

**LIBRARY BOARD OF TRUSTEES MEETING MINUTES  
WEDNESDAY, JANUARY 24, 2018**

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

**Chair Alderman called the meeting at 4:00 pm.**

**1) ROLL CALL**

Board Members Present: Wendy Alderman, Zanny Marsh, Ted Parkhill, Jean Stoess, Derek Wilson

County Staff Present: Assistant District Attorney Dania Reid, Assistant County Manager Dave Solaro

Public Present: None noted

**2) PUBLIC COMMENT**

None

**3) APPROVAL OF MEETING MINUTES**

**a) APPROVAL OF MINUTES FROM THE LIBRARY BOARD MEETING OF DECEMBER 20, 2017**

Board Secretary, Tami Gaston, provided an updated copy of the meeting minutes that included verbiage suggestions from Legal Counsel Nathan Edwards who attended the January Meeting.

On motion by Trustee Stoess, seconded by Trustee Marsh, motion which duly carried, the Board approved the updated meeting minutes from the Library Board of Trustee meeting of December 20, 2017. All in favor, none opposed.

**4) OLD BUSINESS**

None

**5) NEW BUSINESS**

**a) ACKNOWLEDGE A DONATION IN THE AMOUNT OF \$120,000 FROM FRIENDS OF WASHOE COUNTY LIBRARY, WHICH DEMONSTRATES ITS CONTINUED SUPPORT OF LIBRARIES, LITERACY, THE ARTS, AND CULTURAL ENRICHMENT THROUGHOUT THE COMMUNITY**

Director Scott referred the Board to the Staff Report. There were no representatives at the meeting from Friends of Washoe County Library (FWCL).

Trustee Stoess noted that, as the Board liaison for FWCL, she attends the Friends meetings and they are a great group of people with enthusiasm for what they do.

Upon questioning by the Board, Legal Counsel Dania Reid informed the board that an item set for acknowledgement does not require a motion to move forward to the next item although the Board could choose to do so if desired.

Chair Alderman moved to the Agenda Item 5b.

b) **ACKNOWLEDGEMENT OF CASH AND NON-CASH DONATIONS RECEIVED BY THE LIBRARY SYSTEM BETWEEN OCTOBER 1 AND DECEMBER 31, 2017 FOR A TOTAL OF \$188,680.42**

Director Scott referred the Board to the Staff Report for the information on donations received in the second quarter of 2017/18.

Upon questioning by the Board, Director Scott clarified the following:

- Grants List of Donors: SGIA is a grant received from the State of Nevada Library Archives that was submitted and approved for Washoe County Library Collection Development purposes. He explained that this particular grant was significant due to the increased funds from recent years.
  - Director Scott advised that future documents of this nature will use fewer acronyms for clarity.
- Cash Donations List of Donors: The quarterly reported listing of cash donation is a report of donations received during that time frame and not relative to past years. The Library has come to expect consistent cash donation from Friends of Washoe County Library (FWCL) annually, with an amount exceeding \$100,000 each year. The Library System does not hold any expectation of cash donations or amounts consistently.
- Non-Cash List of Donors: Non-cash donors are not valued monetarily, but noted for non-cash/in-kind related services. Individuals listed in this category are people who have provided programs in Washoe County Library branches.
  - At the request of the Board, programs associated with individuals' names will be provided in future reports.
- Washoe County Library System sends thank you letters to all who donate over \$100 cash.
- Washoe County Library System mostly relies upon Friends of Washoe County Library for fundraising efforts, which include bi-monthly book sales, and efforts from Development Officer Andrea Tavener for specific fund-raising events such as Give the Gift of Reading. Washoe County Library staff is at capacity to do more than that.

Further Board discussion included agendizing the following items for a future Board Workshop:

- Exploration of what a creating a Library Foundation would be able to do for Washoe County Library System
  - Chair Alderman asked each Trustee to do some individual research to bring to a scheduled workshop.
- How to maximize fund-raising efforts and grant approvals in the Washoe County community more effectively

Upon questioning by the Board, Legal Counsel Dania Reid provided the following guidance for future workshop and agenda items:

- Typically workshops include a single agenda item, which can be focused upon and drilled down into more detail.

- Agenda items are funneled through the Library Board Secretary, who is the central point of contact for Trustees.

c) **ACKNOWLEDGMENT OF DIRECTOR-APPROVED GIFT FUND PURCHASES BETWEEN JUNE 30 AND DECEMBER 31, 2017**

Director Scott briefly explained the intent of this agenda item.

Upon questioning by the Board, Director Scott clarified the following:

- The Library Director is required to report any Gift Fund expenditures over \$100 to the Library Board of Trustees.
- The Library Director is authorized to spend any Gift Fund expenditures without Board approval up to \$4,999.
- The Un-designated Gift Fund Expenditure report meets the required reporting of any purchases over \$100. The Board has the authority to designate how often they would like this information reported.
- The Gift Fund Balance report is reported monthly informing the Board of the available balances in each line item.
- Line Items in the monthly Gift Fund Balance report that are not branch specific are typically increased with the annual Friends of Washoe County Library (FWCL) donations allotments, and fund-raising events.
- The Library System reports all FWCL allocation expenditures back to them annually. This information has not been requested by the Board in the past.

The Board expressed the interest in the following:

- Seeing the follow up report to FWCL allocation expenditures.
- Consolidation of the Gift Fund allocations/donations and expenditures into one report. The Board agreed that a consolidated report could sufficiently be done on an annual basis.
- Further discussion on this will be agendaized on a future workshop agenda

No action required, Chair Alderman moved to the next agenda item

d) **UPDATE ON WASHOE COUNTY LIBRARY STRATEGIC COMMUNICATION PLAN**

Director Scott explained that this plan was created working with Journalism students from the University of Nevada-Reno and explained how this report closes out the Strategic Communication Plan originally presented to the Board in March 2016. He stated the Library is using social media better than before with Facebook targeted ads and other social media.

Upon questioning by the Board, Director Scott clarified that for future fund raising efforts, the Library will collect donations through Friends of Washoe County Library instead of Generosity. The Library System is able to better see where the donations come from through Generosity, but using FWCL cuts out the middleman and the cut they take from total collection.

Goals outlined in the Library Strategic Communication Plan have been included in the approved Washoe County Library Strategic and Technology plans.

Upon questioning by the Board, Director Scott clarified that of the approved \$5,000 for chartered marketing, the Library only spent around \$800.

6) **REPORTS**

a) **LIBRARY DIRECTOR'S PRESENTATION TO INCLUDE SYSTEM PROGRAMS AND ACTIVITIES, AND FRIENDS REPORT**

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

Upon request of Chair Alderman, Director Scott noted that he would include dollar amounts received for noted fund-raising events.

b) **MONTHLY TECHNOLOGY UPDATE**

Systems and Access Librarian, Nancy Keener, highlighted the following from the Monthly Technology Report.

*Technology:*

- The Library System offers increased data speed effective January 2018.
- Scheduled turn on and shut down of technical equipment has been automated.

*Budget:*

- 60 computer stations and 30 self-check stations are between 3-5 years old without positive prospects of replacement. The Library System will work on replacing machines as able.

c) **TACCHINO TRUST EXPENDITURE UPDATE**

Director Scott reported \$22,770.93 expended from the Tacchino Trust during the month of December. Of the total expenditures, \$21,059.39 was half of the total payment for the Downtown Reno Auditorium renovation with \$999 for library materials for the Downtown Reno Library.

d) **FINANCIAL STATEMENTS TO INCLUDE THE MONTHLY EXPENDITURE COMPARISON AND GIFT FUND BALANCES FOR DECEMBER 2017**

The Library Board reviewed the information submitted in the packet.

Upon questioning by the Board, Director Scott clarified the percentage information available is based upon the County fiscal year starting in July. The information reported in General Fund and Expansion Fund reports do not typically have any anomalies on the line items reported.

e) **MONTHLY LIBRARY USAGE FOR DECEMBER 2017**

The Library Board reviewed the information submitted in the packet.

The Board noted that they would like to see a change in how some of the statistics are presented in the packet, to include:

- Infographics
- Break out for Program information by branch and type
- See year to date comparisons by month for trending

Based upon multiple questions by the Board, an agenda item regarding statistics and metrics has been added for discussion to a future Board Workshop meeting.

7) **STAFF ANNOUNCEMENTS**

Joan Dalusung, Assistant Library Director on behalf of Andy Tavener, Development Officer and PIO, offered up to 7 tickets to the live TedX viewing at UNR.

8) **PUBLIC COMMENT**

None

9) **BOARD COMMENT**

Chair Alderman stated she would like to place Strategic Plan Initiatives and how the metrics ties into them in for a workshop meeting.

Trustee Wilson added discussion for creating a foundation and finding private business partners as another agenda for a workshop meeting.

10) **ADJOURNMENT**

Chair Alderman adjourned the meeting at 5:27 pm.