

**VIRTUAL LIBRARY BOARD OF TRUSTEES MEETING MINUTES
WEDNESDAY, OCTOBER 21, 2020
4:00 P.M**

The Board met in regular session virtually via Zoom Webinar

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

1) ROLL CALL

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

Board Members Absent: Ted Parkhill (arrived around 4:10pm)

County Staff Present: Assistant District Attorney Lindsay Liddell, Assistant County Manager David Solaro

Public Present: None noted

2) PUBLIC COMMENT

None

3) APPROVAL OF MEETING MINUTES

a. APPROVAL OF MINUTES FROM THE LIBRARY BOARD MEETING OF SEPTEMBER 19, 2020

On motion by Trustee Ghilieri, seconded by Trustee Holland, motion which duly carried, the Board approved the meeting minutes for September 19, 2020. All in favor, none opposed.

4) OLD BUSINESS

a. BEST PLACES TO WORK SURVEY RESULTS FOLLOW-UP FOR REVIEW AND INFORMATION TO INCLUDE TRUSTEE HOLLAND'S SUMMARY OF THE CONVERSATION WITH DIRECTOR SCOTT REGARDING THE COUNTY RESPONSE RATE AND QUESTIONS WITH THE LOWER RANKED SCORES

Director Scott stated he and Trustee Holland met after the last Board meeting to discuss questions from the September meeting regarding this agenda item. Trustee Holland summarized the meeting in an email, which was attached to this Board packet.

Trustee Holland stated he anticipates this item will come up again and the Board may have questions after the next survey, He thanked Director Scott for his time to answer questions and help him better understand the results.

5) **NEW BUSINESS**

a. **INSTITUTE OF MUSEUM AND LIBRARY SERVICES (IMLS) NOMINATION FOR 2021 NATIONAL MEDAL FOR MUSEUM AND LIBRARY SERVICE AWARD FOR REVIEW AND INFORMATION**

Director Scott stated that Senator Cortez-Masto nominated the Washoe County Library System for this award. He said this is the third time the Washoe County Library System has been nominated and the next step is to complete the application and provide letters of support by the deadline of November 2, 2020. He noted, through the efforts of Development Officer Andrea Tavener, the Library System has received letters from Veronica Lopez from Reno Municipal Court, Senator Julia Ratti, Sparks Mayor Ed Lawson and Washoe County School District Superintendent Kristen McNeill and is working for more in the next week. Director Scott stated he is proud of Library Staff to receive this recognition.

Upon questioning by the Board, Director Scott stated:

- This nomination was not solicited and receiving the email was a pleasant surprise
- At this point in the process, competitors do not often see who all has been nominated and that applicants may be able to better determine the number of competitors once they reach the semi-finals

Chair Marsh stated this is an opportunity for the Library Board to thank Senator Cortez-Masto for raising awareness of the Library System and asked if any of the Trustees were interested in drafting a letter of appreciation for the Board to approve at the next Board meeting.

Trustee Ghilieri offered to draft a letter for review and approval at the November Board meeting.

b. **RENO COMMUNITY COURT, A MUNICIPAL COURT FOR NONVIOLENT CRIMES TO CONNECT INDIVIDUALS WITH SERVICES HELD IN THE DOWNTOWN BRANCH, PROJECT SUMMARY RESULTS COMPILED BY THE UNIVERSITY OF NEVADA RENO FOR REVIEW AND INFORMATION**

Trustee Holland noted the report was comprehensive and shared compliments to the Library System from participants allowing them to be in a more comfortable atmosphere to resolve court issues.

Director Scott noted the following highlights that have helped create a winning situation for participants and the library and courts systems:

- Decreased recidivism rate
- Survey results and positive interview responses of participants
- Increased awareness of homeless resources in our community

- Survey of needs from the interviews

Upon questioning by Trustee Holland, Legal Counsel Lindsay Liddell stated that although she does not work on the criminal side and had not had any personal interaction with community court or community court proceedings, she does recall hearing one of the judges commenting it was good for participating individuals.

Trustee Parkhill signed in around 4:10 pm

Due to technical issues for Chair Marsh, Vice-Chair Stoess moved the meeting to agenda item 6a) Library Directors Report.

1) REPORTS

a. **LIBRARY DIRECTOR'S REPORT TO INCLUDE ADMINISTRATION, COLLABORATIONS, PROGRAMS AND ACTIVITIES**

Director Scott reviewed the staff report provided in the Board packet.

During Election review, Director Scott noted the Washoe County Library System posted signage provided by Cate Salim of the Registrar of Voter's Office and Spanish Springs Branch Manager Jana MacMillan discouraging drop off of completed ballot at library locations until early voting started and guided voters to the Registrar of Voters Office.

Vice-Chair Stoess thanked the library staff for the efficient job done by all on behalf of the Accuracy Certification Board Committee, of which is a member of. She noted that despite 2 large issues (social distancing and the expectation of a large turnout of voters) the voters and managers appear happy.

All Trustees provided positive feedback on their 2020 voting experiences validating the efficiency of the processes and locations accessibility for voters in Washoe County.

b. **COLLECTION REPORT TO INCLUDE UPDATES ON PROCESSES FOR PURCHASE OF MATERIALS AND PATRON REQUESTS**

Collection Manager Debi Stears referred to the PowerPoint presentation provided in the Board packet. She noted that the Collection Development and Management Policy had also been included in the packet as it is referred to regularly throughout the year by the two material selectors of the Library System (Becca Reed for Fiction and Megan Conelly for children's materials)

Ms. Stears provided information regarding the first component in building a collection which is the origin of the materials to include:

- Takes about 18 months from a purchase of a manuscript to publication
- Materials are printed in China and shipped to the United States

- [Slide 3] Washoe County Library works with the three (3) top distributors in the United States who work as the communicators between the Library System and the five (5) publishers

Selection is the second component and the Technical Services (TS) Department has made major strides in recent years to better facilitate this function and streamline the process. The goal of TS is to anticipate what the readers will want and get it into the catalog by the time readers hear about it so they can see it is available or has been ordered. Staffing changes included moving three (3) positions from TS to the branches and moving one (1) position to report to the Internet Services Librarian with the intent to enhance library and internet services. These changes provided more efficiency within the remaining TS staff members and provided more staff for public hours. She explained that for 90% of the collection, the Library System does not do ordering anything different than any bookstore, but that there are special collections for large interests within our communities, such as westerns. The Library System also offers patrons the ability to request materials from a link on the website that goes to the selectors for review.

The Library System has worked with its vendors to streamline the selection, ordering and cataloguing process. Once an electronic order is submitted, the items are shipped to the Downtown Reno Library where TS staff opens the boxes and places the items on a cart. They pull the invoice and enter it into the computer which updates that the shipment was received and updates pricing. TS staff then distribute the items into the blue bins, which are transported throughout the Library System by courier staff.

Ms. Stears stated that some topic materials are sensitive in nature and are more heavily used in ebook format. She stated the Library System the 2020 State Grant funds to develop a sensitive topic collection and TS regularly reviews and maintains items in that collection to ensure e-materials are available for digital check out. She informed the Board that recently Overdrive partnered with Sora (slide 11) to do a better job in reaching youth. She said there was a 71% increase of youth materials checked out when the country closed down due to the pandemic in March 2020. This partnership allows for youth access to the library and school ebook access.

Upon questioning by the Board, Ms. Stears:

- Explained the Library System used to get materials through the InterLibrary Loan (ILL) process for requested materials, but now ILL is used more for the items that are no available for purchase or may be requested so irregularly that it is not deemed desirable for purchase.
- The decision to replace lost materials are those items that need to be available even if it disappears or items/authors that are so popular the Library System deems they are necessary to have available.

- When de-acquisitioning an item, the Library System relies on the experts who do this and use their expertise and insight to determine which items in the collection are not being circulated. TS has combed through all the branches and any items that become stale are moved and shelved at the Downtown Reno Library. If those items are not checked out within 4 years, the Library System are sent to Friends of Washoe County Library (FWCL) or to Better World Books.
- Explained that losing materials not being returned is a cost of business. She stated that publishers are able to provide books quickly and cheap enough that replacing a book rather than going through the process to fine in an attempt to return the book or go after an individual for fines and still losing the materials is a better option and that it does not hurt to be nice to your patrons or create more loss. She stated that loss of materials is a problem but not a significant or costly one and that generally asking patrons to return the items is enough.
 - Director Scott stated that books are not made well and are replaced regularly. He said the Library System wants to be more friction free which keeps patrons returning instead of punishing them with fines.
- Stated that popular items are relatively inexpensive to repurchase at the library's 45% discount that paying for labor to fix damaged books is more costly than replacing.
 - Trustee Ghilieri stated that she is a book binder and is willing to offer preservation services to the Library System.

c. INTERNET LIBRARIAN REPORT TO INCLUDE SOCIAL OUTREACH AND NEWSLETTER UPDATES

Internet Librarian John Andrews provided an oral report highlighting the following:

- Prior to COVID Closures in March 2020, the Library System mostly promoted materials, ebooks, programs and access at the branches and outreached. Since the closures (effective March 15, 2020), the Library System has made a major shift and promotes using three social media platforms (Twitter, Facebook and Instagram), newsletters and Google ads.
 - Twitter: Reached 28,000 people in just the last 28 days.
 - Facebook: Reached 8,400 people; however, this platform is more interactive with 5,200 people actively engaging and responding with 5,400 views of posted videos.
 - Instagram: Used lightly prior to COVID Closures, Instagram postings have expanded since closure in March 2020.
 - Newsletters: Are sent every Friday and reach huge numbers of people. The emails have an open rate of about 26%, which is high, and the Library System has received over 25,000 clicks between the March closures and now through Friday emails.

- o Google Ads: The Google Ad Grants Project has some restrictions for the Library that other agencies do not have and although we cannot always compete with those agencies, we do try and have a pretty good success rate with about \$10,000 worth of credits each month. In the last 30 days, the Library System spent over \$8,000 worth of credits and have reached 24,000 people, 5,000 of which entered the website or catalog. About 20% will click to view content. 25% of the 270,000 sessions are returning to the either the website or catalog for a second or third time with 500,000 sessions viewing the Library catalog alone.

Secretary Tami Gaston will push along a more detailed written report for deeper perspective in the next couple of weeks.

d. TACCHINO TRUST UPDATE TO INCLUDE EXPENDITURES AND BALANCE

Director Scott noted there were no changes to the balances this month but that the Board will see expenditures in the upcoming months with the expectation the Tacchino Trust will be fully expended by the end of the fiscal year.

e. BOARD TASK REPORT TO INCLUDE BOARD TASKS TO BE FOLLOWED UP

Board Secretary Tami Gaston noted the first two tasks on the Board task report were include in this agenda and will be marked complete. She also noted that two items would be added from this meeting to include: Thank you letter to be drafted by Trustee Ghilieri and January 2021 follow up on any issues related to approved fine free policy (from Board comment below).

7) STAFF ANNOUNCEMENTS

Internet Librarian John Andrews asked the Board to sign up for the weekly newsletters and to follow the Washoe County Library on any of the social media sites they use.

8) PUBLIC COMMENT

None

9) BOARD COMMENT

Trustee Parkhill noted although Director Scott responds to emails addressed to the Board, there have been a few lately regarding the fine free policy and that he anticipates more and that it will take time for patrons to get used to. He requested the addition of a fine free follow up for January 2021 to review where things are standing at that time.

Trustee Holland provided information from the Friends of Washoe County Library (FWCL) meeting last week noting the following:

- FWCL held a booksale in September 2020 and raised \$10,000. They plan on having another booksale from November 13-22, 2020, and plan to advertise for this one.
- FWCL has entered a partnership with Nevada Heritage Museum and one membership gains access to both.

Chair Marsh thanked the Library staff who helped facilitate access for Vice Chair Stoess allowing for her to fully participate using her electronic device in the Board meeting. She also thanked Legal Counsel Lindsay Liddell for her presence at each meeting.

10) **ADJOURNMENT**

Chair Marsh adjourned the meeting at 5:25 pm.