this segment typically work in manufacturing, construction or retail service industries or might be unemployed. They are likely to own their own home, which may be a mobile home. Mindful of their expenses, they typically shop at Wal-Mart or Kmart.

Children and cars are the priorities of members of this segment. They usually do the maintenance on their vehicles themselves. They do not save or invest for their retirement and they do not invest in home improvements. Their leisure activities include watching television, cartoons for the kids, and NASCAR racing. Members of this segment do not read the newspaper but enjoy automotive, boating, motorcycle and fishing magazines. Many of their households have pets. Sixty-one percent of this segment are library patrons with a total of 201,838 checkouts.

People who make up the *Aspiring Young Families* segment are in their late 20s or early 30s, probably married with a young child, or possibly a single parent. They most likely live in an ethnically diverse neighborhood and might be Hispanic. Members of this segment most likely have graduated from high school and might have college credits or a degree. They might own their own homes but are just as likely to rent a moderately priced apartment.

Members of this segment spend much of their discretionary income on their children and home and spend time online visiting chat rooms, searching for employment, playing games, researching real estate and making travel arrangements. Their leisure activities include dining out at family or fast food restaurants, watching dramas and horror movies on DVD, fishing, and watching sports, news and entertainment programs on TV. Forty-nine percent of this segment are library patrons with a total of 134,183 checkouts.

Ms. LaGumina said that Whitney Library staff has found a variety of ways to use the information from *CommunityConnect* to reach patrons from the top three segments. She has divided them into categories which include collections, programs, and outreach.

Collections

- Staff has selected materials based on the interests of branch patrons, such as home improvement, landscaping, pets and automotive repair manuals. Shelves in the branch are well-stocked with these materials, with staff requesting them from the District's distribution list if materials float to other branches.
- Staff creates displays that feature these high interest materials in heavy traffic areas so branch patrons are aware that they are available. In addition, special display furniture, easels and sign

holders have been purchased to increase the visibility of these items.

- Since many patrons in the Whitney service area cannot afford cable or satellite, staff created a DVD room, well-stocked with popular dramas, television series and wrestling matches to ensure the branch has a wide variety at all times.
- Staff's periodical choices reflect the interests of the patrons in the Whitney service area.
- Staff has created special displays in the children's area, including subject bundles for picture books, to make sure parents always find a ready assortment to meet their families' needs.
- Staff highly publicizes databases in the collection that have special interest to patrons in the area, such as *Chilton's Auto Repair Manuals* and those that feature do-it-yourself projects.

Programs

- Staff has increased branch children's programs to accommodate those age groups that are prevalent in this area and to accommodate various work schedules that parents may have.
- Staff has partnered with local organizations to provide free services for families, such as the UNLV Dental School which provided free dental screenings to all children who attended.
- Staff has also partnered with the State of Nevada Aging and Disability Services Division in an effort to provide Medicare extra help to needy members of the branch community.
- Staff has provided tutors from UNLV so our families have access to free homework help for their children.

Outreach

- Staff sends a monthly calendar of children's programs to apartment complexes and day care centers in our area.
- Staff has established a relationship with the Nevada Public Computer Center sponsored by the Las Vegas Urban League in the branch neighborhood. This provides free computer and Internet access as well as free computer training for patrons who need to complete lengthy job applications or take exams to qualify for a health card.
- Staff provides library materials to the WIC (Women, Infants and Children's) Nutrition Education Center in the branch community.

Ms. LaGumina concluded that at the Whitney Library, staff believes that their position in the community is very important. They place a high priority on providing library patrons with the resources they need and want to increase their quality of life and to provide a "home away from home" atmosphere that will keep them coming back.

CommunityConnect has been an important source of information in allowing staff to do that.

In response to a question from Trustee Moulton, Ms. LaGumina said that the school down the street was Courtney Middle School, which has some of the most loyal and active patrons of the Whitney Library.

Approval of Proposed Minutes Finance and Audit Committee, November 8, 2012, Regular Session, November 8, 2012 and Regular Session, December 13, 2012. (Item V.A-C.)

Trustee Moulton moved to approve the Minutes of the Finance and Audit Committee Meeting held November 8, 2012, the Minutes of the Board of Trustees Meeting held November 8, 2012 and the Minutes of the Board of Trustees Meeting held December 13, 2012. There was no opposition and the motion carried.

Chair's Report (Item VI.)

Chair Benavidez reminded Trustees that if they are interested in attending the American Library Association's Annual Meeting in Chicago June 27-July 2 to let Executive Assistant Allison Boyer know.

Executive Director's Report

Executive Director Goodrich said that she wanted to highlight several programs and staff in her report.

•Recognition of Enterprise Library Branch Manager, Salvador Avila, author of *Serving Latino Teens*

Ms. Goodrich first introduced Enterprise Library Branch Manager Salvador Avila, who has just published his second book, *Serving Latino Teens*, through Libraries Unlimited, one of the premier publishers of professional books. Goodrich said that Mr. Avila had done workshops and served as a conference speaker promoting his first book, *Crash Course in Serving Spanish-Speakers*. She felt very fortunate to have a nationally recognized expert in this area on the District's staff. Goodrich led a round of applause for Mr. Avila. Mr. Avila thanked everyone for the recognition.

•Presentation by Youth Services Coordinator Mary Nelson Brown on new program, *1000 Books Before Kindergarten*.

Ms. Goodrich then drew attention to a folder handed out at the meeting to all Trustees about a brand-new District program. The program, *1000 Books Before Kindergarten*, has been put together by Youth Services Coordinator Mary Nelson Brown.

(Item VII.A.)

Ms. Nelson Brown said she is very excited about the program, which has been implemented by other libraries. It's been on her radar a long time and fortunately, the Foundation was lucky to receive a gift that was targeted to children's programs.

Ms. Nelson Brown said that the goals of the program were to:

- encourage parents to develop a habit of reading aloud to their children to give them a jumpstart on learning and school
- support an awareness of the library's early literacy initiatives
- promote the District's picture book collection

The program targets children age 0-5 and their parents and/or caregivers.

In order to get the program off the ground, which happened this week, these same folders will be distributed (one per child) from the YPL department at each branch. Each folder contains an informational letter, a list of recommended books for preschoolers, and a reading log. Parents track each book that they share with their child on the log. Branch staff has the option of introducing the program in their weekly story times. Parents can count any book that is shared, including books read in story time.

The program has several incentives. For each 100 books a child reads, they can bring their log to the YPL department in each branch where they will receive a small prize, such as their name on the branch bulletin board, a sticker, or an award certificate. This will be decided by each branch. After reading 500 books, the child will earn a canvas *1000 Books Before Kindergarten* book bag. If the child reaches 1,000 books, they will earn a book. The book prize may vary depending on the District's number of participants in the program and the number of titles staff can order at a time. The first book the District purchased as the prize is an anthology, *Read with Me: Best Books for Preschoolers* by Stephanie Zvirin. The book is published by the American Library Association.

District staff will track the program's efficiency by keeping statistics on the number of folders that are distributed and the number of prizes that are awarded.

The program is designed to be simple and self-paced, and is not meant to be labor intensive for parents or for staff. It has been funded through a combination of a gift and operating funds.

District staff do have plans to share this program with the District's outreach locations. The program is starting in the urban branches, while staff are working with the outlying branches to gauge interest. Then, staff hope to continue to grow the program. Depending on demand and interest, the District will continue to offer the program as it dovetails well with the *Summer Reading Program*. This year, staff plan to have participants in the SRP count the number of books they read so that they can participate in both programs.

Trustee Wadley-Munier commented that she used to read a minimum of three times a day to her children and she did not realize she was reading so many books a year! Ms. Nelson Brown emphasized that she likes the program so much as patrons can count any book they read, so even books shared in story time count. Nelson Brown also developed a sample story time program for branches to use to introduce the program but they can also use their creativity. When the program was introduced this week at a West Las Vegas Library story time, one of the parents present was also a member of the Sunrise Children's Foundation. The Foundation asked for 100 packets for the parents in their program. Nelson Brown believes this program will take off in a big way.

Trustee Moulton praised the graphics, saying they were beautiful and simple and encouraged her to participate. Ms. Nelson Brown said the program materials were developed in-house through collaboration

between Marketing Director Pat Marvel, Graphics Designer Mary Hill, the graphics staff and Nelson Brown.

Trustee Bilbray-Axelrod commented that staff should be prepared for the program to catapult as it is a natural fit for so many organizations, adding that the program will be a great resource.

Ms. Goodrich thanked Trustees for their comments and said that this is an attractive, sensible program. She asked that Trustees let staff know of any organizations they think could use the materials. This would also be an attractive program for donors and funders as it is the very first step on the way to increase high school graduation rates.

Ms. Goodrich then shared highlights from the state evaluation of the District's CALL (Computer Assisted Learning in Libraries) program, which has just been received. Goodrich introduced CALL Manager Tim McDonald, who was present at the meeting, and acknowledged the hard work of his staff. Per the evaluation, no findings were reported. Like the District's annual audit, this is a great result. Additionally, the evaluators highly praised many aspects of the District's program. Top on the list are the CALL staff as the state clearly recognized their hard work, expectations and dedication. One of the comments was that many of the staff treat the work not merely as a job, but a mission. Attention to detail was also highly praised, plus data integrity and the high level of support from the District. The evaluators look forward to sharing District practices with other agencies.

Ms. Goodrich is also pleased that Mr. McDonald shared the glowing report with his staff: "I am proud and grateful that what you do every day is recognized and valued by CALL funders." She then asked all those in attendance to recognize McDonald and his staff. There was a round of applause.

Ms. Goodrich also reported that she had an opportunity to hand out certificates to graduates of the ESL (English as a Second Language) class at the Windmill Library. Graduates represented six continents, including a doctor from Russia and a young Chinese man who really helped several of the older Chinese women in the class. Goodrich noted the efforts of the instructor, Ms. Singh, who was a very creative and dedicated teacher.

Ms. Goodrich reported that negotiations with Teamsters 14 have started on time this week. So far, it has been a very positive beginning, and there have been two tentative agreements. The hard part will be when the financial pieces begin. The District will not have the property tax and sales tax figures from the state until March. The District's negotiating team is made up of Human Resources Director Jerilyn Gregory, Deputy Director Robb Morss and Assistant Public Services Director Jennifer Schember.

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

Public Services and Security Report

Trustee Bilbray-Axelrod is concerned about the number of security incidents in this month's report at the Las Vegas Library. With the Lied Children's Museum moving out, she is worried that this will lead to

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(Item VII.A.1.)

more space for problems. Ms. Goodrich replied that the public will not have access to the Museum space once it is closed and added that the Las Vegas Library is one of the two District branches with the most challenging clientele. Without trying to minimize the number of incidents, Goodrich noted that Trustees are seeing two months of reports, not the usual one month. She also commented that she calculated there are about 500,000 visits to the urban branches every month and figured if a comparison were made of the number of incidents in the two months of reports versus one million visits, the number of incidents that result in some sort of report is very low, about 0.0042%.

Trustee Bilbray-Axelrod also was concerned about staff security with the incidents. Ms. Goodrich noted that the Las Vegas Library has a number of long-time security staff who know the patrons, as well as an experienced branch manager who is very clear about what is appropriate and what is not. Deputy Director Robb Morss agreed with Goodrich that the Clark County Library and the Las Vegas Library were the two most challenging branches in terms of patrons. Both branch managers do a great job with the staff serving as PICs (person in charge), going over reports and expectations. In addition, the District has a system-wide security report so that all staff can see what took place and learn from another branch's experience. The incidents are simply a part of being a public library open to all.

Mr. Morss also said that staff at the Las Vegas and Clark County libraries are not as lenient as some of the other District branches. Behavior that might result in being asked to leave for the day at the other District branches will result in a trespass at these two branches and the result is a much better atmosphere for patrons and staff.

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

No questions.

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

Trustee Crear said she noticed a lot of open positions in the two Human Resources Reports. These reports did not indicate whether the resignations or terminations were the result of staff retirements and noticed that many of the open positions were higher level positions such as YPL Department Heads and Assistant Branch Managers. Human Resources Director Jerilyn Gregory said that there are two times a year that the District has a higher than normal turnover, typically having to do with school schedules. There are also some retirements at the time and it is simply normal turnover. Trustee Crear commented that she saw a number of high-level positions posted in both reports. Ms. Goodrich explained that it is rather a domino effect, with retirement of a staff member, which results in a move to fill the vacant position, with another vacant position opening up, etc. Gregory concurred.

Technology Report (Item VII.A.4.)

No questions.

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General Services Report (Item VII.A.5.) No questions.

Marketing Report (Item VII.A.6.) No questions.

Development Report (Item VII.A.7.) No questions.

Unfinished Business (Item VIII.) None.

Discussion and possible Board action regarding approval to purchase vehicles from Ford Country at previously bid contract rates of the state of Nevada (Bid No. 8036). (Item IX.A.)

General Services Director Steve Rice explained that funds were allocated in the Vehicle Replacement Fund to purchase new vehicles. The vehicles include two passenger and three building maintenance service vehicles. One of the passenger vehicles will be an addition to the fleet and will be a shared use vehicle for staff to use travelling between branches. The remaining four are to replace older or higher mileage vehicles in the fleet.

Nevada statutes and Board policy require that a request for bids be advertised for contracts exceeding \$50,000. In lieu of advertising a request for bids, the District may, in accordance with NRS 332.195, use a previously bid contract of the state of Nevada with the authorization of the contracting vendor. The state of Nevada currently has a contract (Bid No. 8036) with Ford Country for various vehicles. The contract is valid from November 1, 2012 through October 31, 2014. Ford Country has authorized use of the State contract. The vehicle models and prices are as follows:

Two (2) 2013 Escape Passenger Vehicles	\$24,267.00 (each)	\$ 48,534.00
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Three (3) 2013 F-350 Service Vehicles	\$28,734.00 (each)	\$ 86,202.00
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Total		\$134,736.00
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Staff is recommending this purchase.

In answer to Trustee Crear's question about the choice of the Ford Escape, Mr. Rice said that it was a hybrid or alternative fuel type model, a very fuel efficient vehicle.

Trustee Wadley-Munier asked why using the state's contract is better than staff conducting their own search. Mr. Rice noted that the state of Nevada has much greater buying power than the District or other local government agencies, due to a higher number of potential users, so that District staff does not believe they would get better prices on a unit cost basis. The District will also save time to use an already existing contract.

Trustee Ence asked Mr. Rice about the choice of the F-350 and whether it is due to the type of work required. Mr. Rice explained that these one ton vehicles will be in a service body style with a tool box and ladder rack. The size is necessary to accommodate these items and allow for towing capacity.

Trustee Reese asked how staff will dispose of the vehicles that will be replaced. Mr. Rice said the District will sell the old vehicles. In the past, staff has advertised the items or placed them in an auction. These vehicles that will be replaced are between 15-18 years old with high mileage and the residual value is very low. Rice reminded Trustees that that was why the Vehicle Replacement Fund was created. Of the District's 30 vehicles, more than half of the vehicles are 10 years or older. Staff plans to replace the older ones in the next few years using the Vehicle Replacement Fund.

Trustee Bilbray-Axelrod moved to approve the purchase of five vehicles from Ford Country at previously bid contract rates of the State of Nevada (Bid No. 8036) in an amount not to exceed \$134,736.00. There was no opposition and the motion carried.

**Announcements
(Item X.)**

The next Board Meeting will be held Thursday, February 14, 2013 in the Las Vegas 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 6:35 p.m. There was no opposition and the motion carried.

Respectfully submitted,

Keiba K. Crear, Secretary

2013 ATTENDANCE

Appendix A

January 10, 2013 Regular Board Meeting

		2013	January 10 Regular Board Mtg										
Benavidez	Kelly	P											
Bilbray-Axelrod	Shannon	P											
Crear	Keiba	P											
Ence	Randy	P											
Kirsh	Ron	A-E											
Moulton	Sheila	P											
Reese	Carol	P											
Saunders	Michael	P											
Wadley-Munier	Robin	P											
Yturralde	Ydoleena	A-E											

attended Committee meeting but not a member

A-E Excused Absence
 A-U Unexcused Absence
 as of January 11, 2013