

MINUTES
LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT
BOARD OF TRUSTEES' MEETING
LAS VEGAS, NEVADA
March 8, 2012
(approved April 12, 2012)

The Board of Trustees of the Las Vegas-Clark County Library District met in regular session in the West Charleston Library, Las Vegas, Nevada, at 6:00 p.m., Thursday, March 8, 2012.

Present: Board: K. Benavidez, Chair (via telephone) R. Kirsh, Vice-Chair
K. Crear (via telephone) M. Saunders (via telephone)
R. Ence C. Reese
Y. Yturralde S. Bilbray-Axelrod
S. Moulton R. Wadley-Munier

Counsel: G. Welt

Absent:

Staff: Jeanne Goodrich, Executive Director
Numerous Staff

Guests: Joan Frye Williams & George Needham, library planning consultants

R. Kirsh, Vice-Chair, called the meeting to order at 6:05 p.m.

Roll Call and Pledge of Allegiance (Item I.) All members listed above represent a quorum. Chair Benavidez and Trustees Crear and Saunders attended via telephone. Appendix A. Trustee Moulton led attendees in the Pledge of Allegiance.

Public Comment (Item II.) None.

Agenda (Item III.) Vice-Chair Kirsh moved Item IX.A. in front of Item VIII.A. Trustee Yturralde moved to approve the Agenda as changed. There was no opposition and the motion carried.

West Charleston Library branch presentation by Branch Manager Florence Jakus. (Item IV.) Vice-Chair Kirsh introduced Branch Manager Florence Jakus, who welcomed everyone to the West Charleston Library.

Ms. Jakus began her presentation by explaining that the West Charleston service area consists of 24 market segments, which makes it the branch with the largest number of segments in the District. The branch has a population base of 113,885 people and 42% have library cards. Thirty-nine percent of the population speaks Spanish. Total circulation at West Charleston last year was over 1.4 million items. The branch is located adjacent to the College of Southern Nevada's West Charleston Campus, the Southern Nevada Adult Mental Health Center, Desert Willow Psychiatric Treatment Center for children and teens, and the Rawson-Neal Psychiatric Hospital.

Looking at West Charleston's three largest market segments, they portray a diverse community of people.

The largest segment is called *Cozy and Comfortable* with a population of 16,539. This segment is highest in population, checkouts and future

checkout potential. This group accounted for 15.6% of the branch's circulation last year.

Cozy and Comfortable families are usually in their early 40s, married with school-age children or grown children and are employed in managerial or professional positions. They usually own their home and enjoy doing home improvement projects.

The branch's second largest group with a population of 16,285 is known as *Inner City Tenants*. They accounted for 13.8% of the circulation last year. This market segment has the highest patron potential of any segment.

Inner City Tenants are usually young and single and live in a racially and ethnically diverse neighborhood with a high turnover. The neighborhood might also be a stepping stone for recent immigrants. They may have small children. They also may be enrolled in college, and work part-time or full-time to fund their education. They may not have access to the Internet at home, so they use it at school or the public library.

West Charleston's third largest segment is *Main Street USA* with a population of 10,567. They accounted for 9.7% of the circulation last year.

Main Street USA families are usually in their mid to late 30s. The neighborhood is a mixture of married couples, single people and single parents living in older single family homes or apartments. They do all right financially; they participate in local issues and volunteer in the community when they have time. They use the Internet to play games, visit chat rooms or search for employment. If they do not have access at home they may use the Internet at the public library.

Ms. Jakus then provided an overview of current branch activities. Branch services and programs are designed to meet the needs of the community.

The West Charleston branch provides an in-depth Consumer Health Collection for the community and the District. Staff is able to assist users in locating a wide range of materials and resources so they are able to make informed healthcare decisions for themselves and their families. The branch also serves as a supplemental support for CSN Health Science programs. Approximately 18% of the non-fiction material that circulates is health-related.

During the past year over 13,000 children and teens have attended story times and outreach programs offered by the YPL staff. Emphasis is placed on early literacy skills and incorporating fun activities to encourage children to read.

English as a Second Language is offered throughout the year at the library by the District's ESL staff. This class is very popular: 80 -100 people test each session for space in the class. Students range in age from young adults to senior citizens. There is a mix of Spanish, Farsi, Russian and Asian language speakers in these classes.

The Library provides computer access on 15 adult computers with an additional four computers for children. There are an average of 4,100 sessions per month. People use the computers for creating resumes, completing job applications, homework help and keeping in touch with friends and family.

West Charleston's programming department has developed partnerships with the Southern Nevada Health District, Cleveland Clinic Lou Ruvo Center for Brain Health, St. Rose Dominican Hospitals, Valley Hospital systems, SCORE, and other community agencies. Programs include health-related programs on Alzheimer's, diabetes, dealing with chronic disorders, alternative health, as well as small business workshops, concerts, and green living. AARP is presently providing free tax preparation to the public through April 9th.

Ms. Jakus said that the greatest challenge for staff is letting the public know this is their public library and not part of the college. In effort to let the public know, staff has distributed the *Quarterly Highlights*, along with a flyer providing information about the services and resources offered at West Charleston Library this past week. The flyers were in English and Spanish and delivered to the managers of eight apartment complexes near the library. Staff specifically targeted locations in the Inner City Tenant segment for this project, as this segment has the greatest patron potential

Ms. Jakus thanked the Board of Trustees. There were no questions.

**Approval of
Proposed Minutes
Regular Session,
February 9, 2012.
(Item V.A.)**

Trustee Ence moved to approve the Minutes of the Board of Trustees Meeting held February 9, 2012. There was no opposition and the motion carried.

**Chair's Report
(Item VI.)**

Vice-Chair Kirsh reminded Trustees that Executive Director Goodrich's contract is up in June. Chair Benavidez, Trustee Kirsh and Counsel Welt have started negotiations to continue Ms. Goodrich's employment with the District and will provide a report next month.

**Executive Director's
Report
(Item VII.A.)**

Vice-Chair Kirsh asked for the Public Services and Security Report to be pulled. Trustee Bilbray-Axelrod asked for the IT Report to be pulled.

Ms. Goodrich briefly discussed several items from her report. Goodrich said that staff are continuing to monitor both revenues and expenses and still feel confident that the District will be able to finish FY 2011-2012 within staff's projections. Staff are still waiting for the revenue projections from the State. Goodrich said that staff expect to receive projected revenue figures right before the Finance and Audit Committee meeting date. As she had indicated in last month's report, staff have begun working on the FY 2012-2013 budget and look forward to presenting its recommendations to the Finance and Audit Committee and interested Board members at the March 29 meeting. Ms. Goodrich added that the District's belt-tightening has paid off as staff felt the District is in a good position.

The next meeting of the CTX Study Group is scheduled for March 15. Ms. Goodrich will be attending the Public Library Association conference in Philadelphia but Mr. James will attend to represent the District. The Henderson District Public Libraries (HDPL) has identified issues that may merit consideration by the subcommittee and will be forwarding these issues to the subcommittee. Staff have not yet been able to run models to see what the impact of the suggested changes to the distribution formula would be. HDPL has asked the committee to consider their issues and participate in discussions about whether or not their suggestions for changes in the distribution formula have merit.

Ms. Goodrich said that, at this point, it is not clear if the subcommittee is open to considering various proposals to change the distribution formula or how they would analyze the impacts of various proposals on all recipients. Her sense is that they would entertain changes that could be shown to be beneficial across the board but would not be interested in changes that would benefit only one recipient or group of recipients. In other words, changing the formula could open up a can of worms resulting in cascading consequences. Staff will continue to monitor closely.

Ms. Goodrich then went on to discuss some good news - the January usage statistics indicate some nice upticks: overall circulation is up 10%, eBook downloads are up 176%, new card registration is up 12%, and children's program attendance is up 68%. All of these comparisons are between this January and last. As you know, we revised our circulation policies and we are seeing the impact of that in the circulation statistics. To see the dramatic increase, Goodrich suggested that Trustees look at the Virtual Library Report as renewals for eBooks, etc., are listed in their statistics.

For the most part, the new policies have provided greater convenience for District patrons and have not resulted in abuses or in-house shortages of materials. Staff will continue to monitor the impact of the new policies as the year progresses.

Ms. Goodrich concluded her comments by highlighting the great response to the Foundation Summer Reading Program (SRP) Sponsorship appeal letter, which went out recently. Staff have already received \$9,500 in support for the program, including a large contribution from a donor the District has been hoping to attract. SRP is off to a great start!

Trustee Wadley-Munier moved to accept Reports VII.A. 2, 3, 5, and 7. There was no opposition and the reports were accepted.

**Public Services and
Security Report
(Item VII.A.1.)**

Deputy Director Robb Morss said that several Trustees had requested a report on the District's eMedia offerings. He began by discussing the variety of eMedia products on the market.

One of the most popular products is called Overdrive, which supplies the District with both eBook and eAudio formats. Currently, the District owns over 17,000 titles of which we have over 25,000 copies. Since the District started purchasing eBooks and eAudio books in 2004

the circulation has reached close to 570,000. Currently the District has close to 30,000 patrons registered to use the Overdrive system.

Another service is Freegal, the District's eMusic provider, or as Mr. Morss put it, the iTunes of the library world. The District started providing the service in January 2011. Music is available in a wide range of genres with new songs being added every month. Freegal has 80% of the world's recorded music, from world music to the latest pop, jazz and R&B choices.

Unlike eBooks from Overdrive, songs downloaded can be kept forever and never expire. Patrons can download five songs per week with this service, so it takes about two weeks to download an album. Since the service began, over 78,000 songs have been downloaded and about 900 patrons on average use this service per month.

The District also offers eBooks Online which is mainly reference material which patrons can access through the District's online databases. This consists of close to 1,500 titles which are almanacs, dictionaries, encyclopedias and other reference materials that generally are not checked out. Instead of consulting a reference book and copying the particular bit of information (such as the Blue Book with its college listings), patrons can print out or download citations and articles from these sources. This product is very easy to find and use.

Mr. Morss then discussed the District's budget for eMedia. Currently, the District allocated about \$240,000 to eMedia titles during the current year. Ms. Goodrich has instructed staff to increase this amount to accommodate patron demand. The amount is about 3% of the District's current materials budget of \$7.4 million, which correlates well to circulation in that just over 2% of the District's total circulation is eMedia.

Mr. Morss continued to say that any new service or technology brings challenges. The current challenges facing public libraries with the eMedia material are several. First of all, the six biggest publishers are either limiting or not selling to libraries at all.

Random House just announced last week that it was increasing its prices to libraries. For example, a bestseller the District previously paid \$27 for is now listed at \$81. A non-popular title previously listed at \$7.99 is now selling for \$23.97. Harper Collins is requesting that libraries repurchase titles after they have circulated 26 times. Macmillan will sell some of their titles but not all, so the lesser known titles are for sale, but not bestsellers or other popular titles. None of the eBook sellers offer any type of discount to libraries. This is different from buying print material. Publishers and jobbers usually discount 40-50% based upon the number of each title that the District purchases.

The next challenge is the number of different formats that the District must collect to meet the demand of patrons using different devices. Mr. Morss said that there are literally hundreds of formats and the District must buy the different types to service patrons.

Mr. Morss continued to say that the Digital Rights Management (DRM) process is getting better but can still be a challenge for some patrons. DRM is the technology that allows patrons to download an item to a device for the checkout period. Depending on the device, it can be challenging for the device to download and difficult for the patrons to understand the process.

Finally, building a new collection from the ground up is challenging, especially when overall circulation is still relatively small in comparison to the many other formats the District collects.

To deal with these challenges since the District began offering different types of eMedia in 2004, the District offers patrons assistance in several ways. Patrons can send their questions to the Ask account on the District's website, they can call the Virtual Library help desk to receive one-on-one assistance, or they can use the FAQs on the District's website. In addition, the Virtual Library and some of the branches are currently offering classes on downloading eMedia and how to buy an eReader, since there are so many different formats and sometimes the information is confusing. Since 2010, staff has offered close to 50 classes which have reached almost 900 patrons. Staff also conduct outreach visits to organizations upon request to talk about the District's eMedia services. Finally, the District uses Social Media to get the word out about its services. There are several blogs on the District's website to discuss different services and downloading techniques. Staff also post information to the District's Facebook and Twitter accounts.

Mr. Morss then directed Trustee's attention to a handout he had provided to Trustees showing information on the District's eMedia usage. The back of the handout contained information on an upcoming event featuring a Digital Bookmobile supplied by Overdrive which would be held at the Windmill Library on March 30-31, 2012. This handout is attached as Exhibit B.

Finally, Mr. Morss introduced the staff responsible for eMedia at the District. Christine Britsch, Collection Development and Bibliographic Services Director, selects and purchases all eMedia. Lauren Stokes, Virtual Library Branch Manager, is responsible for taking the item, once purchased, and placing it on to the system for patrons to download.

Trustee Bilbray-Axelrod congratulated Mr. Morss on a great job on a daunting issue, especially on staff's work to stay ahead of the curve. She asked about staff's research into best practices on this new medium. Morss explained that Ms. Stokes constantly researches information on eMedia practices at other libraries, which is where staff got the ideas to offer classes on downloading and how to select a device to play the eMedia options. She monitors other libraries' blogs, Facebook and Twitter to see what ideas can be utilized.

Mr. Morss also commented that staff is constantly reviewing eMedia providers and other libraries to see about their product offerings as opposed to Overdrive. Overdrive is currently the largest vendor at this time, so it makes sense to continue with them. He noted that District staff are not opposed to inventing the wheel, but if someone is doing it

well someplace else, staff is not adverse to following that practice. Ms. Goodrich noted that staff talk to colleagues, do a lot of reading and participate in webinars to continually learn about this new medium. Morss added that the current issue of *Public Libraries*, which Trustees receive as part of their Public Library Association membership, is full of articles on how different libraries are dealing with eMedia.

Trustee Bilbray-Axelrod said she would be interested to see how the eBook publishing issue plays out. Ms. Goodrich noted the similarity to the introduction of Books on Tape and DVDs to collections, commenting that some people are predicting that there would be no printed material in collections in a few years and some people are predicting that the digital technology would come and go by the time ALA meets in Las Vegas in 2014. She also added that consultant Joan Frye Williams has said that technology is not new if "your grandma's using it."

Trustee Reese commented that it looks to her as though the biggest drawback is the different companies and the costs. She sees lots of people using the pads or tablets to read books. It is exciting and she appreciates the hard work of staff to understand the issues as well as being kept informed.

Vice-Chair Kirsh commented, though he was sure Marketing Director Pat Marvel was already working on this, that he hoped the District would be able to get some press coverage of the Digital Bookmobile's visit to the Windmill Library. He felt it was a perfect opportunity for good news on a Friday morning.

**Business Office
Report
(Item VII.A.2.)**

Approved.

**Human Resources
Report
(Item VII.A.3.)**

Approved.

**Technology Report
(Item VII.A.4.)**

Trustee Bilbray-Axelrod asked for information about the challenges experienced by the IT Department and discussed in the monthly report.

Mr. Prendergast explained that the problems arose from a variety of issues. The IT Department has several servers that are approaching the end of their usable life, which leads to slower capacity issues on the amount of traffic that can be handled on this equipment. The IT Department had purchased two new servers and connected them to a circuit without realizing that this new equipment would overload the circuit. The overloaded power circuit shut down. The emergency shutdown caused the servers to crash as they were not shutdown properly. The new servers are not compatible with the older servers, so a new piece of equipment and formal training for staff are required, the costs of which will be reflected in future reports.

Mr. Prendergast said that staff were able to activate the District's "development" web server to function temporarily as the production server. So, although it took a couple of days to restore the production

web server, the impact to the public was limited to only a couple of hours because staff were able to provide temporary access to the web site using the development server. Additionally, ILS (circulation) and phone services were never affected as they are routed through different, dedicated circuits.

Mr. Prendergast continued to say that these outages took several days to resolve, and while all of the staff and public systems are back online, some of the IT Department's management servers are still offline. As a result of the outage, staff are also installing power management devices to identify the load on each circuit, which should prevent the power circuits from being overloaded in the future.

Trustee Bilbray-Axelrod was concerned that staff will audit the incident and get in front of the situation. Ms. Goodrich said that Trustees will see this reflected in the upcoming budget as more training for staff and a more reasonable equipment replacement schedule will be shown. Backup systems and redundancy capacity will also be reviewed. Goodrich added that the impact on patrons was low as the ILS was still operational. The main issue was the web access and that was only down for an hour or so. This meant, according to Mr. Prendergast, that those patrons who use the website to renew books, reserve a computer or a room were impacted the most.

Trustee Crear left the meeting at this time.

Mr. Prendergast added that IT Training generally requires a week or two and classes can run several thousand dollars. So his department would also need to allow for coverage of the work of the person in training.

Trustee Reese noted the necessity of training and then asked about backup plans for the library in case of a similar situation, when equipment is down. Emphasizing the current dependence on technology, she noted that people are more impatient than ever and wanted to ensure staff know what to do so that both the patrons and staff get the information they need to function.

Ms. Goodrich provided information on the situation at Windmill. During the outage, the computer room was down which made some patrons unhappy. However, Windmill is one of the locations which lend laptops for patron use at the branch, so that was used as an option. If circulation had been affected, staff would have written down information about checkouts for later input. Staff in reference areas can provide information on their collection without looking up items. The executive levels were probably the staff with the most problems during the outage as no access to the server meant no access to certain functions.

**General Services
Report
(Item VII.A.5.)**

Approved.

**Marketing Report
(Item VII.A.6.)**

Approved.

Development Report Approved.
(Item VII.A.7.)

Trustee Bilbray-Axelrod moved to accept Reports VII.A.1 and 4. There was no opposition and the reports were accepted.

Discussion and possible Board action regarding authorization to appoint the auditor, Piercy Bowler Taylor & Kern, for auditing services for fiscal year ending June 30, 2012.
(Item IX.A.)

Fred James, Deputy Director/CFO, explained that Nevada Revised Statutes (NRS 354.624) require the Board of Trustees to designate its auditor or firm no later than three months before the close of the fiscal year for which the audit is to be made. In March 2008, the Board approved Piercy Bowler Taylor & Kern as the District's auditors. The Request for Proposal called for an initial appointment for auditing services for the year ending June 30, 2008, with four one-year renewal options. Mr. James said this would be the last of the four options to renew under the current contract. Staff will start the RFQ process for a new contract at the end of 2012.

Staff wishes to appoint Piercy Bowler Taylor & Kern to audit the District's June 30, 2012 financial statements. Piercy Bowler Taylor & Kern's fees for the fiscal year ending June 30, 2012, are \$33,700 for audits and GFOA assistance and \$3,800 for any required Federal Financial Assistance Audit reports and procedures. The fees for the fiscal year ended June 30, 2011 were \$33,000 for audits and GFOA assistance and \$3,500 for required Federal Financial Assistance Audit reports and procedures.

Vice-Chair Kirsh moved to authorize staff to appoint Piercy Bowler Taylor & Kern for auditing services for the fiscal year ending June 30, 2012. There was no opposition and the motion carried.

Unfinished Business
Update by consultants Joan Frye Williams and George Needham on activities related to the upcoming Strategic Plan and possible discussion.
(Item VIII.A.)

Vice-Chair Kirsh asked consultants Joan Frye Williams and George Needham to update recent activities related to the upcoming *Strategic Plan*. Kirsh commented that he had the privilege, along with Trustees Ence, Moulton and Saunders, of attending the District's Community Vision Workshop, held on Wednesday, March 7th at the Clark County Library between 9:00 a.m. and 12:00 p.m. He felt it was a great meeting with a very diverse attendance. Kirsh added that it was nice to see new faces and it opened his eyes.

Ms. Williams and Mr. Needham said they would provide some highlights from this meeting. There were approximately 40 community movers and shakers that included representatives from education, nonprofits, business community, government, and the media. There were also representatives from neighboring libraries. These attendees were selected because they speak for larger constituencies and provide a broad range of viewpoints. The primary purpose of the workshop was to get their insights about Las Vegas and Clark County, to provide context for the library's plans.

Ms. Williams noted that an important part of being strategic is for the District to be relevant to the communities it serves. She added that the workshop was not a presentation by Williams and Needham, but rather an interactive design session.

Several of the things talked about at the meeting:

Challenges: What are some of the key challenges participants are facing in their own organizations? Attendees noted a variety of challenges, from education to economic development to operational challenges, such as connecting with people who need their services. The most important thing that Williams and Needham gleaned from this is that all these people from different parts of the community have very much in common as they are facing the same issues.

What's great about Las Vegas: Williams and Needham wanted to highlight the strengths and assets available to build on in this community. Another important part of being strategic is to leverage what already exists in the area. Besides the obvious things like weather and the gambling industry, attendees noted a number of assets, including some that Williams and Needham had not heard in other communities in which they have worked.

Las Vegas and Clark County is: A young community with many possibilities still on the table. People are not held back by history or tradition. The community is open and welcoming to newcomers. Fresh starts are possible. Individuals can reinvent themselves here. The community is still developing, not *re-developing*. Results and ability are what counts, not credentials or pedigree. Self-made individuals are respected. Finally, this region's history has not all been written.

Ms. Williams and Mr. Needham think these assets offer a particularly fertile environment for leadership and innovation. There would be no stigma attached to change.

Ms. Williams said the group spent some time considering ways that the library could learn from other organizations that had been successful in the community. They asked people to think about destinations as diverse as Hoover Dam, Springs Preserve, Cirque du Soleil, and Amazon.com, and asked "How could the library be more like...?" For example: Netflix is cheap, convenient, has good interfaces and is very easy to use, providing immediate gratification.

The District could borrow several examples from this: allow more downloads, less waiting, overcome the rights issues by working with content providers and increase communication about the District's on-demand offerings. For the future, since there are so many devices, the District may want to seek out ways to offer a universal platform. As an illustration, Ms. Williams noted that, in the past, technology improvements came from the top down. Government or agencies such as NASA originated new technologies. Now, it is a groundswell as retailers are creating new technologies and products and the District needs to deal with them. It is important to realize there is no one right answer. A big part of the *Strategic Plan* will involve techniques to deal with this new reality.

Mr. Needham noted some positive attributes of other organizations that the District could emulate, such as cultivating a reputation for doing certain thing(s) really well, being a "go to" place for information, becoming more interactive, focusing on results, not rules. Also, figure

out ways to allow people to direct their own experiences, engaging in their own ways.

Ms. Williams said that the group also talked about partnerships between the library and other organizations. How could the library partner with...? What was learned? Even in a very short time, attendees were able to identify many ways that other organizations could work with the District. The District can partner with just about anybody. The District is well-positioned to bring organizations together within the community as a neutral place to discuss different ideas. We saw evidence of this even in the meeting itself as people got to meet and work together under the library's auspices.

The strategic implications of this information is that there is a vast reservoir of untapped opportunity for partnerships. Ms. Williams emphasized that the strategic challenge comes in being highly selective in cultivating the right partners that will propel the library's mission forward.

Next, Mr. Needham listed the top priorities for the Las Vegas/Clark County area in which the small groups agreed upon: rebranding Las Vegas to increase the community's reputation, improving education by increasing graduation rates, job preparations skills and strengthening UNLV and other higher education options. Water was also an issue which would affect job growth. Demographic shifts and services to a diversifying community; improving "un-amazing" neighborhoods, so that everyone has a clean, safe, healthy, livable environment. Health care was another priority, focusing on healthy lifestyles for healthy communities. The local economy needs to be diversified and strengthened by building connections in the community: bringing people together, a safe place to go to meet someone who is not just like you. Another priority was gaining equity in distribution of tax revenues (North/South).

Trustee Crear rejoined the meeting at this time.

Ms. Williams noted that the District is not going to solve all these problems, but it exists in an area where this context is important, so part of the *Strategic Plan* will be to show the District's relation to these issues. Is the District leading, partnering, following or supplementing in various areas? Williams said that what the District thinks can be done will result in a better outcome.

Mr. Needham said that at the end of the meeting attendees were offered an open opportunity to provide any advice they wanted to give the District from a community perspective. Suggestions included:

- Help the District tell its own story – tie back to the local community
- Re-engage people who have given up on formal education
- Look at library users as partners in promoting the library; harness the power of the patron
- Pick one horse and ride it; don't try to be all things to all people

- Make it cool to have a library card (comparable to a black or platinum American Express card)
- Support education and learning at every stage of development, including birth to prekindergarten; support both formal and informal learning
- Help kids capture and adults recapture the magic of using the library

Ms. Williams asked those Trustees present at the Workshop to add their comments.

Vice-Chair Kirsh was impressed with the turnout from Mesquite residents and thanked Trustee Ence. He also commented on how participants were actively participating, not like some meetings he has attended. He said people jumped in and were surprised when the workshop concluded.

Trustee Ence was impressed at the thorough summary as he did not realize so much had been covered. He said that he thought as things were summed up that there was quite a consensus on what people can do for the library. It was nice to hear that type of feeling, that the community needs to do more to make the library successful.

Trustee Moulton thought Ms. Williams and Mr. Needham had captured everything and she was impressed (though not surprised) that people care about the community and education and want the District to improve. She added that she did not hear a lot of criticism. In addition, she liked the idea of the "magic" of the library. She did hear many times that groups do want to partner with the District. She concluded by saying that she was appreciative of everyone's efforts and felt that Williams and Needham had done a great job.

Trustee Saunders also appreciated everyone's efforts. He very much enjoyed the exchange of ideas and looks forward the final plan. He also liked the focus on the "magic" of libraries.

Mr. Needham next said that he and Ms. Williams had repeated the process with the District's department heads meeting earlier in the day. About 90 people that represent all the library's locations participated in the meeting. They were very actively engaged in the same questions that the community representatives had considered the day before.

Ms. Williams said that she would not recap the whole session, but said that she was delighted to discover that staff identified the same top priority issues as the community representatives had. This indicates that the library is already well positioned for a solid strategic alignment with the communities it serves.

Ms. Williams said that the next step will be to take the input from the Community Workshop and the staff meetings to create the framework for the District's new strategy. Williams and Mr. Needham will be back later in the spring to work with the District's management team to work on this and flesh out the ideas and strategies into a product for Board review and discussion.

Mr. Needham thanked everyone for the opportunity to participate and asked if there were any more questions.

Chair Benavidez asked if there was a list made of items that the District could not do, referencing a comment made earlier in the presentation. Ms. Williams said that everything is still on the table and that the next phase would be to strategize what could be done.

Trustee Bilbray-Axelrod expressed her disappointment at not being able to attend and asked if there would be a final list of attendees. Ms. Goodrich said that once the final summary has been completed, Trustees and attendees would be provided with a list of attendees and the summary.

Trustee Moulton emphasized that the need would be to prioritize and focus on a few areas, not a list of five or six things to do. Ms. Williams commented that a shopping list of things was not a strategy.

Trustee Reese echoed Trustee Moulton, saying that the District needs to do a few things well. Reese added that staff are very able to work well with less. Also, they are very aware of their patrons, as evidenced by their agreement with the workshop participants.

Mr. Needham commented that, in the open discussion period, no one seemed to have an ax to grind or criticism of the District. Vice-Chair Kirsh said he had the same experience, noting that the Trustees in attendance were identified as such and he received several accolades.

Trustee Reese suggested several ways to get patrons involved and buying into the District, using as an example what is happening at her at-risk school, which gives students an opportunity to make daily announcements and solve different problems. Something similar could occur at the District which would get patrons involved and buy in.

Trustee Yturralde commented that it sounds as though the District is in a good position to move forward and she looks forward to hearing the proposal to come.

Announcements
(Item X.)

The next Finance and Audit Committee Meeting will be held on Thursday, March 29, 2012 in the Boardroom at the Windmill Library at 4:00 p.m.

The next Board Meeting will be held Thursday, April 12, 2012 in the Clark County Library at 6:00 p.m.

Vice-Chair Kirsh reported that he and Ms. Goodrich had been at the Dedication of the new Las Vegas City Hall on Monday, March 5th and were very impressed by the new building. He encouraged everyone to visit it when possible.

Public Comment
(Item XI.)

None.

Executive Session
(Item XII.)

Removed from Agenda.

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Adjournment
(Item XIII.)

Vice-Chair Kirsh adjourned the meeting at 7:14 p.m.

Respectfully submitted,

Keiba K. Crear, Secretary

2012 ATTENDANCE

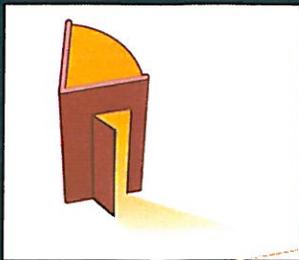
APPENDIX A

March 8, 2012 Regular Board Meeting

2012		January 12 Regular Board Meeting	February 9 Regular Board Meeting	March 8 Regular Board Meeting									
Benavidez	Kelly	P	P	P									
Bilbray-Axelrod	Shannon	P	P	P									
Crear	Keiba	P	P	P									
Ence	Randy	P	P	P									
Kirsh	Ron	P	P	P									
Moulton	Sheila	P	P	P									
Reese	Carol	P	P	P									
Saunders	Michael	P	P	P									
Wadley-Munier	Robin	P	P	P									
Yturralde	Ydoleena	P	P	P									

attended Committee meeting but not a member

A-E Excused Absence
 A-U Unexcused Absence
 as of March 9, 2012



APPENDIX B eBooks, eAudio Books & eMusic

OVERDRIVE - May 2004

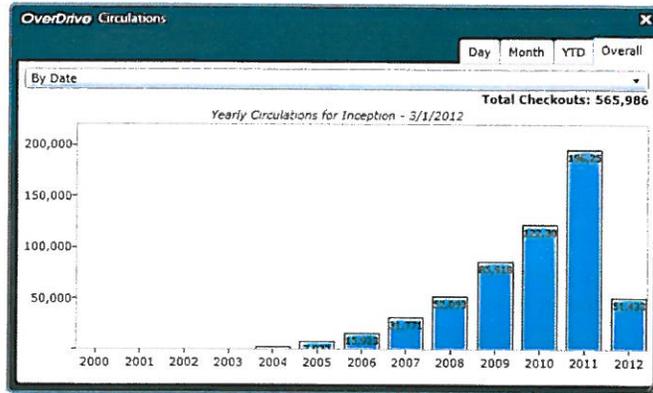
- ◆ 17,073 Titles
- ◆ 25,678 Copies
- ◆ 34,000 Public Domain
- ◆ 566,007 Circulations
- ◆ 191,431 Holds
- ◆ 29,958 Unique Patrons
- ◆ 7.7 eBook Turn Over
- ◆ 4.7 eAudio Turn Over

FREGAL - Jan 2011

- ◆ Hundreds of thousands of songs
- ◆ 78,089 songs downloaded
- ◆ 12,525 patrons downloading (900 average per month)

EBOOKS ONLINE

- ◆ GVRL 1,200 titles
- ◆ Greenwood 198 titles
- ◆ Credo Reference 110 titles



Year	Total New Patrons
2004	985
2005	2063
2006	2262
2007	2769
2008	3956
2009	6302
2010	6880
2011	10868

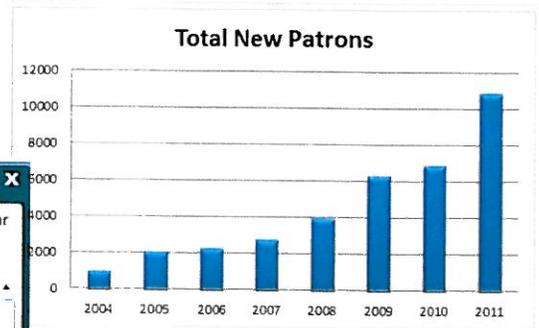
TOP FICTION GENRES

eBooks

- ◆ Romance
- ◆ Mystery
- ◆ Thriller
- ◆ Suspense
- ◆ Historical Fiction

eAudio

- ◆ Mystery
- ◆ Romance
- ◆ Suspense
- ◆ Thriller
- ◆ Fantasy



TOP NON-FICTION SUBJECTS

eBooks

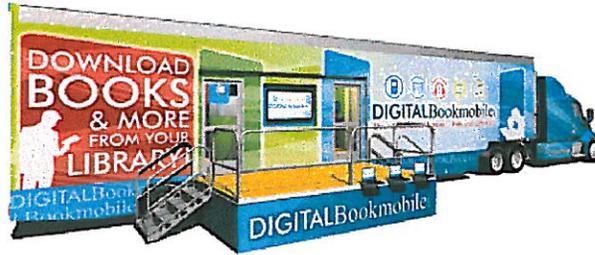
- ◆ Biography/Autobio
- ◆ Business
- ◆ History
- ◆ Self-improvement
- ◆ Religion & Spirituality

eAudio

- ◆ Self-improvement
- ◆ Business
- ◆ Biography/Autobio
- ◆ Religion & Spirituality
- ◆ History

Title	Author	Holds	Owned	Format
The Help	Kathryn Stockett	94	25	Kindle Boc
The Hunger Games	Suzanne Collins	85	13	OverDrive
Explosive Eighteen	Janet Evanovich	80	22	Kindle Boc
The Litigators	John Grisham	73	18	Kindle Boc
The Girl with the Dragon	Stieg Larsson	72	24	Kindle Boc
Catching Fire	Suzanne Collins	51	8	OverDrive
The Girl Who Kicked the	Stieg Larsson	48	11	Kindle Boc
A Game of Thrones	George R.R. Martin	45	12	Kindle Boc
Explosive Eighteen	Janet Evanovich	43	22	Adobe EPL
The Girl Who Played with	Stieg Larsson	43	10	Kindle Boc
Miss Peregrine's Home	Ransom Riggs	42	8	Kindle Boc

What's Happening?



The Digital Bookmobile is coming to the wild west!

**March 30 & 31
Windmill Library**

The Digital Bookmobile is a 74-foot high-tech tractor-trailer where you can experience inter-

active demonstrations and explore the Library's downloadable eBook, eAudio Book, music and video collection. Come on out and take the tour, it's free and fun! Everyone who takes a tour of the Digital Bookmobile will be entered into a drawing for a Sony eReader.

When will the drawing for the Sony eReader happen? The drawing will be at 4pm Saturday March 31 at the Digital Bookmobile. You need not be present to win. The winner will be notified within 72 hours.

Can kids tour the Digital Bookmobile? Yes! It's a great way to introduce kids to the joys of reading, either it be in print or on a cool reading device.

How many entries can I have? There is only one entry per person and yes you have to take the tour!

How can I get the Library's eBooks & eAudio Books? You will need a library card in good standing and find, checkout and download the books via our [eMedia Catalog](#).

Can I get a library card the day of the event? Yes. Just bring your picture ID and proof of address. Kids, you will need one of your parents with you to get a library card.

Will there be other programs happening at the event? Yes! In addition to the Digital Bookmobile, there will be a book sale, story times for young people, and free give-a-ways.

Using Social Media

- **eRead Me Vegas**—provides eReader reviews, eBook reviews and general information about eBooks. (16,523 views in 2011-12)
- **eRead Me Vegas FAQs**—provides how-to videos, troubleshooting tips by type of device. (17,173 views in 2011-12)
- **The Librarian's Brain** - contains lesson plan ideas for teachers using eBooks and general information about eReaders and new online eBook titles. (22,079 views in 2011-12)
- **Virtual Library Notes**—keeps staff informed about databases, ebooks and webinars to attend. (6,225 views in 2011-12)
- **Facebook and Twitter** postings include some blog posts.

SERVICES AVAILABLE

Technical Phone Support
Classes
Computer Club Programs
Computer Fairs
Blogs
Reader Advisory

TECHNICAL SUPPORT

- ◆ eMail
- ◆ Phone 507-6300
- ◆ FAQs

CLASSES 2010-2012

- ◆ Downloading eBooks 101
(34 classes—599 students)
- ◆ How to Buy an eReader
(12 classes—295 students)

OUT REACH

- ◆ Summerlin Computer Club (3)
- ◆ Siena Computer Club (1)
- ◆ Siena Computer Fair (1)