

**MINUTES  
LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT  
BOARD OF TRUSTEES' MEETING  
LAS VEGAS, NEVADA  
FEBRUARY 13, 2014  
(approved March 13, 2014)**

The Board of Trustees of the Las Vegas-Clark County Library District met in regular session in the Las Vegas Library, Las Vegas, Nevada, at 6:00 p.m., Thursday, February 13, 2014.

**Present:** Board: M. Saunders, Vice-Chair K. Crear, Chair (via telephone)  
R. Ence Y. Yturralde  
K. Benavidez S. Moulton  
R. Wadley-Munier M. Francis Drake  
F. Ortiz

Counsel: G. Welt

Absent: S. Bilbray-Axelrod (excused)

Staff: Jeanne Goodrich, Executive Director  
Numerous Staff

Guests: None.

M. Saunders, Vice-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. Chair Crear attended via telephone so Vice-Chair Saunders presided. Trustee Bilbray-Axelrod was not able to attend and had an excused absence. Appendix A.

Trustee Yturralde led attendees in the Pledge of Allegiance.

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

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

**Business Decision Presentation by Spring Valley Branch Manager Nikki Winslow. (Item IV.)** Spring Valley Branch Manager Nikki Winslow gave a presentation on **Business Launch @ the Library**. This project had several objectives: training District staff to understand the local business environment and to promote the District's small business resources, increasing public use of the District's small business information and resources and building collaborations with local community agencies that support small business development and expansion.

Ms. Winslow explained the project was funded by a grant from the Nevada State Library and Archives and the Institute of Museum and Library Services. District staff focused on small businesses as more than three-fourths of new jobs are created in the small business sector, especially in urban areas. As libraries are trusted sources of information, staff utilized that attribute to provide "market analytics" at no cost to patrons while also working with partner organizations such as the Las Vegas Metro Chamber of Commerce, SCORE, Nevada Microenterprise Initiative and many others to reach the small business

community while District-wide training allowed staff to provide consistent, specific information. The District also hosted a well-attended Business Expo to promote the program.

Ms. Winslow explained one of the databases used by the District, known as Business Decision. Business Decision is a market analytics tool that identifies potential customers through a combination of census demographic data, consumer expenditure data, Tapestry market segmentation data and information from Census 2010. This data, updated annually, provides a rich store of information for patrons to use in their business planning decisions. Winslow showed several reports focused on different areas of the District to provide examples of the types of typical information provided by Business Decision. She also explained the use of several other reference sources the District provides.

The presentation is attached as Appendix B.

Vice-Chair Saunders asked about outreach to the ethnic chambers and whether staff had information on use of the program by patrons and partners. He wanted to ensure that the District's limited resources were being used in a cost-effective manner and the program is attracting users. Development Director Danielle Patrick Milam explained that the District is working with the Nevada Small Business Center, part of the Urban Chamber initiative. They also have made a presentation to the Latin Chamber and contacted all area chambers (including the Women's Chamber) before the Business Expo. She said that District staff receives a monthly report showing the number of log-ins and how many minutes each user was on the system. Information can be provided to Trustees.

Trustee Moulton asked about the total amount of the grant and about the percentages of staff time and materials costs. Ms. Milam said the grant amount was \$68,000 and could provide the final LSTA report to Trustees which would show the cost of staff and materials. She said that in grants such as these, staff time is generally donated as an in-kind contribution. The cost of the Business Expo is included in the grant expenses.

Trustee Wadley-Munier commended staff on this program and their outreach to the community as she felt it was a wonderful tool for individuals and the community to utilize. At the library conferences she has attended, this was one of the ways recommended to help the community and bring people into the libraries.

Trustee Ence asked about the response to staff's presentation to the Mesquite Chamber of Commerce. Ms. Winslow said that Mesquite Branch Manager Judith Sargent is working closely with that community and Winslow is scheduled to go back for another presentation this summer. Ence then asked if this would continue as a grant program and Ms. Milam said that the District is funding this out of the District's General Fund going forward.

Ms. Milam added the information that the grant was written to provide the Business Decision product to all libraries in Clark County so the

original license included the Henderson District Public Libraries (HDPL), the Boulder City Library and the North Las Vegas Library. HDPL renewed their subscription, but Boulder City and North Las Vegas did not.

Trustee Benavidez said she loved this program and asked if it could be tailored for someone wishing to start a non-profit, such as a food pantry. Ms. Milam said staff has talked to non-profits about this program, such as researchers at UNLV working with the Downtown Achieves project, the West Las Vegas Promise Neighborhood Grant and have also invited United Way to utilize it for their Healthy Communities Initiative. They encourage non-profits to take advantage of Business Decision's community assessment tool for grant writing and service planning. Ms. Winslow added that there is a staff member at the Clark County Library who deals specifically with people who have questions for non-profits.

Trustee Yturralde commended staff for their work on such a great program and suggested more outreach to the community as this information is so important. Yturralde was happy to hear the program would be continued.

Trustee Francis Drake asked if the Business Decision and Reference America databases were available only at the library or could patrons access this information at home. Ms. Winslow said that once patrons are trained, they are provided with the access information and are encouraged to work on this at home or wherever is most convenient for them. Winslow added that SCORE (Service Core of Retired Executives) talks to many people in the initial phases of planning and sends them to the District to learn about the program and get trained. Using the contact list of District staff which has been provided to the community partners, the patron can contact staff and make appointments to learn about the databases. These appointments generally last between 30-60 minutes. Once the patron has been trained, they can go home and log in and try out the databases and build their plan. Patrons then go back to SCORE or one of the other community partner organizations. The District provides the information so the patron can decide to go forward; the partner organizations are the ones that help the patron bring their ideas to fruition.

Trustee Francis Drake said she understood the use of census data, but wondered how the Business Decision program obtained the information on consumer purchases and other information that was used. Ms. Winslow explained that a company called Esri pulls this information from credit agencies and other places and compiles it. CIVICTechnologies, the company that created the Business Decision program, pays Esri for the information and plugs it into their program, which is updated annually in July.

Executive Director Jeanne Goodrich explained that not all Trustees were on the Board when the District started using CIVICTechnologies other program, CommunityConnect. There is some overlap in terms of using Tapestry segmentation descriptors and other information. District staff has met with a number of community organizations including non-profits and provide Community Connect logon information to all of

them so that anyone can use it. Ms. Goodrich said staff has found that Business Decision is an even better tool in some areas, in part because of the radius reports and the computer experience data.

Ms. Goodrich often uses the example of someone who wants to open a cupcake store. This person needs to be in a neighborhood where someone is willing to spend a certain amount on a cupcake. Staff are now using these programs to plan District programs and services and looking at literacy levels in different area. Goodrich asked Trustees to spread the word about Business Decision. She loves telling people about the program and giving people full access to it. Once patrons have had their initial training, they can get into it on their own and use it for whatever purpose they might have.

Trustee Ortiz commented that Las Vegas is known as a place for people to chase their dreams. He said that the District wants to help them to do that and he felt the selling point of this program is that the District is providing the information without a vested interest in what patrons do with it. Ortiz said that statistics are only as good as the numbers used and this program seems to make sense of that in a way others can understand. He also said this is a program to point to when people ask why they are supporting the library; District staff can share this as an example of what District residents receive for their taxes, not just as a location of books for children. Ortiz felt it was a good program and congratulated staff.

**Approval of  
Proposed Minutes  
Regular Session,  
January 9, 2014 and  
Special Board  
Meeting, January  
22, 2014.  
(Item V.A-B.)**

Trustee Benavidez moved to approve the Minutes of the Board of Trustees Meeting held January 9, 2014. There was no opposition and the motion carried.

Trustee Moulton moved to approve the Minutes of the Special Board Meeting held January 22, 2014. There was no opposition and the motion carried.

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

None.

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

Ms. Goodrich introduced Matt McNally, new to the District, as the manager of the Programming and Venues Services Department. She said she was supposed to introduce him at the last meeting, but missed her opportunity and apologized.

Mr. McNally said it was a pleasure to meet members of the Board of Trustees this evening. He thanked District staff for welcoming him over the last few months. He also thanked Trustees for the opportunity to come and share his expertise in developing the new Programming and Venues Services department.

Mr. McNally said that since beginning his work with the District, he has had the opportunity to tour the urban branches, and hopes to venture to the outlying branches in the near future. McNally said he has encountered a staff that is incredibly knowledgeable and extremely helpful, who have helped make his transition very comfortable. He

said that the District has incredible meeting spaces and venues to promote programming and McNally feels tremendously supported by the Executive Director and the Executive Council to tackle the challenges that lay ahead in forging this new department.

Mr. McNally hopes to validate the District's decision to hire him. He is confident that the District can better utilize its venues and enhance the quality of District-wide programming. McNally thanked Trustees for their time and said he felt honored to be chosen to bear the responsibilities of the Programming and Venues Manager position.

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

Trustee Ortiz had a question on the statistics from Sahara West Library reported in the Public Services Report. He noted that the December statistics from the Sahara West Library show a huge drop in the Circulation (approximately 27,000) and Gate Count (approximately 75,000) categories from last year and asked what staff believed was the reason behind the drop. Deputy Director/COO Tom Fay noted that December is slow in many libraries as many patrons are spending time with families and do not attend programs or come for books. He added that gate count figures are being analyzed by District staff to determine where the problems might be located. He also said that sometimes drops in statistics are more apparent in libraries that have been producing higher numbers when they have a slower month.

Mr. Fay added that staff have seen a circulation drop in some areas and there certainly is more online use. The other thing that is happening in libraries is that the buildings are transforming into a place that is more of a gathering and community-oriented location, so you will see an increase in that type of numbers. When Trustees look at the programming numbers, they can see an increase.

Libraries are being used differently today, not strictly as a place to check in and check out books. Libraries are entering a transitional phase as libraries evolve into more of a community place. For example, Wi-Fi and Internet computer use statistics are up. There is a demand to have more computers at nearly every District branch and that will be reflected in the budget for next year.

Mr. Fay suggested that the transformation of libraries can be compared to the transformation of Las Vegas, in that Las Vegas used to be all about gaming and is now diversifying. Gaming is no longer the sole source of income for a casino property. It is like that for the Library District, Fay sees the District's "business" moving into a lot of other areas. Patrons are now coming in for the programs and technology, not just for the books.

Ms. Goodrich noted that the statistics for the Virtual Library are up 28%. The Virtual Library tracks the District's automatic renewals and a lot of people, especially in December, just renew online rather than coming in. She also pointed out the statistics for eBook usage show usage was up for the month by 37% as well as year to date. She added that some areas are seeing a shift in usage patterns. Goodrich concluded by saying that these statistics are the kinds of information

staff is reviewing carefully, especially if they see trends over a period of several months going in a negative direction.

Trustee Wadley-Munier asked if the decline could in fact be a result of the improving economy, in that people have time to take vacations instead of reading library books and going to the library. Also, technology seems to be making a huge difference. Mr. Fay commented that he and Ms. Goodrich in their careers have seen a lot of interesting things happen with December statistics.

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

No questions.

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

No questions.

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

No questions.

**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  
contract award for  
replacement of the  
HVAC system chiller  
at Las Vegas  
Library.  
(Item IX.A.)**

General Services Director Steve Rice presented the item. He noted that investigation of on-going mechanical failures of the HVAC system 360-ton chiller this past summer at the Las Vegas Library revealed multiple problems related primarily to its age. Sudden failure of the chiller is likely. The chiller is 23 years old and the most cost effective approach is to replace it versus investing in a progression of costly repairs. The replacement chiller has twin magnetic bearing compressors with a high efficiency variable drive and is very energy efficient, projected to use up to 50% less energy at peak load than the current chiller.

An Invitation to Bid was advertised in the *Review-Journal* and community-based minority newspapers. Additionally, the Invitation to Bid Notice was faxed to minority Chambers of Commerce and to contractors listed in the Clark County and City of Las Vegas MBE, WBE, SBE, and PBE business directories. The bid opening was held on

January 31, 2014. A total of four bids were received. The bid results follow:

<b><u>Bidder</u></b>	<b><u>Bid Amount</u></b>
MMC Contractors West, Inc.	\$365,300.00
Southland Industries	\$361,826.00
U.S. Mechanical, LLC	\$349,000.00
Ryan Mechanical, Inc.	\$314,000.00

The lowest responsive and responsible bidder is Ryan Mechanical, Inc. and staff recommends their selection.

Trustee Moulton asked if the chiller replacement would affect the former Lied Discovery Children's Museum area. Mr. Rice said that the specified unit was sized for the building. Moulton then asked about plans for the former museum space. Rice reported that talks have been conducted with the City of Las Vegas and the Natural History Museum, but no definite plans are in place. Rice added that the new chiller will have dual compressors which will allow Facilities to stage the compressors. For example, staff will be able to use only one compressor to chill the Las Vegas Library space, which staff does not have the ability to do right now. This will save energy and be cost-efficient.

Trustee Wadley-Munier asked if this expense will affect the ongoing negotiations. Ms. Goodrich said we would have to have a viable space for any user group of the former museum space as the District must maintain the building.

Trustee Benavidez, noting her length of service on the District Board, recalled that this has been a recurring problem at this location and felt that the equipment has done its job and should be replaced. Mr. Rice agreed, saying that District equipment is pushed to its limit. He added that the current equipment was able to get through the last summer, but he does not want to push it any farther.

Trustee Moulton asked if the proposed expense was in the budget. Mr. Rice said that the District has \$400,000 budgeted for unexpected repairs in the Capital Projects Fund and this project will come out of that budget line.

Trustee Wadley-Munier moved to authorize staff to award a contract to replace the HVAC system chiller at Las Vegas Library in accordance with Bid No. 14-06 to Ryan Mechanical, Inc. for the amount of \$314,000.00. There was no opposition and the motion carried.

**Discussion and possible Board action regarding the appointment of Broker of Record for the District's property and**

Trustee Ence, as Chair of the Risk Management Committee, reported on the committee meeting, held immediately prior to this Regular Board Meeting. The Committee voted to recommend Wells Fargo Insurance Services USA, Inc. be appointed as broker. Ence then moved to authorize staff to appoint Wells Fargo Insurance Services USA, Inc. as Broker of Record for property and casualty insurance coverage for the policy year commencing on July 15, 2014, and to

**casualty insurance coverage.  
(Item IX.B.)**

authorize staff to extend the appointment in subsequent years subject to the Broker continuing to meet performance standards outlined in the Request for Qualifications document. There was no opposition and the motion carried.

**Discussion and possible Board action regarding proposed revisions to the District's Computer and Electronic Communications Systems and Software Use Policy.  
(Item IX.C.)**

IT Director/CIO Al Prendergast explained that the Board adopted the *Las Vegas-Clark County Library District Computer and Electronic Communication Systems and Software Use Policy* on July 13, 2000. A revision to the *Policy* was adopted on January 18, 2002.

Mr. Prendergast said that the *Policy* has not been updated since 2002 and the proposed revision includes updating the language and other typographical changes.

The major changes to the *Policy* includes language to make clear that no personally owned software, public domain software or shareware is to be installed on the library's computer equipment and to recognize that other District staff, outside of the Information Technology Department, are also authorized to purchase software for District use. The changes also acknowledge that some incidental use of the District's computer and electronic communication systems will occur and expands on the Security section of the *Policy*. Finally, Mr. Prendergast said that the proposed *Policy* was renamed from *Las Vegas – Clark County Library District Computer and Electronic Communication Systems and Software Use Policy* to *Employee Computer and Electronic Communication Systems and Software Use Policy* to further clarify that this is a staff policy.

Trustee Moulton asked about the formatting and Mr. Prendergast explained that the different colors used in the marked up document were the result of several different reviewers making changes.

Trustee Benavidez asked how employees would be made aware of the changes in the *Policy*. Mr. Prendergast explained that a procedure is in place through Human Resources to distribute the *Policy* to staff. Once approved by the Trustees, the *Policy* will be sent to every employee, who must sign it and return the form to Human Resources, where the document will go in the employee's personal file.

Trustee Ortiz wanted to ensure all electronic devices were included, noting that other places he has worked at got away from including the word "computer" to using "electronic device." Mr. Prendergast said that was why the wording "electronic communications" was included. Counsel Welt added that the wording of the first paragraph of the proposed policy which includes the words, "such as," and a list of commonly used devices for staff use does not limit but expands the range of devices covered by the *Policy*.

Trustee Moulton moved to approve the proposed revisions to the District's *Employee Computer and Electronic Communication Systems and Software Use Policy*. There was no opposition and the motion carried.

**Announcements  
(Item X.)**

The next Board Meeting will be held Thursday, March 13, 2014 in the Summerlin Library at 6:00 p.m.



**Public Comment**  
**(Item XI.)**

Jennifer Brusven - Las Vegas 89147

Ms. Brusven was here to speak in favor of the District adding a community seed bank. She represents a number of community organizations and believes it would be a way for the District to change and grow and adapt to a greener, more community-driven city by using the proven information resources of the District. She read from a letter to the Board of Trustees, copies of which were provided to each Trustee. It is attached as Exhibit C.

Vice-Chair Saunders and Ms. Goodrich asked that Ms. Brusven and members of her organization meet with Mr. Fay and Deputy Public Services Director Jennifer Schember and Mr. McNally.

Trustee Saunders commented that he finds it very heartening when members of the public care enough to bring innovative ways to improve library services to the Board's attention.

Trustee Ortiz suggested that Ms. Brusven contact the Southern Nevada Regional Planning Coalition who will have a meeting in the next week. He explained that this group has put out a chart that shows what grows and what does not in Southern Nevada. They may also be able to provide information to the group.

Laura Bledsoe – Overton 89040

Ms. Bledsoe is the owner of Quail Hollow Farm in Overton where she grows organic vegetables for the local community. Bledsoe spoke to promote the effort to establish a seed bank at the District. She said saving heirloom seeds is a passion of hers in her effort to grow sustainable food. The decline in food diversity is due to the reduction in available seeds.

A local seed exchange was held in Overton in order to encourage people to grow naturally-pollinated heirloom foods and to encourage unknown seed types and she felt that the library is a natural fit to grow these efforts.

Ms. Bledsoe said that an unknown variety of watermelon turned up at this seed exchange and said she could share more stories like this. She believed establishment of a local seed bank would improve the availability and variety of sustainable food locally and teach local residents how to save them.

Rick Passo – Las Vegas 89168

Mr. Passo wanted to talk about community collaboration and build on the comments about the transformation of the library into a sense of place within the context of a seed library. He emphasized how much information was available on social media from places such as the Pima County Public Library and the other 200 libraries that have started seed banks.

Mr. Passo said he is a long-time community volunteer and envisions local sustainability forums that can be cross-promoted, e.g. a library fair and a seed fair at the same time. He thought the seed bank idea offered crowd-funding opportunities and collaboration between the

broader community using social media and all the information that is out there and leveraging all the caring people in the social universe. He noted that when he Googles libraries, he saw some amazing things coming out every week. He felt this was an idea that was meant to happen and that the question is not when it would happen, but how it would happen. Passo said it only takes one seed and a vision to make a plan that can change people's lives and change the sense of purpose of the library.

Vice-Chair Saunders thanked those who had taken time to comment.

**Executive Session**  
**(Item XII.)**

Removed from Agenda.

**Adjournment**  
**(Item XIII.)**

Chair Saunders adjourned the meeting at 7:25 p.m.

Respectfully submitted,

Randy Ence, Secretary

# 2014 ATTENDANCE

Appendix A

## February 13, 2014 Regular Board Meeting

2014		January 9 Regular Board Mtg	January 22 Special Board Mtg	February 13 Risk Mgmt Cmte	February 13 Regular Board Mtg							
Benavidez	Kelly	P	A-E	P	P							
Bilbray-Axelrod	Shannon	P	P	A-E	A-E							
Crear	Keiba	P	P	P	P							
Drake	Marilyn	P	P	P	P							
Ence	Randy	P	P	P	P							
Moulton	Sheila	P	P	P	P							
Ortiz	Felipe	P	P	P	P							
Saunders	Michael	P	P	P	P							
Wadley-Munier	Robin	P	P	P	P							
Yturalde	Ydoleena	P	P	P	P							

attended Committee meeting but not a member

A-E Excused Absence  
A-U Unexcused Absence

as of February 14, 2014

# Business Launch @ the Library

*Innovations in Business Services  
Support for Community Economic Success*



*A Grant Project Funded by the Nevada State Library & Archives  
and the Institute of Museum and Library Services*

# WHY DO SMALL BUSINESSES MATTER?

- More than three fourths of new jobs are created in the small business sector
- In urban areas, the Small Business Administration finds 80% of jobs in inner cities are generated by small businesses
- In Southern Nevada, the regional plan calls for support and diversification of the small business sector



# WHAT DO SMALL BUSINESSES NEED TO BE PROFITABLE?



*The most important small business resource is no longer labor, capital and land, but rather, information.*

**Current. Reliable. Predictive. Accessible. Affordable.  
From a Trusted Source.**

# Business Launch @ the Library

## PROJECT OBJECTIVES

**TRAIN** many library staff to

- promote small business resources
- understand the local environment



**INCREASE PUBLIC USE** of library business information and resources

**BUILD COLLABORATIONS** with local community agencies that support small business development and expansion

# Business Launch @ the Library

## WHY THE LIBRARY?

Shift in our programming efforts

We provide the staff, rooms and technology



Our partners are the experts that we coordinate with to maximize our resources and efforts in the community



# Business Launch @ the Library

## PROJECT OUTCOMES

### BEFORE

Reference staff respond  
inquiries ad hoc

Limited adult programs  
on a branch basis

Limited use of business  
resources

Library not on radar

### AFTER

Many staff involved in training and to  
community outreach/marketing

Staff and partners shaping services  
across the Library District

Use of databases and online  
resources is growing

Library positioned as go-to resource

# Partner Organizations

- Las Vegas Metro Chamber of Commerce
- Nevada Microenterprise Initiative
- Nevada Small Business Development Center
- SCORE
- Small Business Administration
- Why Nevada? Secretary of State New Business Portal



# NEW ONLINE TOOL: *Business Decision*

## Provides “market analytics”

- Analyze the market/quantify & qualify potential customers
- Assess risk
- Develop business, positioning, and marketing strategy
- Communicate with and reach your market

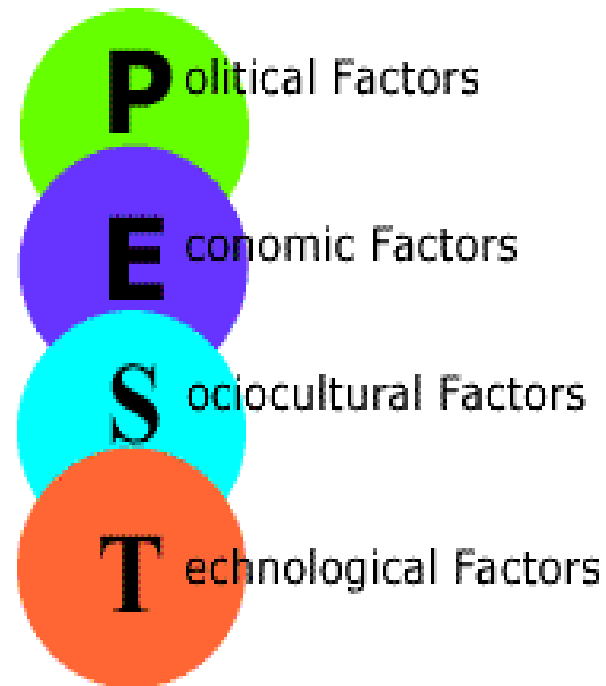
## Dynamic Data – updated annually

- Census demographic data
- Consumer expenditure data (how much is spent by household)
- Tapestry market segmentation data (what kind of household)
- Census 2010, current year estimate, 5 year forecast

# *Business Decision*

## *Use Business Decision to inform*

- **Business Plan**
- **A Marketing Plan**
- **Sales Plan**
- **A SWOT analysis**  
Strengths, Weaknesses,  
Opportunities, Threats
- **A PEST Analysis**



# Business Launch in the Community

☞ **Start Project: Las Vegas Library**

☞ **Run Reports**

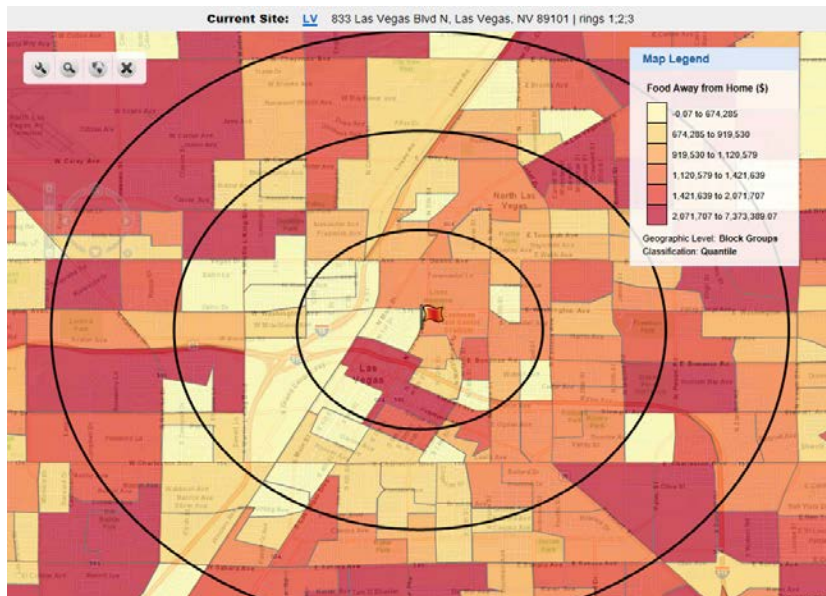
- 1. Thematic Maps**
- 2. Census 2010**
- 3. Retail Goods and Services**
- 4. Tapestry Profile**

# Business Launch in the Community

## What does the data tell us?

### Thematic Maps from Reports

Say you want to start a coffee shop downtown...



Rental and Repair of TV/Radio/Sound Equipment	92	\$6. /1	\$3 /8,048
Pets	102	\$425.93	\$24,013,693
Toys and Games (4)	89	\$125.95	\$7,101,034
Recreational Vehicles and Fees (5)	72	\$224.32	\$12,647,098
Sports/Recreation/Exercise Equipment (6)	67	\$117.82	\$6,642,424
Photo Equipment and Supplies (7)	87	\$87.05	\$4,907,772
Reading (8)	83	\$124.77	\$7,034,403
Catered Affairs (9)	102	\$24.15	\$1,361,672
<b>Food</b>	91	\$6,793.15	\$382,995,107
Food at Home	91	\$3,932.55	\$221,715,736
Bakery and Cereal Products	89	\$512.95	\$28,919,724
Meats, Poultry, Fish, and Eggs	92	\$921.74	\$51,967,077
Dairy Products	89	\$430.19	\$24,254,048
Fruits and Vegetables	91	\$693.41	\$39,094,056
Snacks and Other Food at Home (10)	91	\$1,374.27	\$77,480,832
Food Away from Home	92	\$2,860.60	\$161,279,371
Alcoholic Beverages	95	\$523.91	\$29,537,866
Nonalcoholic Beverages at Home	92	\$388.56	\$21,906,945

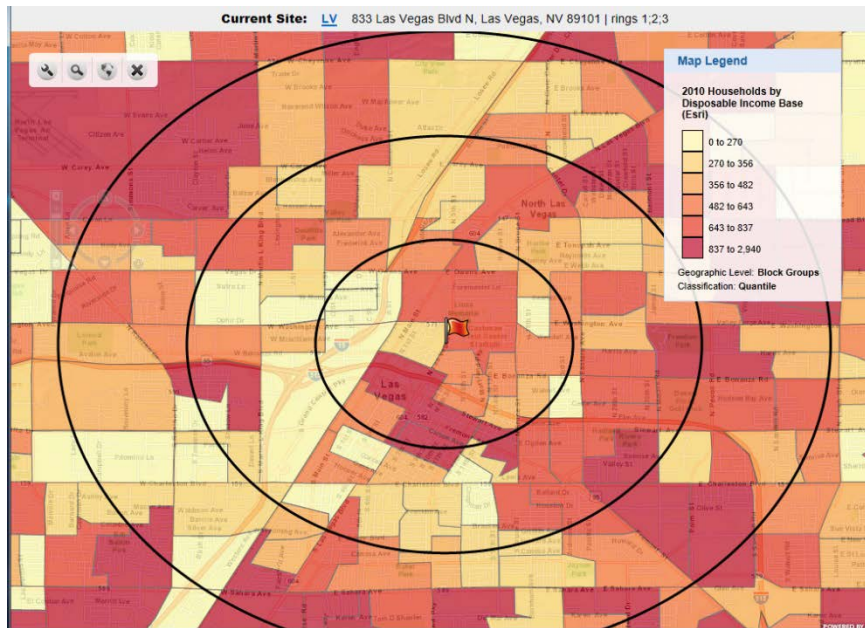
**Money spent on Food outside the home**

# Business Launch in the Community

## What does the data tell us?

## Thematic Maps from Reports

You might also look at...



2012 Households by Disposable Income	Number	Percent
Total	56,929	100.0%
<\$15,000	7,619	13.4%
\$15,000-\$24,999	8,970	15.8%
\$25,000-\$34,999	9,265	16.3%
\$35,000-\$49,999	10,351	18.2%
\$50,000-\$74,999	10,121	17.8%
\$75,000-\$99,999	5,005	8.8%
\$100,000-\$149,999	4,258	7.5%
\$150,000-\$199,999	671	1.2%
\$200,000+	670	1.2%
Median Disposable Income	\$37,812	
Average Disposable Income	\$50,950	

2012 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	2,823	9,883	10,464	10,919	10,730	7,122	4,988
<\$15,000	441	1,157	1,025	1,199	1,495	1,144	1,158
\$15,000-\$24,999	420	1,665	1,406	1,513	1,398	1,227	1,341
\$25,000-\$34,999	606	1,797	1,908	1,264	1,579	1,271	840
\$35,000-\$49,999	706	1,897	1,793	2,115	1,688	1,470	682
\$50,000-\$74,999	426	1,974	2,193	2,078	1,988	865	597
\$75,000-\$99,999	116	837	1,022	1,343	1,097	417	173
\$100,000-\$149,999	97	470	916	1,058	1,054	522	141
\$150,000-\$199,999	2	33	130	166	207	100	33
\$200,000+	9	53	71	183	225	107	22
Median Disposable Income	\$33,744	\$36,811	\$41,167	\$44,316	\$41,685	\$34,146	\$24,935
Average Disposable Income	\$39,788	\$46,044	\$53,103	\$58,500	\$58,501	\$48,755	\$34,714

## Average Household Disposable Income

# Business Launch in the Community

## Census 2010

- Population within 1 mile: 24,698
- Population within 3 miles: 194,424
- Also breaks down population by race, sex, income, age, and size of household
- Did you know that 17.9% of housing within 3 miles of here are vacant? That's over 14,000 units! That can be found in this report.



# Example of Census Profile

## 3 mile radius



### Census 2010 Summary Profile

LV: 833 Las Vegas Blvd N, Las Vegas, NV  
Ring: 3 mile radius

[www.businessdecision.info](http://www.businessdecision.info)  
Latitude: 36.178261874  
Longitude: -115.1352146

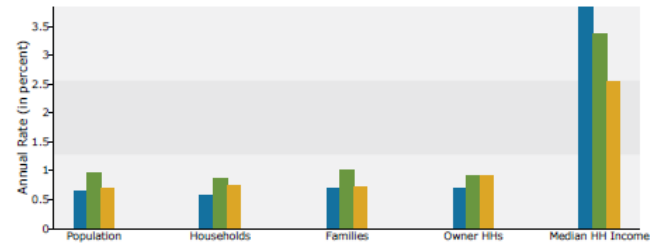
	2000	2010	2000-2010 Annual Rate
Population	200,837	194,424	-0.32%
Households	65,539	60,820	-0.74%
Housing Units	72,047	74,111	0.28%
Population by Race		Number	Percent
Total		194,424	100.0%
Population Reporting One Race		185,832	95.6%
White		83,965	43.2%
Black		32,635	16.8%
American Indian		1,832	0.9%
Asian		7,286	3.7%
Pacific Islander		854	0.4%
Some Other Race		59,260	30.5%
Population Reporting Two or More Races		8,592	4.4%
Total Hispanic Population		113,633	58.4%
Population by Sex			
Male		103,527	53.2%
Female		90,897	46.8%

# Business Launch in the Community

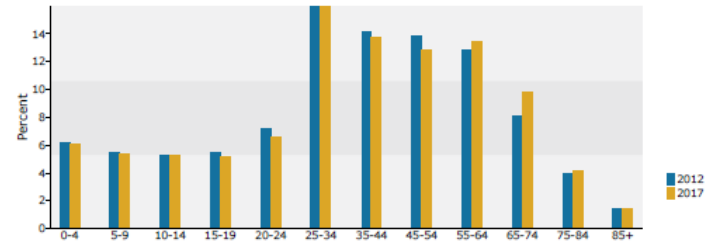
## Demographic and Income Profile

- Looks at Census 2010, current year and 5 year forecast
- Comparative data of income in the area, state and USA
- Nicely formatted PDF files to include in the business plans

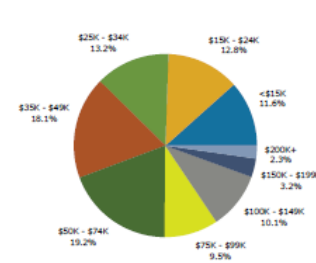
Trends 2012-2017



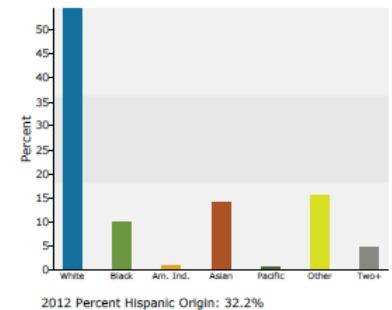
Population by Age



2012 Household Income



2012 Population by Race



# Business Launch in the Community

## Retail Goods and Services

(I LOVE this one- although it's scary!)

- Did you know that people that live within 3 miles of Las Vegas Library spend almost the same amount on toys and games as they do on reading? (We like to think that's because it's all FREE at the library!)
- They also spend twice as much on snacks as they do on fruits and vegetables?! (which I've noticed is a consistent trend in most communities- ouch!)
- Data show what is spent by block areas and how it compares to the national average

# Example of Retail Goods and Services



## Retail Goods and Services Expenditures

LV: 833 Las Vegas Blvd N, Las Vegas, NV 89101  
Ring: 3 mile radius

www.businessdecision.info  
Latitude: 36.178261874  
Longitude: -115.1352146

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Industrious Urban Fringe	22.4%	Population	194,713	202,723
NeWest Residents	20.4%	Households	60,782	62,900
Social Security Set	12.3%	Families	38,319	39,599
Inner City Tenants	10.8%	Median Age	31.7	32.2
City Dimensions	5.6%	Median Household Income	\$30,304	\$35,562
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		46	\$1,068.25	\$64,930,097
Men's		43	\$189.38	\$11,511,007
Women's		39	\$315.52	\$19,177,854
Children's		51	\$196.25	\$11,928,127
Footwear		34	\$136.66	\$8,306,730
Watches & Jewelry		59	\$110.27	\$6,702,522
Apparel Products and Services (1)		132	\$120.17	\$7,303,857
<b>Computer</b>				
Computers and Hardware for Home Use		66	\$122.50	\$7,445,813
Software and Accessories for Home Use		67	\$18.38	\$1,117,028
<b>Entertainment &amp; Recreation</b>		61	\$1,894.46	\$115,149,167
Fees and Admissions		58	\$345.98	\$21,029,072
Membership Fees for Clubs (2)		55	\$87.17	\$5,298,550
Fees for Participant Sports. excl. Trips		58	\$59.86	\$3,638,361

# Categories from the Retail Goods and Services Report

- Apparel
- Membership Fees
- Computers
- Toys and Games
- Pets
- Recreational Vehicles
- Reading
- Dating Services
- Alcoholic Beverages
- Prescription Drugs
- Child Care
- Airline Fares
- Insurance
- Utilities

**And many, many more...**

# Tapestry Segmentation Profiles

## Tapestry™ Segmentation

Esri's Tapestry™ Segmentation system divides U.S. residential areas into 65 distinctive segments based on socioeconomic and demographic characteristics to provide an accurate, detailed description of U.S. neighborhoods. Tapestry Segmentation can help you to identify your best markets, find the most profitable consumer types, tailor marketing messages to fit your audience, and define product and service preferences. Here's a brief description of a Tapestry segment.

### 38—Industrious Urban Fringe



Segment Code—38

Segment Name—Industrious Urban Fringe

LifeMode Summary Group—L8 Global Roots

Urbanization Summary Group—U5 Urban Outskirts I

#### Demographic

Family is central to residents of *Industrious Urban Fringe* neighborhoods; slightly more than half of the households have children. Fifty-four percent are married-couple families; 17 percent are single parents. Multigenerational households are relatively common. The high proportion of children contributes to the relatively low median age of 29 years. Hispanics comprise 61.7 percent of the residents in these neighborhoods. More than one fourth are foreign born, bringing rich, diverse cultures to these urban outskirts neighborhoods.

#### Socioeconomic

The median household income is \$45,118; the median net worth is \$41,572. The large average household size of 3.45 lowers the discretionary income available compared to

#### Preferences

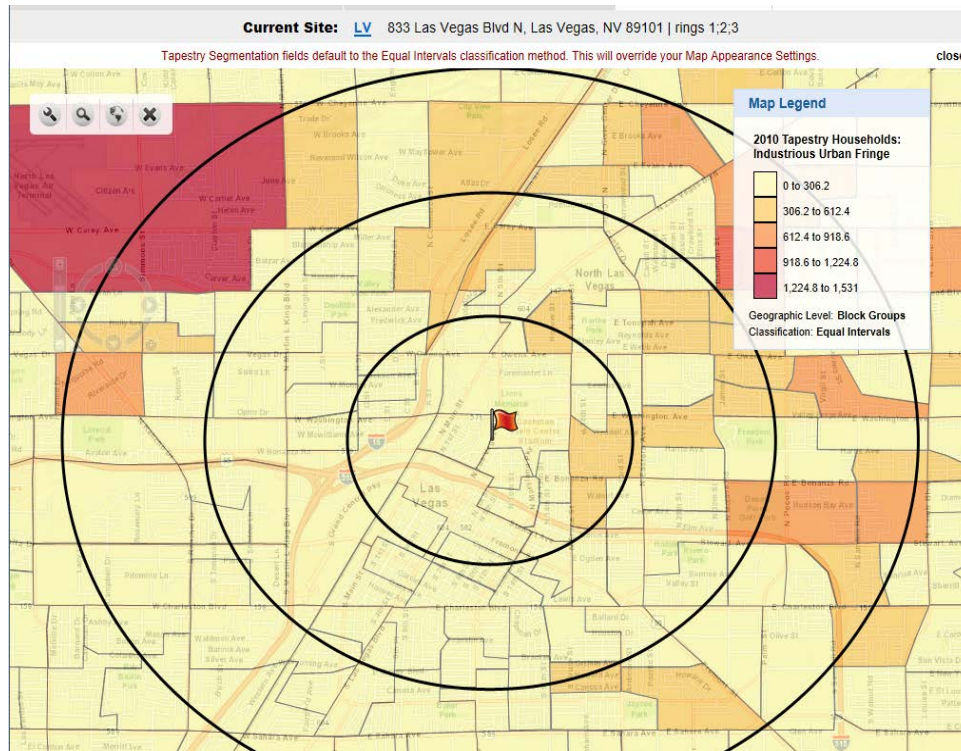
*Industrious Urban Fringe* households balance their budgets carefully. Mortgage payments take priority. They shop at Wal-Mart, Kmart, Target, and other major discount stores for baby and children's products. They dine out less often than average households. Many have no financial investments or retirement savings other than their homes and are less likely than average to carry health insurance.

Keeping in touch is important to these residents; they often have a second phone line at home. They watch movies at home and will also see multiple movies at the theater each month. Television and radio are better than newspapers and magazines to reach these residents. They watch TV as much as the average US household, but subscribe to cable less often. They listen frequently to Hispanic, contemporary hit, and urban radio.

# Tapestry Segments

## Las Vegas Library's Top Two

### Industrious Urban Fringe



- 22.4% of people within 3 mile belong to this segment
- Median age of this group is only 29 years
- Multigenerational households are very common in this segment
- This segment does not eat out very often and puts a priority on paying their mortgage before other expenses

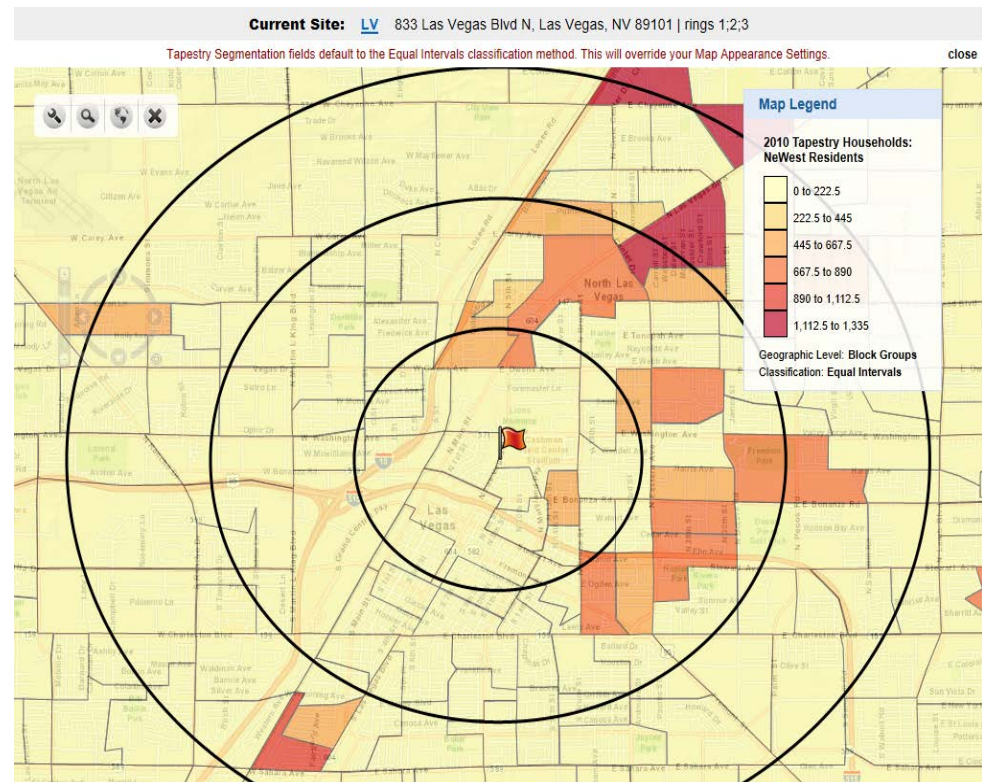


# Tapestry Segments

## Spring Valley's Top Two

### NeWest Residents

- 20.4% of people that live within 3 miles
- Hispanic cultures dominate this family centered segment.
- Language is a huge barrier for this segment, as many are new to the country and trying to build a life here.
- Lack of education also impedes employment opportunities.
- Internet access is limited so the library is important to this segment.





# Another Great Tool: Reference USA

- Leading provider in business and consumer research
- Assists in creating marketing plans
- Conduct competitive analysis
- Raise funds and locate people
- Real time access to over 20 million business and 222 million consumers

# Other Databases

- Business & Marketing Collection
- Business Insights: Essentials
- Business Plans Handbook
- Legal Forms Nevada

**Overall... the local library is a great place for a small business start-up to do research to build a successful business plan!**

# Where do we go from here?

- Continue partnering with community organizations that nurture small business growth
- Maintain a contact team for client referrals from these organizations for a more in-depth experience for our patrons
- Attend business expos and events to expand our role in the small business community



Good Evening Members of the Board;

My name is Jennifer Brusven, and I am here tonight representing the Food Hub Strategists of Clark County, as well as Vegas Intensive Agriculture, Great Basin Permaculture, Local Farmers, Agriculturists, Horticulturists, and of course as a Las Vegas resident interested in a greener community. I have been a Las Vegas resident for almost 13 years and have seen much growth and prosperity, as well as the city's immense struggles. I've been in retail for over 15 years, then owning my own retail store in 2008 only to lose it in this economy when construction halted. Life Happens. Regardless, I have really come to love this city and all it has to offer, even when it's rebuilding. I'm also an avid lover of all types of gardening, and a huge supporter of our Community Gardens and Farmers Markets. The city has spent most of its life changing and adapting and growing. To me, and many other Las Vegas residents, it is important that we also change and grow and adapt to a greener, more community-driven city as well. There are of course numerous projects devoted to this movement, but it takes all parts of government entities to participate. Especially the Library District, one of the main places nearly the entire community goes for resources and information regarding our future along with our history. As we grow in the future, we also look to preserve our history, so that we can pass it on to others, so all is not completely lost in the winds of change. I come to you tonight asking for you to consider the addition of a Community Seed Bank in our Las Vegas Library system.

As you know, "it's a desert out there", and not the easiest of conditions to grow food. But day after day, more and more resident farmers are finding ways to do it, successfully, often in very water conscious ways. Wanting to make themselves as well as other local farmers as successful as possible, there has been some seed saving and exchanging for some time, but on a small and almost private level, and completely normal. Our local farmers, community gardens, and other non-profit groups have been saving and exchanging between each other the most successful breeds of fruits, vegetables, and other plants, as well as helping to preserve the seeds of native plants varieties, to ensure they do not go extinct. They are the experts, through trial and error, growing, cross-pollinating and hybridizing plants the safe and natural way to find the best producing cucumbers, melons, tomatoes, lettuce, and numerous other plants for our harsh growing environment. (What local restaurants buy from our local farmers?) They also have been working with native plants and seeds. Some of the residents know of these Seed Exchanges and Banks. But not everyone. But everyone knows about the public library, and it's unwavering support of resources and information.

These farmers and sustainability partners here with me today as well as many others in support of this program, know and embrace the importance of residents growing food in their own back yards, as well as getting them into the over 75 Community Gardens spread across the city and county. They are willing to share their seeds and knowledge and time with the public to help preserve as well as increase the availability of them. To everyone. This is where the library comes in.

Across the country, over 200 Libraries have started Seed Banks. Many have only opened within the past year. Often proposed, and then actively volunteered for by residents like myself with a love for gardening and local farmers like the ones here today wanting to help. The process is fairly simple:

All residents need is their library cards and the passion to garden. They come in to the library; "check out" the type of seeds they wish to grow, and then are encouraged to save some seeds from their planted crop to return to the library for others to then "check out". It is a proven honor system that has worked in other

libraries. All Seed donators will need to give a minimum amount of information about the donated seeds, such as the genus and species, the area the seed was grown, the year it was harvested, as well as how long it takes for the plant to mature for harvesting. Seeds can be labeled as to how easy they are to save, such as "super easy" like squash or more "intermediate", like tomatoes. Rules and information are provided to the borrower upon checkout, and a packet or envelope to carry their new bounty home in. School children and entire classrooms can benefit. Retirement Community Programs can benefit. People transplanted from rural areas can benefit. Any one and every one can benefit from this already established nationally successful program.

There are more details in this process of course. In the literature I provided, I have informational links to various programs and their processes. On Tuesday, I had the privilege of speaking with at length to Justine Hernandez of the Pima County Library District about her work in creating what is now considered one of the most successful Library Seed Banks in the country. Their basis of starting the project was with the understanding that resources and accessibility of seeds to residents was critical, and that this was another viable way to connect with the community. Their program has just celebrated its 2 full years of operation, and consists of many successes, as well as of course, a lot of learning on everyone's part along the way. Receiving a Special Project Fund Grant from the State Library System, they worked out a program of procuring seeds and cataloguing them as well as purchasing books and resources to supplement. In the pilot year 2012 they checked out over 6400 seeds to residents. In 2013 they checked out over 12000 seeds, doubling the rate and greatly increasing interest in the program. They concentrated on exposing the program, and less on seed bank returning part by residents, but now recently have begun to see an increase in returns as time has allowed growth. 40% of their seed bank consists of locally grown seeds, which is a remarkable amount, the rest being donated by seed companies across the country. The volunteers, Cooperative Extension, and other non-profit organizations also jumped in to provide help, ongoing educational seminars, and community programs to help continue the excitement and expand the support.

Using and saving native seeds is important as well. The resource the library has on its local history is one of the cornerstones of its importance in the community. Those of you on the board that have a love of gardening and also a love of history and preservation, also know this makes the library the ideal location for this program.

Here in Las Vegas, we would work with volunteers from many local groups to help subsidize, maintain, as well as offer gardening and seed saving activities to increase exposure and education at the library as well. I have spoken with and received initial support from the UNCE and Master Gardeners Program, as well as Quail Hollow Farms, Cowboy Trails Farm, Great Basin Permaculture, the Friends of the Mojave Orchards, Farms and Gardens, and other wonderful community groups.

Of course the subject now turns to funding. I can tell you that some libraries have secured small grants from the community (\$400-\$1000). Other libraries have secured larger sources of funding like Pima County AZ, (\$5000) to purchase seeds for a larger distribution. It's something for all of us to consider. Unfortunately this is not one that I can easily answer for you, it's one we all have to work together on. How much we put into this will hopefully be returned proportionally. We all want to make this successful and worth everyone's time. And seed returning is not the biggest. The Typical return rate is 30%. But like I stated, that's not entirely the end product. It's about access and sustainability and the sharing of resources. The program can be jump started with a publicly announced Seed Exchange and short seminars by local groups and volunteers on various



subjects. We as organizations and as a community can and want to help you on many levels procure funding and resources and assistance locally and across the country and get this amazing project off the ground. People everywhere were openly willing to provide me with information

It's no longer about "Why?" We've shown you that we all here want it. Now it's about "Why not?"

There are many reasons to have a Public Library Seed Bank Program. Besides the most obvious reasons of improving sustainability, regaining seed diversity and preserving native seeds for posterity, many people in our community are looking for things to teach their children besides video games, like where their food comes from. Being in a metropolitan area, children do not always know where food comes from, other than the grocery store. Many people are looking for something therapeutic like gardening that gives back (you reap what you sow). A new field called Horticultural Therapy has been emerging, helping War Veterans, Violence Victims, and people with various levels of Mental Health Issues deal with healing through gardening. Many other people are immigrants that come from farming families, and it's something they know and love and may remind them of home. Some of them have wonderful old traditions that would otherwise die with them, that can be best preserved by sharing with the library. There are many reasons for people to want to grow things.

You as board members and we as citizens have this unique and positive opportunity to make a bold yet already proven effective program of sustainability and maintaining diversity through seed saving and banking. It will give you another way to reach out to the community, give it access to another type of resource and help to bring it together in a new way.

This project can help any income level family be more successful in gardening, be more self sufficient, and also teach their children the value of food. We are in a desert landscape, in the middle of a drought, and we're growing food. Las Vegas is learning to adapt. The knowledge we gain here in desert farming and xeriscaping can help other areas of the country (and world) learn how better to grow food. The educational resources for local gardening, much less learning about or pursuing a career in any horticultural or agricultural field is next to impossible in Nevada. When there is little to no schooling of a certain subject in a geographical area, interested residents regularly look to the library to fill in the educational and resource gaps. Internet information cannot ever really replace the person to person exchanging of knowledge and the inspiration and encouragement that only people can give one another. Life is still about connecting with people. Food is one thing we all have a common need for. We hope you will consider this program as a sound way to bring the community closer together through the greener pastures of the library.

Thank you for your time.

Jennifer M. Brusven

This is information and support that I have procured really mainly within a week's time of contacts and online research. Imagine what we can do together with all of our contacts and research!

Action Plan for the next Board Meeting if allowed:

1. Crowd Funding and Financial Support in a Collaborative Manner
2. Reaching out to local groups for workshops and meetings and even some Google Hangouts for nationwide exposure and assistance.
3. Provide a written follow up to be presented at the next board meeting.

Reference Links:

Listing of the 200 + Library Seed Banks

<http://www.richmondgrowsseeds.org/sister-libraries.html>

Seed Banking Initiatives

<http://www.activistpost.com/2013/02/heirloom-seed-banks-come-to-public.html?m=1>

Pima County Seed Bank Website:

[www.library.pima.gov/seed-library/](http://www.library.pima.gov/seed-library/)

How to build a seed library Webinar:

<http://www.newdream.org/resources/webinars/seed-library>

## Southwest States Sister Seed Lending Libraries

### California

[Alameda Free Library \(Green Minds, Green Thumbs\)](#) - The City of Alameda

[Seeds for Life](#) - Arcata

[Bay Area Seed Interchange Library \(BASIL\)](#) - Berkeley

[SPROUT Seed Library](#) - Bolinas

[Camarillo Public Library](#) - Camarillo - Opens Oct. 2013

[Chico Seed Library](#) - Chico

[The Seed Library at the Round Valley Public Library](#) - Covelo

[Domes Seed Lending Library](#) - UC Davis Seed Savers Alliance

[East Palo Alto Seed Library](#) - East Palo Alto, in collaboration with [Collective Roots](#)

[Folsom Lake College Seed Library](#) - Folsom

[Hayward Public Library](#) - Hayward

[Seeds for Life Bank](#), A Living Seed Bank - Humboldt

[Hall Middle School Seed Lending Library](#) - Larkspur

[SEEDS Library of Laguna Beach](#) - La

[Seed Library of Los Angeles \(SLOLA\)](#) - Los Angeles

[Proyecto Jardin](#) - Boyle Heights, Los Angeles

[Mariposa County Library](#) - Mariposa

[MVPL Seed Library](#) - Mountain View

[African American Library](#) - Oakland

[Seedfolks Seed Library](#) - Oakland

[Cesar Chavez Public Library](#) - Oakland

[Mother Lode Seed Library](#) - Placerville

[Colonial Heights Seed Library](#), Sacramento Public Library - Sacramento

[El Cajon Branch Library](#) - San Diego

[Santa Barbara Seed Library](#) - Santa Barbara

[Santa Clara Seed Share](#) - Santa Clara

[UCSC Demeter Seed Saving Project](#) - Santa Cruz

Museum of Art and History run by [Reskilling Expo](#)- Santa Cruz

[Live Oak Public Library](#) - Santa Cruz

[Hayes Valley Farm](#) - San Francisco - Farm being closed for housing development; will be moving to West Edition Public Library shortly

JCCSF Rooftop Garden Seed Library - San Francisco - opening Sept. 2013

Pocket Seed Lending Library - San Francisco

[San Francisco Public Library, Portrero Hill Branch](#)- San Francisco

Santa Clara Seed Library, Santa Clara Public Library, Saratoga Branch - Saratoga

[West County Community Seed Exchange](#) - Sonoma County

Springstowne Seed Lending Library - Vallejo, a branch of the Solano County Library

[Yorba Linda Seed Lending Library](#) - Yorba Linda

### ***In process:***

Alameda County opening multiple sites, including Fremont - list of libraries to be published when they open

Healdsburg - part of [Healdsburg Transition Town](#)

[Ecology Center](#) - San Juan Capistrano

Mt. Shasta Ecology Center

[Big Pine Paiute Tribe](#) - Big Pine

## **Arizona**

[Rio Salado Seedshed Library](#) - serving the Rio Salado and Gila River Watershed - Mesa

[Native Seeds/SEARCH](#) - Tuscon

[Pima County Public Library](#) - Tuscon, 8 branches!

[Valley Permaculture Alliance Seed Library](#) - Phoenix

## **Colorado**

[Basalt Seed Library](#) - Basalt

[Southwest Seed Library](#) - Durango

[Grass Roots Seed Library](#) - Granby

[The Farmette](#) - Lyons

[Mancos Public Library](#) - Mancos

[Manitou Springs Seed Library](#) - Manitou Springs

[Westcliffe Public Library](#) - Westcliffe

## **New Mexico**

Albuquerque

[Seed Broadcast Mobile Seed Library](#) - Anton Chico

Maclovía Garden

[Mora Grows Seed Lending Library](#) - Mora

Portal-Rodeo Seed Library

[Taos Seed Exchange](#) - Taos