

**LIBRARY BOARD OF TRUSTEE STRATEGIC PLAN MEETING MINUTES
WEDNESDAY, OCTOBER 21, 2015**

The Board met in special session at the Spanish Springs Library, 7100A Pyramid Lake Highway, Sparks, Nevada

ROLL CALL

Chair Stoess called the meeting to order at 2:02 pm

Board Members Present: Wendy Alderman, Sara Sattler, Al Stoess, Derek Wilson and Zany Marsh (via phone conference)

County Staff Present: Assistant District Attorney Dania Reid

Public Present: Eilish Boisvert and Anthony Demoe

PUBLIC COMMENT

Anthony Domoe, Verdi Community Council, thanked the Board for their time. He wanted to comment on the Strategic Plan item of making libraries the third meeting place in support of the County objective of safe and secure communities. He stated he really likes what has been done with programs and creation of the teen zones. He noted that the Library Strategic plan is a good solid plan. He said the Facility Study does not account for the Verdi community which anticipates more than 200 more homes identified for future expansion. Verdi is a growing community and will need expansion of services. He felt that Verdi was being marginalized, while other facilities are getting more services. Verdi is not receiving additional services and reduction of hours is being considered instead. He feels this is not in-line with the Strategic Plan and realizes that money is always an issue, but these decisions do not put the students at Verdi Elementary on a level playing field with the rest of the County's residents. He said he felt there is untapped potential use of the Wildlife Meeting Room that is inside the Verdi Library. He stated that he felt the library is a resource for both seniors and students in the Verdi community and with the planned growth of the community, the library has an opportunity to stay ahead of the game. As a member of the Verdi Community Council, he would like the opportunity to work with the board to reach solutions and meet needs and assessments.

REVIEW OF AND RECOMMENDATIONS FOR THE LIBRARY'S FIVE-YEAR STRATEGIC PLAN, INCLUDING POSSIBLE REQUESTS FOR CAPITAL IMPROVEMENT PROGRAM FUNDS.

Director Maurins briefly noted NRS 379.003, which requires review of public libraries' strategic plan every two years. The WCLS Strategic Plan was last approved by the Board in 2013 and is approaching two years since last Board review. He provided the following documents for Board review and discussion:

- The FY2014/15-FY2018/19 Strategic Plan with updates on each goal
- One-page summary of the County's current three-year Strategic Plan
- One-page draft of an updated WCLS five-year Strategic Plan
- WCLS Technology Plan

Director Maurins stated that his goal is to keep focused on system-wide initiatives and requests changes with that focus in mind. He reviewed the areas in which the Library initiatives support the County Strategic Plan, including:

- Expansion of public hours at the Senior Center Library, which supports the County goal of keeping senior services on pace with rising senior population.

- Implement the new Library website in January 2016, which aligns with the County goal of working as a professional, unified team.
- Creation of a committee to review Koha, the Library's open source automated system to decide if it should be kept or replaced, which supports the County goal of simplifying workflows.

Director Maurins reminded the Board that money has been set aside for a new North Valleys Library in the Capital Improvement Fund (CIP), but that the Library would have to submit another request for those funds to remain there. He stated that he would take any capital improvement requests identified by the Board back to the Board of County Commissioners.

Director Maurins provided some additions to the one-page Strategic Plan draft summary, to include:

- Start formal outreach plan for businesses under the Customer Experience Objectives.
- Under Internal Support Objectives, change the third bullet to read, "Allocate financial resources wisely and sustainably."
- Include research of different vendors to provide data on how patrons use the library, where they come from and what they do with the resources, as another goal under the allocation of resources.
- Under the last objective, "Meet the community's future library service needs," add "pursue alternative sources of funding both short-term and long-term, as well as find permanent source that would replace the Expansion Fund."

Trustee Alderman noted she would like to add a separate marketing plan to the Strategic Plan. She would like to see tracking of the goals with benchmarks set to track results. She stated that the Library has a large amount of in-house data and believes the Library can analyze it to build a marketing plan, identify benchmarks through staff at the branch level and identify desired results before going out to the community and having them identify what the Library should be doing.

In response to Trustee Wilson's question whether or not the Library has experience with public relations and marketing, Director Maurins stated that marketing activities have focused on specific projects. He also noted that the Library is looking at getting back a full-time marketing position like it had prior to the economic downturn, as well as pursuing a position focused on technology.

Trustee Wilson noted that he has seen success with the First Grade outreach program, and that he felt there was opportunity for the Library to take it a step further.

Jennifer Oliver, Development Officer and Library Public Information Officer, provided more detailed information to the Board regarding public relations. She noted that since the economic downturn, around half of her tasks involve public relations and marketing information for the Library. Some of the tasks include providing promotional information on the website and several list-servs. She stated she is leveraging as much system-wide public relations as she can while the branches handle the local aspect.

Trustee Alderman stated that marketing should address: what is being offered, how it is being promoted, and how to access it. She stated she would want the Library to use an active list of promotional resources rather than creating its own lists and that the Library should not recreate programs that currently exist in the community.

Trustee Sattler stated that she is not opposed to adding marketing as a separate objective to the last Strategic Objective from the FY2014/15-FY2018/19 Strategic Plan as it doesn't address marketing in much depth.

Upon questioning by the Board, Director Maurins clarified that the one-page draft is a recommended updated Library Strategic Plan, and that many of the objectives and goals that are in the multi-page FY2014/15-FY2018/19 Strategic Plan are also in the new draft. The larger plan was done last year, and the draft proposal is for FY16 forward.

Upon questioning by the Board regarding the First Grade Outreach, Director Maurins provided the following information:

- Nearly 1000 library cards were issued.
- The Library is checking into the ability to identify which cards have been used since they were issued through the program, but must work around confidentiality issues and the best method to retrieve the data.
- Yes, the Library could potentially do a search of patrons, seven to nine years of age, for usage as an area to develop benchmarks.

Board Discussion surrounding the Facility Plan's suggestions for Sierra View and Downtown Reno Library included:

- In reference to the last Internal Support Objective on the one-page draft, Trustee Alderman asked if the Library could find a permanent home for Sierra View Library. The Director acknowledged that this could be added.
- Language is important surrounding issues that may involve closing, relocation or merging of facilities. The term "closing" in reference to a branch provides a negative connotation.
- Planning terminology, such as "Virginia Street Corridor," in conjunction with discussion of these two libraries allows for better identification of the service area.

Director Maurins noted that the Board may want to create an implementation plan for future projects based on the Facility Study.

Board discussion surrounding the outreach objectives under Customer Experience Objectives included:

- STEAM is the correct acronym for "Science, Technology, Engineering, Arts and Mathematics."
- To avoid duplication and allow for more communication within proposed projects, the Library should identify and partner with programs that exist first, instead of recreating them.
- Trustee Sattler requested that "Read by Three" be included in STEAM.

Trustees Sattler and Alderman would like "working with partnerships" added into the plan within the marketing goal being added.

Upon questioning by the Board, Director Maurins stated that the County Senior Services had obtained a grant to make meal deliveries to rural areas. He is looking at the Library potentially joining that effort to help provide library services to seniors as part of that service. There are future discussions planned.

Trustees Wilson and Alderman agreed that stronger language regarding collections and materials need to be added in the Strategic Plan draft under “Increase educational and enrichment opportunities.”

Upon questioning by the Board, Director Maurins advised that reviewing other integrated library systems is based on the following reasons:

- Staff has different opinions on the effectiveness of the current system.
- During the economic downturn, the Library converted to Koha primarily for financial reasons. Koha is an open source system, with no one owning the software. Open source systems appear to be a growing trend across the nation.
- As with most products, there are some things Koha doesn’t do that the prior system did. There is no perfect system.
- The assigned team will be analyzing and identifying issues and solutions to current problems. The team will make recommendations whether to keep the current system, and evaluate whether we are using it to its full potential.

Trustee Sattler requested updates on the process of evaluating Koha.

Upon questioning by the Board, Director Maurins noted that the Second Century Fund has the potential to become an umbrella for a donation campaign. This fund is overseen by Friends of Washoe County Library.

Director Maurins asked the Trustees if they had any capital improvement requests. He recommended the Board staying with funding a new North Valleys Library as current CIP plans include a new building in FY2018.

Trustee Wilson agreed with Director Maurins that the Board should renew the capital improvement request for a new North Valleys Library.

Upon motion by Trustee Wilson, seconded by Trustee Marsh, the Board agreed to have Director Maurins request a new North Valleys Library as the Library CIP request to the Board of County Commissioners.

The Board requested the following information from the Library to support the CIP request:

- Updated population numbers
- Literacy information about schools in the area, such as reading proficiency and scores.
- Demographic information, specifically age groupings, as the Board is interested in the senior population.

On motion by Trustee Wilson, seconded by Trustee Alderman, which motion duly carried, the Board agreed with the additions and changes to the Strategic Plan as discussed above. All in favor, none opposed.

PUBLIC COMMENT

Jennifer Oliver, Development Officer, presented a three and a half minute video to the Board highlighting services provided by the Library.

ADJOURNMENT

Chair Stoess adjourned the meeting at 3:05 p.m.