

**MINUTES**  
**LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT**  
**BOARD OF TRUSTEES' MEETING**  
**LAS VEGAS, NEVADA**  
**June 9, 2011**  
**(approved July 14, 2011)**

The Board of Trustees of the Las Vegas-Clark County Library District met in regular session in the Enterprise Library, Las Vegas, Nevada, at 6:00 p.m., Thursday, June 9, 2011.

**Present:** Board: K. Benavidez, Vice Chair  
V. Davis-Hoggard R. Kirsh  
K. Crear M. Saunders  
C. Reese R. Ence  
Y. Yturralde S. Bilbray-Axelrod

Counsel: G. Welt

Absent: F. Barron

Staff: Jeanne Goodrich, Executive Director  
Numerous Staff

Guests: Charles Dorsey, Wells Fargo Insurance Services USA, Inc.

K. Benavidez, Vice-Chair, called the meeting to order at 6:00 p.m.

**Roll Call and Pledge of Allegiance (Item I.)** All members listed above represent a quorum. Trustee Barron was travelling – excused absence. Appendix A.  
Trustee Kirsh led attendees in the Pledge of Allegiance.

**Agenda (Item II.)** Trustee Davis-Hoggard moved to approve the Agenda as proposed. There was no opposition and the motion carried.

**Approval of Proposed Minutes Regular Session, May 19, 2011. (Item III.A.)** Trustee Crear moved to approve the Minutes of the Board of Trustees Meeting held May 19, 2011. There was no opposition and the motion carried.

**Chair's Report (Item IV.)** None.

**Executive Director's Report (Item V.A.)** Executive Director Jeanne Goodrich called Trustees' attention to several items placed at their seats. From the Urban Libraries Council, *Leadership Brief: Five Leadership Roles for Library Trustees* which had been requested by Trustees at the last meeting. Each Trustee has also received a copy of AB71, which has been recently passed by the Nevada Legislature. Trustee Davis-Hoggard had suggested that each Trustee receive a copy as this bill authorizes an interim study of the distribution of the consolidated sales tax. Any changes to the distribution directly affect the District, and staff will be keeping an eye on the work done as part of the study.

Ms. Goodrich also reported that District staff received word two weeks ago that the District had received approximately \$100,000 for an Innovation Grant from the Nevada State Library and Archives. This will

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allow the District to fund the second year of analysis of the neighborhood demographics and population segmentation work being done by the District. The District also plans to work with other agencies, such as the City of Las Vegas, to share information and collaborate on neighborhood services programs. Goodrich commented that Development Director Danielle Milam had applied for this grant and that it was a nice surprise to get the news about the award from the Administrator of the Nevada State Library and Archives.

Ms. Goodrich next reported on the extension of the agreement with United Way of Southern Nevada. The extension also includes an expansion of the current programs. This means that the District will be able to expand its outreach programs to 15 additional childcare centers. United Way will be providing money for materials for these additional childcare centers to be served.

Ms. Goodrich concluded her report by saying that staff are continuing to develop partnerships and collaborations with other community groups and doing a great deal of work to underscore the importance of the Summer Reading Program, which was launched this week. She looked forward to seeing higher levels of participation in the Summer Reading Program due to staff's work with other community agencies.

Trustee Davis-Hoggard moved to accept Reports V.A. 1-7. There was no opposition and the reports were accepted.

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

**Business Office Report (Item V.A.2.)** Accepted.

**Human Resources Report (Item V.A.3.)** Accepted.

**Technology Report (Item V.A.4.)** Accepted.

**General Services Report (Item V.A.5.)** Accepted.

**Marketing Report (Item V.A.6.)** Accepted.

**Development Report (Item V.A.7.)** Accepted.

**Unfinished Business (Item VI.)** None.

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**Consent Agenda**

**1. Discussion and possible Board action regarding the approval for staff to make ongoing purchases of computer hardware and software, telecommunications hardware, and other related infrastructure improvements over \$50,000 for fiscal year 2011-2012.**

Trustee Davis-Hoggard moved to accept the Consent Agenda in its entirety which included:

Authorizing staff to make ongoing purchases of computer hardware and software, telecommunications hardware, and other related technology infrastructure improvements over \$50,000 for Fiscal Year 2011-2012, as approved in the District's Adopted Budget by the Board of Trustees.

Extending these contractually agreed to items through updating of the District's *Personnel Policies & Procedures Manual* to eligible employees not covered by a collective bargaining agreement.

There was no opposition and the motion carried.

**2. Discussion and possible Board action to extend contractually agreed to items to employees not covered by a collective bargaining agreement.**

**(Item VII.A.1-2.)**

**Discussion and possible Board action regarding contract award for property and casualty insurance and public officials and employment practices liability insurance for the policy year commencing on July 15, 2011.**

Risk Management Committee Chair Davis-Hoggard reported that the Committee met prior to the Board meeting.

Trustee Davis-Hoggard moved to authorize staff to award a contract, through Wells Fargo Insurance Services USA, Inc., to Philadelphia Indemnity Insurance Company and Traveler's Insurance Company at an annual premium of \$244,256.00 for the policy year commencing on July 15, 2011 and to authorize staff to award a contract, through Wells Fargo Insurance Services USA, Inc., to Philadelphia Indemnity Insurance Company at an annual premium of \$24,155.00 for the policy year commencing on July 15, 2011. There was no opposition and the motion carried.

**(Item VII.B.)**

**Discussion and possible Board action regarding the election of Board officers for Fiscal Year 2011-2012 and accompanying**

Nominating Committee Chair Ron Kirsh reported that the Committee met on Monday, June 6 and voted to recommend the following Trustees for offices for Fiscal Year 2011-2012:

Chair – Kelly Benavidez

Vice Chair – Ron Kirsh

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**Resolution 2011-01.  
(Item VII.C.)**

Secretary – Keiba Crear

Treasurer – Michael Saunders

Trustee Kirsh commented that Trustee Davis-Hoggard was not on the list only because she would be leaving the Board in August and said she will be missed. He noted more would be said at that meeting and he led attendees in a round of applause for Trustee Davis-Hoggard.

Trustee Kirsh called for additional nominations for Chair, Vice Chair, Secretary and Treasurer from the floor. There were no additional nominations.

Trustee Kirsh closed the nominations and moved that the slate of officers for the Fiscal Year 2011-2012 proposed by the Nominating Committee be accepted. There was no opposition and the motion carried.

Trustee Kirsh moved to pass Resolution 2011-01 authorizing Fred James, CFO and newly elected Treasurer Michael Saunders to execute checks on behalf of the Library District. There was no opposition and the motion carried.

Resolution 2011-01 is attached as Appendix B.

Chair Benavidez announced that she would ask that Announcements and Public Comment occur at this time as the Board would then adjourn into Executive Session and then come out to consider Item VII.E. regarding the Executive Director's performance.

**Announcements  
(Item X.)**

The next Board Meeting will be held Thursday, July 14, 2011 in the West Las Vegas Library at 6:00 p.m.

The August 11, 2011 Board Meeting will be cancelled.

**Public Comment  
(Item XI.)**

None.

**Executive Session  
(Item VII.D.)**

Chair Benavidez advised attendees that the Executive Session would be closed and said that it would include an update on litigation and discussion regarding the Executive Director's performance evaluation for the period July 1, 2010 through June 16, 2011.

Chair Benavidez adjourned the meeting into Executive Session at 6:10 p.m.

Chair Benavidez reconvened the Regular Session at 6:55 p.m.

**Possible Board discussion and action regarding the Executive Director's performance evaluation for the period of July 1, 2010 through June 16, 2011.**

Chair Benavidez announced that Trustees had discussed the Executive Director's performance evaluation during the Executive Session.

Trustee Kirsh moved to award the Executive Director an overall performance evaluation score of outstanding. Chair Benavidez and Trustees Crear, Davis-Hoggard, Ence, Kirsh, Reese and Saunders were eligible to vote (per the *Las Vegas-Clark County Library District Executive Director Performance Evaluation Guidelines*, Trustees who have been on the Board less than four months are not eligible to

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**(Item. VII.E.)**

participate in the evaluation process) and voted in approval. There was no opposition and the motion carried.

Trustee Kirsh moved to approve setting the Executive Director's salary at Step 145, Level F. There was no opposition and the motion carried.

The document *Board Evaluation FY 2011* is attached as Appendix C.

**Adjournment  
(Item XII.)**

Chair Benavidez adjourned the meeting at 6:56 p.m. There was no opposition and the motion carried.

Respectfully submitted,

Ron Kirsh, Secretary

# 2011 ATTENDANCE

## APPENDIX A JUNE 9, 2011 REGULAR BOARD MEETING

2011		January 13 Regular Board Mtg	January 27 Finance & Audit Cmte	February 10 Regular Board Mtg	March 10 Executive Director Evaluation Cmte	March 10 Regular Board Mtg	March 24 Finance and Audit Committee	March 29 Ad-Hoc Conference Rm/PAC Use Cmte	April 14 Regular Board Mtg	May 5 Special Board Meeting	May 19 Regular Board Mtg	June 6 Nominating Cmte	June 9 Risk Management Cmte	June 9 Regular Board Mtg		
Aguirre*	Aldo	P	P	P	P	P			X	X	X	X	X	X		
Barron	M. Frances	P		P	P	P	P		P	P	A-E			A-E		
Benavidez	Kelly	P	A-E	P		P	A-E	P	P	P	P		P	P		
Carrasco**	Liz	P		A-E		A-E			A-E	X	X	X	X	X		
Crear	Keiba	P	P	P	P	P	P	P	P	P	P	P	P	P		
Davis-Hoggard	Verlia	P	P	P		P	P	P	P	P	P	P	P	P		
Ence	Randy	P	P	P	P	P	P		P	A-E	P		P	P		
Kirsh	Ron	P	P	P	A-E	A-E	P	P	P	P	P	P		P		
Reese	Carol	P		P	P	P	P	A-E	A-E	P	P		P	P		
Saunders	Michael	P	P	P	P	P	P	A-E	P	P	P	P	P	P		
Yturralde***	Ydoleena	X	X	X	X	X	X	X	P	P	P			P		
Bilbray-Axelrod****	Shannon	X	X	X	X	X	X	X	X	X	P			P		

attended Committee meeting but not a member

A-E Excused absence  
 A-U Unexcused absence  
 as of June 13, 2011

\*Term expired April 3, 2011  
 \*\*Resigned April, 2011 due to move out of District boundaries  
 \*\*\*Appointed for new term beginning April 3, 2011  
 \*\*\*\*Appointed May 17, 2011

**Resolution 2011-01 Authorizing Checking Account Signature**

WHEREAS, the Las Vegas-Clark County Library District (LVCCLD) adopted a Resolution on the 9<sup>th</sup> of June, 2010 providing that Deputy Director, Chief Financial Officer Frederick J. James Jr. and LVCCLD Board of Trustees Treasurer Verlia Davis Hoggard were designated with the authority to execute any and all checks on behalf of the Las Vegas-Clark County Library District and an engraved signature plate was prepared in their names; and

WHEREAS, Verlia Davis Hoggard, Treasurer of the LVCCLD Board of Trustees will complete her year term on June 30, 2011; and

NOW, BE IT RESOLVED that the following individuals shall have the authority to execute any and all checks on behalf of the Las Vegas-Clark County Library District as of July 1, 2011:

Frederick J. James, Jr., Deputy Director, Chief Financial Officer and  
Michael Saunders, Treasurer of the LVCCLD Board of Trustees

AND, THEREFORE RESOLVED that Frederick J. James, Jr., Deputy Director, Chief Financial Officer, as the acting representative of the LVCCLD and Michael Saunders, Treasurer of the LVCCLD Board of Trustees shall be authorized to execute any and all checks on behalf of the Las Vegas-Clark County Library District until June 30, 2012.

This Resolution shall be spread at large, upon or attached in full to the minutes of the Las Vegas-Clark County Library District Board of Trustees.

PASSED, ADOPTED and APPROVED, this 9<sup>th</sup> of June 2011, LVCCLD Trustees.



Kelly Benavidez, Vice Chair



Attest: Member, Board of Trustees

## EXECUTIVE DIRECTOR ACCOMPLISHMENTS: FY 2010-2011

### GOALS

- Complete organizational reconfiguration, including resumption of staffing analysis for all library departments
  - Subsequent to adoption of FY 2010-2011 budget, cost reduction measures were implemented, including staff layoffs and reassignments and structural reorganization. These difficult activities were carried out smoothly and humanely, with no public service impact.
  - Staffing analysis project was resumed and branch staffing analysis updated.
- Continue implementation of *Forward to Basics* service priority guidelines including necessary refinement as work with staff and respond to user demands
  - *Forward to Basics* serves as the foundation for staffing and service development. Pursuant to it, services to children and their families and caregivers was emphasized during staffing changes this fiscal year. Branch Managers are required to develop service plans and local branch programming with the *Forward to Basics* priorities uppermost in mind. Community partnerships and collaborations have been entered into or expanded based on these service priorities.
- Continue close monitoring of revenues and expenditures; prepare balanced and sustainable FY 2011-2012 budget
  - I work closely with the Chief Financial Officer and the Executive Council on monitoring expenditures and revenues. We have had numerous meetings to aggressively identify and implement cost management measures. Budget forecasting and preparation began early for the FY 2012 budget and additional Finance and Audit Committee meetings were scheduled early on with Board members.

I regularly communicate budget development news to District staff members and have held twenty-four informational meetings with staff at urban branches and with District supervisors and managers at District Department Heads meetings. A balanced and sustainable budget for FY 2011-2012 will be prepared on schedule.

- Prepare for and carry out opening of Windmill and move to Service Center
  - The Windmill Library is scheduled to open on May 7. Staff members began moving into the Service Center on March 24 and the administrative office moved on April 4. Much planning and many people were involved in making this an efficient move. The building will come in on time and on budget. Goals were set with all Executive Council members to ensure this outcome.
- Integrate Counting Opinions and Civic Technologies products with other customer feedback and evaluation products; evaluate data gleaned as preparation for next strategic planning cycle
  - Both products were implemented. While the Civic Technologies product (Community Connect) seems very promising and is now being used by branch managers to identify ways to extend services farther into our communities, Counting Opinions did not live up to its promise and was not renewed. The City of Las Vegas offered the District three questions on its community feedback survey. The respondents' satisfaction with library services ranked higher than fire and emergency medical services, police services, parks and recreation and other city services. Only "shopping opportunities" received a higher satisfaction rating than library services.
- Develop next strategic planning approach and link with above feedback and demographic information gathering process
  - I met with consultants in San Diego, during the Midwinter Meeting of the American Library Association to discuss less costly, less time-consuming strategic planning approaches. Due to the uncertain budget environment, I've deferred active strategic planning until FY 2012. The Nevada State Library and Archives has agreed to accept

*Forward to Basics* as the follow up to our current *Strategic Plan*, so we remain in compliance with their requirements.

- Prepare for and oversee negotiations with Teamsters 14 (current contract runs one more year, expiring June 30, 2011)
  - I have been regularly and intensively involved in the preparations for and conduct of negotiations. I meet regularly with the District's negotiating team. I initiated early contact with Teamsters 14 so that negotiating could commence earlier than in the past. I involved all Executive Council members in reviewing the existing contracts and developing the proposal.

## ADDITIONAL KEY ACCOMPLISHMENTS

- Efficient and humane implementation of layoffs and reorganization necessitated by budget reductions, including provision of assistance and counseling to laid off staff members. Guided organization through three cycles of transition (very possibly the most challenging in the District's history). Provided significant amount of information and in-person access to managers, supervisors and front-line employees.
- Cultivation and expansion of partnerships and collaborations with other libraries, Chambers of Commerce, governmental entities, organizations, and agencies in southern Nevada. These have borne fruit in terms of programs for our users (small business, health, and personal finance information and support), expanding our message and reach into various communities (Boys and Girls Club and Three Square partnerships, planned partnership with One Hundred Black Men), and reinforcing our service priorities (expansion of services to child care providers through partnership with United Way, participation in Family Engagement Center project with United Way's Women's Leadership Council, Books for Babies packets distributed through partnership with Family to Family-West, continuation of *Dia de los Libros* celebrations).

- Promotion of reading and literacy, including linking with Governor Sandoval's proclamation about the importance of reading. We've promoted the importance of reading our *Highlights*, developed a new "Time to Read: 20 Minutes to Succeed" website, developed partnerships with other community organizations, and created a promotional video featuring me and our mascot, Neon.
- Continued use of internal communications mechanisms, open door accessibility policy, participation in District Department Heads meetings and Outlying Branch Retreat, and on-site meetings with District employees to ensure consistent, open communications. I also make it a point to attend programs and events throughout the District and to participate in staff activities such as Corporate Challenge and the Aid for AIDS of Nevada (AFAN) walk.
- Creation of Digital Advisory Committee (DAC) to investigate ways to use additional technology to communicate with users, streamline operations, and eliminate costly printed notices. A number of mobile and electronic interface solutions were investigated and the most promising (and cost effective) adopted. The committee completed its work and sunsetted in March, 2011.
- Active involvement in Leadership Las Vegas activities. This has been an invaluable experience. I've made a number of contacts that I'm sure will be beneficial to the District and learned a lot about southern Nevada and the businesses, non-profits, and governmental agencies that are addressing the many issues we currently face.
- Held one-on-one meetings at least once with each Board member. Revised and streamlined Trustee Manual, revised branch statistics, and provided opportunity for Board members to learn more about branch, Outreach and Youth Services through presentations at Board meetings and rotation of Board meeting locations.
- Built and maintained effective working relationships with City of Las Vegas, Clark County, and Clark County School District through meetings with executive managers and elected officials, as required.

- Developed legislative strategy with government relations representatives from Kaempfer Crowell and City of Las Vegas and Clark County. Closely monitored relevant legislation. Provided background information as required. Available to provide testimony as needed.
- Worked closely with Foundation Board and Development Director on fundraising, messaging and advocacy activities. Developed *Real People, Real Change* advocacy piece designed to illustrate the many ways that the District's libraries help individuals and the communities we serve address their needs. Contributed to fundraising effort and made personal contribution to Foundation. Attended several volunteer recognition events.
- Initiated contact with all elected and newly elected officials, telling them of library services and offering assistance to them and their staffs. Hosted Congressman Joe Heck's visit to the Spring Valley Library as result of this contact.
- Provided availability for interviews with local media and reporters, prepared for and presented programs on KNPR and KUNV, wrote book pick reviews for *VegasSeven* magazine.

## PROPOSED GOALS FOR FY 2012

- Continue close monitoring of expenditures; prepare balanced and sustainable FY 2012-2013 budget
- Appoint Library Services Planning and Implementation Team (a cross-sectional team of service coordinators and front-line providers) to work closely with Deputy Director Morss and myself to analyze, evaluate, develop and implement various services and service delivery programs
- Develop succession planning process and plan for replacing key positions in the District as they occur
- Expand usage of Community Connect customer analysis product and work with Library Services Planning and Implementation Team and branch staff

to develop strategies to address declining circulation and boost participation in children's programs and Summer Reading Program

- Use Survey Monkey or Zoomerang survey products to solicit and analyze customer responses to services and materials provided
- Work with youth librarians and branch staff to increase enrollment in Summer Reading program through using Community Connect data and working with community groups to get the word out about the importance of reading, reading with children, and modeling reading to children.