

ITEM III.

**PROPOSED AGENDA
LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT
Special Board of Trustees' Meeting
April 25, 2025**

DATE: Friday, April 25, 2025

TIME: 2:00 p.m.

PLACE: Online via YouTube

The Agenda and Board meeting documents can be found at
<https://lvccld.org/board/board-of-trustees-meetings/>

I. Roll Call

II. Public Comment

Topics raised under this item must be limited to matters on today's Agenda. Anyone wishing to speak during this item must sign-up prior to the public comment period. The sign-up must include the commenter's name, legal address, and the agenda item that is being commented on.

The public comment period at library district board meetings shall be limited to a maximum of forty-five (45) minutes for both periods of public comment. Remarks by speakers during the public comment period shall be limited to three (3) minutes, each. A speaker may not transfer time to another speaker; although, the Chair has the authority to grant additional time to a speaker.

Anyone wishing to submit a public comment via email under this item must send an email to boardcomments@lvccld.org. The email must include the commenter's name, legal address, and the agenda item that is being commented on. Email comments are limited to 500 in words in length and will be included in the minutes of the meeting. Any comments which do not state the commenter's name, legal address, or exceed 500 words in length shall not be considered.

III. Board Action to accept Proposed Agenda (For possible action)

IV. New Business

- A. [Discussion and possible Board action regarding authorization for staff to execute a contract with OrangeBoy, Inc. for a direct mail marketing campaign in support of new card sign-ups and the 2025 Summer Challenge.](#)

V. Public Comment

Topics raised under this item cannot be acted upon until the notice provisions of the open meeting law have been met. If you wish to make public comment on this item, you must sign-up on the roster provided prior to the public comment period. The sign-up must include the commenter's name and legal address, and this agenda item.

Commenters should state if they want their remarks included in the minutes of the meeting.

Anyone wishing to submit a public comment via email during the meeting must send an email to boardcomments@lvccld.org. The email must include the commenter's name, legal address, and this agenda item. Email comments are limited to 500 in words in length and will be included in the minutes of the meeting. Any comments which do not state the commenter's name, legal address, or exceed 500 words in length shall not be considered.

The public comment period at library district board meetings shall be limited to a maximum of forty-five (45) minutes for both periods of public comment. Remarks by speakers during the public comment period shall be limited to three (3) minutes, each. A speaker may not transfer time to another speaker; although, the chair has the authority to grant additional time to a speaker.

VI. Adjournment

NOTE: AT ANY TIME, ANY ITEM ON THIS AGENDA MAY BE TAKEN OUT OF ORDER, COMBINED WITH ONE OR MORE OTHER ITEMS ON THE AGENDA OR REMOVED FROM THE AGENDA, EITHER AT THE DISCRETION OF THE CHAIR OR BY VOTE OF THE BOARD.

NOTE: REASONABLE EFFORTS WILL BE MADE TO ASSIST AND ACCOMMODATE PERSONS WITH PHYSICAL DISABILITIES DESIRING TO ATTEND THE MEETING. PLEASE CALL EBONI NANCE AT (702) 507-6186 SO THAT ARRANGEMENTS FOR ATTENDANCE MAY BE MADE NO LATER THAN 48 HOURS PRIOR TO THE MEETING.

NOTE: PLEASE CONTACT EBONI NANCE AT (702) 507-6186 OR nanceea@lvccld.org TO REQUEST THE SUPPORTING MATERIAL FOR THIS MEETING. SUPPORTING MATERIAL CAN BE FOUND AT <https://lvccld.org/board/board-of-trustees-meetings/>.

Pursuant to NRS 241.020, this item has been properly noticed and posted online at the Las Vegas-Clark County Library District website, www.lvccld.org and at Nevada Public Notice at <https://notice.nv.gov>. Written notice of the meeting of the Las Vegas-Clark County Library District Board of Trustees was given on Friday, April 18, 2025, i.e., given at least three (3) working days before the meeting, including in the notice the time, way to access the meeting, and agenda of the meeting:

- A. By delivering a copy of the notice to each Library Trustee;
- B. By posting a copy of the notice at the principal office of the Library Trustees, or if there is no principal office, at the building in which the meeting is to be held, and at least three other separate, prominent places within the jurisdiction of the Trustees, to wit:

1. Clark County Library
1401 Flamingo Road
Las Vegas, NV 89119

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2. East Las Vegas Library
2851 Bonanza Road
Las Vegas, NV 89101
3. Sunrise Library
5400 E. Harris Avenue
Las Vegas, NV 89110
4. West Charleston Library
6301 Charleston Boulevard
Las Vegas, NV 89146
5. West Las Vegas Library
951 Lake Mead Boulevard
Las Vegas, NV 89106
6. Windmill Library
7060 W Windmill Lane
Las Vegas, NV 89113
7. Las Vegas-Clark County Library District website
www.lvccld.org

C. By mailing a copy of the notice to each person, if any, who has requested notice of the meetings of the Las Vegas-Clark County Library Board of Trustees in the same manner in which notice is requested to be mailed to a member of the Library Board of Trustees.

D. Live Stream Connection information:
<https://www.youtube.com/live/3bLAIED0X8I> or

Visit the Library District's YouTube channel: Youtube.com/TheLibraryDistrict



ITEM IV.A.

AGENDA ITEM

April 25, 2025 – SPECIAL MEETING OF THE BOARD OF TRUSTEES

Agenda Item# IV.A.:

Discussion and possible Board action regarding authorization for staff to execute a contract with OrangeBoy, Inc. for a direct mail marketing campaign in support of new card sign-ups and the 2025 Summer Challenge.

Background:

Funds are allocated in the General Fund for a direct mail marketing campaign in support of new card sign-ups and the 2025 Summer Challenge. OrangeBoy, Inc. is the Library District's software provider. This system is integrated with the District's catalog and provides Branding & Marketing – and all departments – with real-time data analytics.

We have been working with OrangeBoy for two years, testing small direct mailings across our service area, with great success. We are able to specifically target **non-cardholder, low-income households with children**, as well as those where Spanish is spoken. We are able to do this because OrangeBoy also interfaces with U.S. Census data, which allows them to pinpoint U.S. Postal addresses that we do not currently have within our library card membership rolls. This allows us to target any specific demographics that we chose, for example, low-income households with children – as well as those where Spanish is spoken – in every zip code across our service area.

This year's campaign will build on the success of last year's campaign, which included a brochure, along with two follow-up postcard messages, to 40,000 households at a cost of \$73,000 – or \$1.84 per household reached. Overall, during last year's Summer Challenge campaign, we saw **a 31% increase, year over year, in library card sign-ups**. And the Summer Challenge engagement results were also phenomenal: **year over year, we saw a 54.68% increase in Summer Challenge Registrations; a 33.84% increase in Completed Activities; and a 26.6% increase in Total Completions**. This year's intent is to reach a much wider swath of **non-cardholder** households across our service area and invite them to join us for the 2025 Summer Challenge and sign up for a library card!

The scope of service with OrangeBoy, Inc. for this year's campaign includes: assistance with strategic planning; printing and mailing of our Summer Challenge kids & teens brochures; printing and mailing of two follow-up postcards; as well as a blanket of mobile ads across the Las Vegas valley, which guarantee a minimum of 500,000 impressions; PLUS follow-up reports that track our results. The District has budgeted \$148,000, which will allow us to reach 86,500 households, with three mailings per household, at an average cost of \$1.71 per household.

Recommended Action:

Motion to authorize staff execute a contract with OrangeBoy, Inc. for a direct mail marketing campaign in support of new card sign-ups and the 2025 Summer Challenge at a cost not to exceed \$148,000, final contract subject to review by Counsel.