

**LIBRARY BOARD OF TRUSTEES MEETING MINUTES
WEDNESDAY, FEBRUARY 22, 2017**

Vice Chair Alderman called the meeting to order at 4:05 pm

1) ROLL CALL

Board Member Present: Wendy Alderman, Zanny Marsh, Jean Stoess

County Staff Present: Assistant District Attorney Dania Reid

Public Present: Holly Esposito, WCSD

2) PUBLIC COMMENT

None

3) APPROVAL OF MEETING MINUTES

- a. Approval of meeting minutes from the Library Board meeting of January 18, 2017
On motion by Trustee Marsh, seconded by Trustee Stoess, which motion duly carried, the Board approved the meeting minutes from the Library Board of Trustee meeting of January 18, 2017. All in favor, none opposed.

4) OLD BUSINESS

None

5) NEW BUSINESS

a. LIBRARY DIRECTOR'S SELF-EVALUATION AND DIRECTION TO TRUSTEES AND SELECTED STAFF TO COMPLETE THE EVALUATION OF PERFORMANCE FORM

Tami Gaston, Board Secretary, referred to the provided staff report, outlining the following:

- The Self Evaluation Form completed by the Library Director is attached for review.
- The next step requires direction from the Vice Chair to Trustees and Selected Staff to complete the Performance Form that will be sent via email on Thursday, February 23, 2017.
- Completed Performance Forms are due to be returned to Ms. Gaston by Thursday, March 2, 2017, for them to be forwarded to Chair Wilson on Friday, March 3, 2017.

b. APPROVAL OF REVISED LIBRARY CARD AND MATERIALS BORROWING POLICY

Director Scott briefly outlined the purpose to the changes noted in the Policy and Staff Report.

Upon questioning by the Board, Director Scott clarified that the changes in the policy provide the accessibility information to physical materials to cardholders, aligning WCLS with contractual agreements with vendors providing digital materials. He noted that the actual processes and procedures behind the policy are being worked on.

On motion by Trustee Stoess, seconded by Trustee Marsh, which motion duly carried, the Board approved the Library Card and Materials Borrowing Policy as written, effective February 23, 2017.

c. APPROVAL OF REVISED MEETING ROOM POLICY

Director Scott referred the Trustees to the Staff Report for the changes to the Meeting Room Policy.

Upon questioning by the Board, Corinne Dickman, Sparks Managing Librarian, clarified the following:

- The fees for the Meeting Room use are included in the Fines, Fees and Charges Policy and not in the Meeting Room Policy intentionally. The intent for this is to alleviate the necessity to update two policies when changes are made to the fees charged.
- The current cost to rent a meeting room is \$20.00.
- Meeting Rooms are generally reserved at a branch location and the fees are collected at the branch.
- Collected Meeting Room fees are deposited to the County General Fund.

On motion by Trustee Stoess, seconded by Trustee Marsh, which motion duly carried, the Board approved the Meeting Room Policy as written, effective February 23, 2017.

d. DISCUSSION AND RECOMMENDATIONS REGARDING THE ANNUAL REVIEW OF THE LIBRARY BOARD'S STRATEGIC PLAN

Vice-Chair Alderman tabled this agenda item until the March meeting due not being labeled as an action item on the agenda.

e. APPROVAL OF LIBRARY CIP/BUDGET REQUESTS TO WASHOE COUNTY

Director Scott referred to the CIP request for a new North Valleys Library, which the County recognizes as a priority due to the growth in that region. He also noted that the County understands the requirement to County match funds to the Tacchino Trust. The County match amount has not been determined.

On motion by Trustee Stoess, seconded by Trustee Marsh, which motion duly carried, the Board approved the CIP requests to Washoe County as noted in the staff report.

6) REPORTS

a. LIBRARY DIRECTOR'S PRESENTATION TO INCLUDE SYSTEM PROGRAMS AND ACTIVITIES, AND FRIENDS REPORT FOR JANUARY 2017

Director Scott provided a PowerPoint presentation updating the Board on Library System programs and activities, outreach and operations for the month of January 2017.

Trustee Sattler arrived at 4:18 p.m.

b. TACCHINO TRUST EXPENDITURE UPDATE

Director Scott explained that the Library System is awaiting the County match information to begin using Tacchino Trust funds to remodel as planned.

Upon questioning by the Board, Director Scott noted that the Library should receive the information from the County around April 2017. Additionally, he noted that other opportunities, such as grant rewards are also pending legislative and State Budget decisions.

c. SPARKS LIBRARY PROGRAMS, ACTIVITIES AND OPERATIONS

Corinne Dickman, Sparks Managing Librarian, provided a report and provided an overview through a PowerPoint presentation updating the Board on Sparks Library programs and activities, outreach and operations for 2016.

d. OVERVIEW OF THE LONGSTANDING PARTNERSHIP BETWEEN THE WASHOE COUNTY LIBRARY SYSTEM AND THE WASHOE COUNTY SCHOOL DISTRICT

Director Scott referred to the staff report for the history of the partnership between Washoe County Library System and the Washoe County School District. He explained that every student throughout the district will be offered the opportunity to get a WC Library Card when registering for school.

Beate Weinert, Programs and Collaborations, introduced Holly Esposito from the Washoe County School District as the Library and Career Center Coordinator. Ms. Weinert explained that this position was recently re-established after having been vacant for many years. Ms. Esposito's position with the school district oversees all the school libraries for Washoe County School District.

Upon questioning by the Board, Ms. Weinert clarified that although Ms. Esposito was previously a High School librarian, she emphasized that WCLS will respond to any school invitation to work with students, especially in alignment with the WCLS strategic goal of focusing on early literacy. The goal is to strengthen relations with middle and high schools down the road as resources allow.

e. UPDATE ON STRATEGIC COMMUNICATION PLAN PROPOSAL

Director Scott referred to the staff report and highlighted the following:

- Using Facebook, used targeting ads promoting the North Valleys Renovation Fundraising campaign. Payment of \$50 resulted in over \$500 donations during the campaign.
- WCLS is looking at using Google searches to place books searches on the front page of Google directing viewer to WCLS.
- WCLS is looking to place quarterly ads to raise awareness of WCLS and also during events such as National Library Week.
- Overall, WCLS is seeing a lot more engagement from the community on active social sites.

f. REPORT ON COLLECTION TRENDS

Debi Stears, Resources Librarian, presented a PowerPoint presentation updating the Board on Collection Trends for the Washoe County Library System. She highlighted the following:

- Circulation Trends: While physical circulation is down 3.5%, digital circulation is up 43%, creating an overall increase in circulation.

- Digital circulation items include: e-books, e-audio, e-magazine and Tumblebooks. Tumblebooks has the highest increase at 139%, that is partially due to the partnership between the Washoe County School District and Washoe County Library System.
- Digital magazines, Blu-ray movies, Easy Readers and the Lucky Day items are increasing in popularity, while CDs, print magazines and CD audio are decreasing.
- Urban branches see higher use in movies and internet, while suburban branches see higher use in books and CD audio items.
- E-Audio use is increasing while CD book usage is decreasing.
- Using Collection HQ, WCLS has been able to better determine which items are most popular, increasing book circulation by 4%.

g. FINANCIAL STATEMENTS TO INCLUDE THE MONTHLY EXPENDITURE COMPARISON AND GIFT FUND BALANCES FOR JANUARY 2017

The Library Board reviewed the information submitted in the packet.

Upon questioning by the Board, Director Scott clarified that the Gift Fund report includes donations, wishing well funds, and funding from Friends. He noted that the Gift Fund Balances show higher due to the funds received from the Tacchino Trust bequeathment. The Bond and General funds are separate from Gift Funds.

h. MONTHLY LIBRARY USAGE FOR JANUARY 2017

The Library Board reviewed the information submitted in the packet.

Upon questioning by the Board, Jonnica McClure, North Valleys Managing Librarian, stated that the door counts have not shown any more or less foot traffic since the remodel. She noted that there have been several holidays and inclement weather that may have had some affect as well. Ms. McClure did state that North Valleys staff is seeing an increase in operational questions. She believes this is due to the new service model where staff are visibly present and available with staff designated to assist with questions. The new service model ensures staff availability and visibility by walking around assisting patrons and she feels the branch is providing better service for their patrons. They are seeing where staff can assist patrons by doing a better job referring them to available digital resources.

Upon questioning by the Board, Director Scott confirmed that North Valleys is the only branch currently using this type of service model, but that the community should see more in the future.

7) PUBLIC COMMENT

John Andrews, Internet Services Librarian, addressed two items with more detail noted earlier in the meeting:

- The Spell book project discussed in the Sparks Library report has been included in a prototype post to share that Library experience with a broader audience. Step-by-step instructions are available for people to complete the same project at home.
- It is important to be front and center on Google advertising as few people scroll down to see all the results. WCLS is taking part with readlibre.com and entrepreneurial vendor from South Carolina that will help WCLS with that process.

At this time, WCLS has begun the process to add our collection items to readlibre.com format for popular and bestselling items.

8) **BOARD COMMENT**

None

9) **ADJOURNMENT**

Vice-Chair Alderman adjourned the meeting at 5:15 pm.