

**LIBRARY BOARD OF TRUSTEE MEETING MINUTES
WEDNESDAY, FEBRUARY 19, 2020
4:00 PM**

The Board met in regular session at the Downtown Reno Library, 301 S. Center Street, Reno, NV 89501

Chair Holland called the meeting to order at 4:00 pm.

1) ROLL CALL

Board Members Present: Amy Ghilieri, Wayne Holland, Zanny Marsh, Ted Parkhill and Jean Stoess

Board Members Absent: None

County Staff Present: Assistant County Manager David Solaro, Assistant District Attorney Herb Kaplan

Public Present: Mary Jones (FWCL), Sheree Garcia (FWCL), Dan Erwine (FWCL), Marcel Reno

2) PUBLIC COMMENT

None

3) APPROVAL OF MEETING MINUTES

a) APPROVAL OF MINUTES FROM THE LIBRARY BOARD MEETING OF JANUARY 15, 2020

On motion by Trustee Stoess, seconded by Vice Chair Marsh, motion which duly carried, the Board approved the meeting minutes for the January 15, 2020. All in favor, none opposed.

4) OLD BUSINESS

none

5) NEW BUSINESS

A. ACKNOWLEDGEMENT OF 2ND QUARTER FISCAL YEAR 2019/2020 CASH AND NON-CASH DONATION RECEIVED BY THE LIBRARY SYSTEM BETWEEN OCTOBER 1 AND DECEMBER 31, 2019 FOR A COMBINED TOTAL OF \$37,360.35

Friends of Washoe County Library (FWCL) were acknowledged for their donation to the Library System in the amount of \$100,000. Pictures were taken with the three FWCL members present, the Library Director and the Library Board.

On motion by Vice-Chair Marsh, seconded by Trustee Parkhill, motion which duly carried, the Board acknowledged cash and non-cash donations received by the Library System for the second quarter of fiscal year 19-20. All in favor, none opposed.

6) REPORTS

a. LIBRARY DIRECTOR'S REPORT

Director Scott referred to the staff report provided in the Board packet.

Director Scott invited South Valley Branch Manager Julie Ullman to update the Library Board on the progress of the automated materials handling (AMH) installation. Ms. Ullman provided each Board member a packet with pictures of the South Valleys installation progress and discussed some of the talking points and benefits AMH will provide. (both documents added to the end of the February 19, 2020 Board packet).

Ms. Ullman included Sparks Branch Manager Corinne Dickman in her update to the Board. Ms. Dickman provided an update on the Sparks Library's completed AMH installation and some of the issues they have encountered.

Upon questioning by Vice-Chair Marsh, PIO and Development Office Andrea Tavener confirmed the Library System would be inviting media coverage once the bugs found in the soft launch are resolved.

Director Scott briefly discussed the following items not included in the staff report:

- The Library Leadership Team held a preliminary meeting to discuss the new 5-year Library System Strategic Plan and are looking to plan a larger retreat to work on it.
- He is working on getting a preliminary plan together for the tax initiative, which will be included in the new Library Strategic Plan

b. DOWNTOWN RENO LIBRARY REPORT

No Report Presented

c. MARCOM PRESENTATION

PIO and Development Officer Andrea Tavener introduced Sierra View Librarian Jen Cole, Northwest Library Assistant Jamie Hemingway and Internet John Andrews. As she moved through the presentation included in the Board packet, she explained the Marketing and Communications Team (MARCOM) consists of a staff member from each branch. She emphasized the team could not do what they do to support goals of the Library System and Washoe County if it were not for the teams passion and support, as well as, the support from branch staff who step in to fill operational gaps when team members are working on Marcom projects.

Upon questioning by Chair Holland, Ms. Tavener stated that John Andrews maintains website stats for the number of patrons accessing the Library Newsletter, hearing positive community response at the branches, providing consistent branding of the material, and consistent positive media coverage for the Library System are all measures of the success for the Marcom Team in meeting their goals. She also stated that Washoe County Library is experiencing a higher rate in spreading communication to patronage than current society standards.

Ms. Cole and Ms. Hemingway covered slides 5-10 of the presentation included in the packet. They explained how the Explorer booklet came to fruition and the how the team works

cohesively utilizing employee skillsets to complete projects. They reiterated how the support from the branches enables them to do what they do.

Ms. Tavener informed the Board that Marcom would like to double the distribution of Explorer booklets from 7,000 (8,000 for the Summer Explorer) and are looking at the Pioneer for ideas on how to effectively see space.

Upon questioning by the Board, the Marcom Team member present:

- The Library Systems spends about \$3,000 to print 7,000 brochures.
- The Team has started the schedule for the creation of the summer brochure. There is generally a 2-3-month time frame from start to print.
- If an event comes up after the brochure is sent to print, the Library will use various methods to promote it such as the Library Newsletter, website banner, and social and media outlets

Vice-Chair Marsh thanked the Team for looking at doing a better job and that this reflects the growing sophistication of our Library system.

d. COLLECTIONS UPDATE

Collections Manager Debi Stears informed the Board the Library System provides an electronic version of the New York Times as of January 2020. The electronic version has had over 1,000 patrons access the publication. The access purchased provides unlimited number of patrons to 3-day access. The only thing not available is the crossword and cooking.

e. YOUTH SERVICES AND LIBRARY EVENTS REPORT

Youth Services and Library Events Beate Weinert and Librarian Judy Hansen introduced themselves to the Board. A 2019 grant for \$10,000 was awarded for Stay and Play toys for the stay and play time allotted directly after story times, where parents can interact with their children. Ms. Weinert and Ms. Hansen referred to the pictures provided in the report which shows how far the funds extended and the opportunities afforded to patrons through it.

Ms. Hansen specifically thanked Storekeepers Emily Coe and Jerome Potash for their assistance in sorting the received items (Emily) and delivering them to all the branches (Emily and Jerome)

Upon questioning by Trustee Ghilieri, Ms. Hansen noted that the library branches have implemented a rotating cleaning schedule and that the items purchased were materials approved through feedback from the branches providing toys.

f. TACCHINO EXPENDITURE UPDATE

Director Scott noted there no expenditure for January 2020. He informed the Board that he had not yet heard about the budget match from Washoe County and stated the Library System is looking at a Plan B.

g. QUARTERLY FINANCIAL REPORT

Director Scott noted nothing stands out in the financial report and the Board would see some growth in branch gift funds. He said this was due to maker services purchasing being assigned a budget from the general fund this fiscal year.

h. QUARTERLY STATISTICAL REPORT

Director Scott said the Board should see the numbers decrease towards holidays, which is normal. He also noted it would be interesting to see the numbers on the next quarterly report with the lack of snow in January and February and with the caucus taking place in Reno.

i. BOARD TASK REPORT

Director Scott informed the Board they would see some movement regarding the tax initiative when the new Library System Strategic Plan is created and in place. He said the Library Leadership Team had a preliminary meeting regarding the Strategic Plan and looks toward holding a retreat.

Vice-Chair Marsh stated the Library Director Evaluation Sub-Committee is committed to having the process completed by the end of the fiscal year.

Upon questioning by Vice-Chair Marsh, Assistant County Manager David Solaro confirmed he would have information from the County within the next month.

7) STAFF ANNOUNCEMENTS

Board Secretary Tami Gaston stated she attended the Washoe County Board of County Commissioners (BCC) Agenda Review for the Library System agenda items scheduled for the concurrent meeting on February 25, 2020, before late arrival to the meeting. She confirmed that the Board of County Commissioner Meeting for February 25, 2020 is scheduled to start at 10 am after their concurrent 9 am meeting with the Truckee Meadows Fire District. The Library agenda and concurrent meeting is the first item on the agenda starting at 10 am following the salute to the flag, roll call and public comment. Ms. Gaston also noted the following Board members had committed to the meeting and constituted the required quorum: Chair Holland, Vice-Chair Marsh and Trustee Stoess.

Trustee Ghilieri stated she would attend the concurrent meeting on February 25, 2020 but would need to leave by 11 am.

PIO and Development Officer Andrea Tavener informed the Board that a proclamation for National Library Week is expected to be signed and acknowledged at the BCC meeting of March 17, 2020. National Library Week runs from April 19-25, 2020

8) PUBLIC COMMENT

None

9) BOARD COMMENT

Upon questioning by Vice-Chair Marsh, Director Scott stated the Library System will began promoting the live feed of TedX once informed that tickets are sold out.

Trustee Stoess stated that she noticed a bareness of bookshelves when waiting in line to vote this weekend and asked Director Scott for a report next month.

Director Scott stated that Collections Manager Debi Stears would be able to report on this issue next meeting but also explained that Washoe County Library maintains a floating collection and how floating collections tend to migrate to some branches and regularly require rerouting when those branches have too many materials.

Chair Holland referred to PIO and Development Officer Andrea Tavener to provide an update on the most recent Friends of Washoe County Library (FWCL) meeting about Amazon Smile. This program donates to charities.

Ms. Tavener stated FWCL is looking to create promotional materials like a poster or bookmark to help promote the campaign.

Chair Holland explained to the Board the presentations in recent Board meetings resulted from requests to hear from the various service teams within the Library System.

Legal Counsel Herb Kaplan informed the Board that his office was in transition and assignments were being changed. He introduced Deputy District Attorney Lindsay Liddell as the new Legal Counsel for the Library Board.

10) **ADJOURNMENT**

Chair Holland adjourned the meeting at 5:40 pm.