S. Moulton, Chair, called the meeting to order at 6:00 p.m. All members listed above represent a quorum. Trustees Foyt and Bilbray-Axelrod attended via telephone. Bilbray-Axelrod was on the phone when the meeting began. Foyt called in at 6:08 p.m.

Appendix A.

Trustee Wadley-Munier led attendees in the Pledge of Allegiance.

None

Trustee Benavidez moved to approve the Agenda as proposed. There was no opposition and the motion carried.

General Services Director Steve Rice introduced Smiki Savicic, Marketing and Graphic Design Manager at Simpson Coulter | STUDIO, to present the project, a standardized pylon sign for District branches. The presentation is attached as Appendix B.

Ms. Savicic said that this project came out of a need for exterior signage that would unify the District's brand, and also reinforce its presence throughout the community. On the heels of Vision 2020, as well as the recently adopted Facilities Master Plan, the project team felt that the exterior signage needed to be a prominent visual marker for the ways in which the Library District services will be transforming in the coming years. The concept is that the pylon sign that would be installed throughout the District would, over time, act as a physical logo for the new library services, and it is the hope that over time whenever a customer would see the sign they would think, "There's a library there."

Trustee Foyt joined the meeting during Ms. Savicic’s presentation.

Trustee Francis Drake asked questions on lighting for signs without LED
screens, and wondered if the signs themselves would be two-sided.

Trustee Ortiz asked questions about measurements of the LED space on each sign, the lettering on the signs, height of the signs, and how many signs were planned under the project. He also wanted to know if there would be bollards to protect the signs, and whether the sign for the Enterprise Library could be placed on Las Vegas Boulevard.

Trustee Wadley-Munier asked about the material used in the signs, type of paint and finish to protect the signs against graffiti, and the costs of maintenance.

Trustee Foyt asked about the location of the Sahara West sign due to the building’s "blind" entrance and whether this project would include directional signs.

Trustee Bilbray-Axelrod wanted to ensure the design was flexible so it could be altered to fit in different locations, depending on zoning and other concerns. Trustee Ortiz wanted to ensure staff was aware of different rules in different areas, depending on their zoning.

Trustee Benavidez cautioned staff that the proposed color scheme may not be approved in some areas and also asked about the cost of the signs.

Trustees Ortiz, Wadley-Munier, and Benavidez stated that they liked the colors and design.

Mr. Rice assured Trustees that the project team would be paying close attention to individual requirements in the different areas where the signs would be installed (the plan is to install the new signs at all urban branches as well as Mesquite and Laughlin). The project team would also investigate directional signage installed by the city of Las Vegas and Clark County. Ms. Savicic emphasized that the design is a prototype that can be modified to suit the specific requirements of each location. Signs would run approximately $85,000 per location. The difference between LED and static signs is about $35,000-$40,000.

This item was for discussion only.

Approval of Proposed Minutes
Regular Session, October 13, 2016; Regular Session, January 12, 2017; Regular Session, February 9, 2017; Regular Session, May 18, 2017; Regular Session, July 13, 2017; Regular Session, November 9, 2017; Regular Session, October 11, 2018; Items V.B-G. were removed from the Agenda.

Trustee Melendrez moved to approve the Minutes of the Board of Trustees Meeting held October 13, 2016. There was no opposition and the motion carried.

Trustee Ortiz moved to approve the Minutes of the Finance and Audit Committee Meeting held November 8, 2018. There was no opposition and the motion carried.

Trustee Wadley-Munier moved to approve the Minutes of the Board of Trustees Meeting held November 8, 2018. There was no opposition and the motion carried.

Trustee Ortiz asked to correct the Minutes of the Board of Trustees Workshop/Retreat held December 10, 2018 to show that he requested an agenda item be placed on the January Board agenda to continue the conversation on long-term capital improvements projects when there
Finance and Audit Committee, November 8, 2018; Regular Session, November 8, 2018; Board of Trustees Workshop/Retreat, December 10, 2018; and Regular Board Meeting, December 13, 2018. (Item V.A-K.) was a full Board present. Ortiz also asked if it was the intent of Trustee Benavidez to renovate the Rainbow, Spring Valley and West Las Vegas libraries as shown on page 5 of the minutes in question. Executive Assistant said that she listened to the minutes several times and that is what she heard. Counsel Welt stated that if what Trustee Benavidez said is correctly stated on the minutes, Trustees would have to accept the minutes in question. However, if Trustee Benavidez wished to revisit the item, that would have to be a motion at the next meeting. Trustee Ortiz moved to approve the Minutes of the Board of Trustees Workshop/Retreat held December 10, 2018 as corrected. There was no opposition and the motion carried.

An item to further discuss the long-term capital projects that Trustee Ortiz requested will be placed on the agenda of the February 14, 2018 Regular Board Meeting.

Trustee Melendrez moved to approve the Minutes of the Board of Trustees Meeting held December 13, 2018. There was no opposition and the motion carried.

Chair's Report (Item VI.) Chair Moulton wished all Trustees a Happy New Year.

Chair Moulton drew Trustees' attention to a recent article in the Las Vegas Review-Journal about an event at the Sunrise Library. "Metro officers meet youths at first Cocoa with a Cop." Cocoa with a Cop was to help young people come in and have a cup of hot cocoa with police officers from the Northeast Command. One of the quotes was, "It is so important for children to see police in a positive light, said Rebecca Zisch, the library's scheduling specialist and leader of the Cocoa with a Cop event." Moulton thought it was a great article and a great community service to offer cocoa with children and a police officer. She commended staff.

Library Reports (Item VII.) Trustee Benavidez moved to accept Reports VII.A.1-3. There was no opposition and the reports were accepted.

Executive Director's Report (Item VII.A.) Executive Director Dr. Heezen reminded Trustees that January 17th was the official opening of the partnership with the Nevada Partnership for Homeless Youth which designated libraries as a “Safe Place” for young people needing assistance with housing. He briefly described a situation that occurred at the Clark County Library the night before, in which a young woman had been staying at the library all day from open to close as she could not go home as she was afraid of being beat up. Due to the training provided to staff, closing PIC Roger DeBlank was able to contact Safe Place and they picked her up and assisted her with finding alternative housing. Heezen would provide more details in next month’s report. He also noted that the Clark County School District has reported that there are 15,000 homeless youth in the school district, with 27,390 in the entire state. He felt it was so important that homeless youth could go to libraries and feel safe.

Dr. Heezen also thanked staff who worked on the event, TPS
technicians Brian Zawistowski and Sandra Fong, as well as Clark County Library PAC Manager Suzanne Scott and Nivea Balsera.

Library Operations, Security Reports and Monthly Statistics (Item VII.A.1.a.)
No questions.

Branding and Marketing Report and Electronic Resources Statistics (Item VII.A.2.a.)
No questions.

Community Engagement Report and Monthly Statistics (Item VII.A.2.b.)
No questions.

Development and Planning Report (Item VII.A.2.c.)
No questions.

Information Technology Report (Item VII.A.2.d.)
No questions.

Financial Services Report (Item VII.A.3.a.)
No questions.

General Services Report (Item VII.A.3.b.)
No questions.

Human Resources Report (Item VII.A.3.c.)
No questions.

Unfinished Business Discussion and possible Board action regarding contract award for Public Relations and Social Media Services. (Item VIII.A.)
Due to illness Branding and Marketing Director Betsy Ward was unable to attend the meeting and Assistant Branding and Marketing Director Karen Bramwell was present.

- In the past, public relations for the Library District was handled by one in-house staff member, who also has full oversight of the high-volume Branding & Marketing graphics department.
- In 2015, the Board of Trustees redefined the Library District’s mission through the Vision 2020 Plan and this brought a pressing
need for public enlightenment through media coverage on the vast changes that the District was undergoing.

- In 2016, former Trustee Keiba Crear recognized the need to dramatically expand the Library District’s media coverage exposure and recommended that the new Branding & Marketing Director hire a PR/Social Media agency to broaden the reach of the Library District’s news coverage.

- The continual increase in programs, services, and entertainment at the District also brought a greater need for expanded public relations activity.

- In any given year, the Library District has thousands of programs, services, resources, and entertainment that would be of interest to the public. The most cost effective way to tell these many stories is by publicizing them through media coverage in newspapers, TV, radio, and social media.

- Media coverage is more valuable, and more credible, and more cost effective than paid advertising because it delivers an organization’s message through a news outlet – which serves as an objective third party source.

- As guided by the Vision 2020 Strategic Plan, the Branding & Marketing Department’s goal is to inform the public on the continuing evolution of the Library District’s products, service, and events. With each new print article, broadcast story, and social media posting, we are prompting the public to say, “I didn’t know the library had that!”

Since 2016, the Branding & Marketing Department has contracted with several PR/Social Media consultants and we received positive results from these efforts. With the addition of a professional PR agency, the Branding & Marketing Director and Assistant Director were able to increase the amount of media coverage year over year by 63%, for a total of $4.5 million for fiscal year 2017-2018. To continue building on this momentum, the 2018-2019 fiscal year budget allocated funding for an RFP to collaborate with a PR/Social Media agency under a one-year contract, with an option to renew for four additional years.

A Request for Proposals (RFP No. 19-09) for Public Relations and Social Media Services was advertised in the Review-Journal. Additionally, the RFP notice was posted on the District’s website, faxed to all minority Chambers of Commerce, and posted on the Nevada Government eMarketplace (NGEM).

Of the six candidates that qualified, the RFP Review Committee selected The Firm as the PR agency that demonstrated the most comprehensive and advantageous combination of qualifications and experience needed to fulfill the requirements of the contract.

Pending board approval, the contract would become effective on January 18, 2019. The contract will have an initial term of one year with four optional one-year extensions. Contract amounts shall be negotiated prior to the start of each optional extension year, and subsequent contract extension awards shall be brought before the
Board of Trustees for approval. The contract amount for the initial one-year term shall not exceed $80,000.

Dr. Heezen reminded Trustees that the cost was included in the District’s Fiscal Year 2018-2019 budget approved by the Board last May. He added that staff noted, after having The Firm start working with the District, that the District’s total programming has increased by more than double than what staff had done before. Since staff has not been increased to handle the PR side, he believed that the resources of Ms. Raftery and her team has actually doubled the return on investment. The District has gone from 2 million hits publicly on media, to over 4 million, and he believed that would not have occurred without the assistance of The Firm. Staff directs all their work which uses the resources of Ms. Raftery and her team to connect to different media and increase the District’s media presence. He recommends passage to move forward.

Trustee Bilbray-Axelrod asked how much The Firm has been paid in the last year. Dr. Heezen and Ms. Bramwell explained that it was around $49,000. Bilbray-Axelrod asked that the item come back automatically to the Board every year. Counsel Welt explained that the contract would be a one-year contract with four one-year options and those would have to come back to the Board for approval. Bilbray-Axelrod wanted this on the record.

Trustee Bilbray-Axelrod moved to authorize staff to award a contract to The Firm in an amount not to exceed $80,000 for Public Relations and Social Media Services in accordance with RFP No. 19-09, subject to final review by Counsel.

During the discussion, Trustee Benavidez questioned why the amount would change from $50,000 to $80,000 per year and why it does not stay the same as last year and wanted to hear comments from other Trustees.

Chair Moulton, and Trustees Wadley-Munier, Francis Drake, and Foyt expressed their reasoning behind their support of the item. Trustee Bilbray-Axelrod said she would not be supporting the item.

Chair Moulton and Trustees Melendrez, Francis Drake, Ortiz, Wadley-Munier, and Foyt voted to approve the motion. Trustees Benavidez and Bilbray-Axelrod voted to reject the motion. The motion carried, by a vote of 6-2.

New Business

Discussion and possible Board action regarding contract award for the interior and exterior painting of the Clark County Library and Theater. (Item IX.A.)

General Services Director Steve Rice explained that funds are allocated in the Capital Projects Fund to paint the interior and exterior of the Clark County Library and Theater. The paint finishes are approximately 24 years old and need refinishing due to age and wear.

An Invitation to Bid was advertised in the Las Vegas Review-Journal, posted on the District’s website, emailed to minority Chambers of Commerce, and posted on the Nevada Government eMarketplace (NGEM). The bid opening was held on January 4, 2019 and a total of five (5) bids were received. The bid results follow:
The lowest responsive and responsible bidder is Logistical Solutions LLC.

*Bid was non-responsive.

Chair Moulton and Trustee Benavidez asked about the reason for the large difference between the high and low bids. Mr. Rice did not know the reason and added, in response to a further question, that the bidders would all be using the same paint. He noted that staff usually looked at the two or three lowest bids and see how close they are and that usually validates the low bid if they are fairly close.

Trustee Benavidez asked if the District had used Logistical Solutions before. Mr. Rice explained that the company is a general contractor that the District has used on other projects. They are a small, reputable company that is local, women-owned as well as a certified emerging small business.

Trustee Francis Drake wanted to confirm that the bid included everything including paint and preparation to which Mr. Rice confirmed that it did.

Trustee Ortiz moved to authorize staff to award a contract for the interior and exterior painting of the Clark County Library and Theater in accordance with Bid No. 19-11 to Logistical Solutions LLC for the amount of $199,523.25. There was no opposition and the motion carried.

Discussion on a Financial Roadmap for Capital Project Implementation. (Item IX.B.)

At the September 20, 2018 Board of Trustees meeting the Board of Trustees unanimously adopted the Library Facilities Master Plan Decision Framework (LFMPDF) which provided comprehensive data on regional growth; current facility conditions; service model adaptation needs in 13 existing urban branches; financial resources available for new facility development and current facility renovation; and a decision-making framework based on community need, growth patterns in the Vegas Valley, and service adaptation. The LFMPDF stipulates that the Board of Trustees has the power to approve all capital projects in an annual decision-making process that looks at both capital and operating costs associated with each project. Subsequent to the September policy adoption, individual Trustees, the Executive Council, and the Library District Foundation submitted projects for consideration by the Board of Trustees in preparation for the adoption of the FY 2019-2020 capital budget in Spring 2019.

A full-day retreat for capital project decisions was held on December 10, 2018, facilitated by Marc Futterman of CIVIC Technologies, Inc. Projects submitted for Board review and consideration included a bookmobile, a new library site at the Meadows Mall, renovation of the

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Rainbow Library including reactivation of the amphitheater, renovation of the West Las Vegas Library including the development of a youth maker space, development of signage for all Library facilities, and comprehensive renovations of 13 urban branch libraries to accelerate implementation of next generation service strategies adopted in the Vision 2020 Strategic Plan.

Staff clarified that the signage project was already underway. After a day of project consideration and prioritization, two motions were made and passed:

• Short-term capital projects approved included the bookmobile and new library site at Meadows Mall.

• Long-term capital projects approved included the renovation of Rainbow Library, Spring Valley Library, and West Las Vegas Library.

This item is to review the fiscal impact of those decisions based on preliminary project budgets that include estimates for both capital project development and operating costs. Deputy Director/CFO Fred James provided financial projections and a financial model that laid out a roadmap for accomplishing the capital projects approved in the December 10, 2018 LFMPDF board retreat and strategies for developing capital project funds to accumulate funds for future new libraries and additional renovations of existing library branch facilities.

The financial model is attached as Appendix C. It is based upon increased property tax and sales tax projections, as well as savings on expenses. The increased ending fund balance would be transferred to the Capital Projects Fund annually. Bonding would be employed later in the model to increase the money available for new buildings.

Trustee Wadley-Munier wanted to confirm that Trustees will have an annual opportunity to add, review, and adjust the priorities and order of projects. Mr. James confirmed that was correct.

Chair Moulton asked Trustee Ortiz if the information provided met his request from the December 10th meeting. Ortiz stated that, since there was no action item on new libraries, it was half completed. He did state that Mr. James’ financial model was very good.

Chair Moulton wanted to confirm that the East Las Vegas Library, currently under construction, is paid for. Mr. James agreed that it was. Moulton commented that the new Mesquite Campus and East Las Vegas Library buildings were paid for, the District has no debt and also has a pool of money to use to begin implementation of the goals of the Facilities Master Plan. She felt that, for a public entity, this was phenomenal. Trustee Ortiz echoed Moulton’s comments.

Trustee Ortiz asked, if a disaster or downturn hit, would the money to fix those issues come from the pile of money the District is allocating to capital improvements. Mr. James said that it would. He added that the District still has to complete its annual maintenance work and replace equipment and materials at regular intervals over the life of the model. The model will have to be adjusted regularly to account for growth or, if there is a recession, which would impact property tax and
CTX revenue. The model needs to be adjusted annually to account for change.

Trustee Drake commented that managing expectations is tough, noting that there are still areas without library service that will have to be addressed.

Trustee Benavidez commented that the direction of the Board could change as Trustees change to which Chair Moulton agreed.

This item was for discussion only.

**Announcements**

(ITEM X.)

The next Board Meeting will be held Thursday, February 14, 2019 in the West Charleston Library at 6:00 p.m.

**Public Comment**

(ITEM XI.)

There were two people signed up for Public Comment:

Michael Katz – talked about use of District study rooms, time limits on those rooms, and the need to keep children out of the adult areas of the library. He felt that paid tutors using District study rooms were making a profit at the expense of the District and should be charged. He was studying for a law degree and complained about the two hour limit on the rooms. He also felt, just as adults were limited in their access to children’s areas, children should be limited in their access to adult areas. He stated that he loved libraries.

Mica Lee Golden – discussed the importance of libraries and library cards.

**Executive Session**

(ITEM XII.)

Removed from Agenda.

**Adjournment**

(ITEM XIII.)

Chair Moulton adjourned the meeting at 7:43 p.m.

Respectfully submitted,

Elizabeth Foyt, Secretary
## 2019 ATTENDANCE

### January 17, 2019 Regular Board Meeting

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- **2019**
  - **Benavidez Kelly**: P
  - **Bilbray-Axelrod Shannon**: P
  - **Brooks Constance**: A-E
  - **Drake Marilyn**: P
  - **Foyt Elizabeth**: P
  - **Melendrez Jose**: P
  - **Moulton Sheila**: P
  - **Ortiz Felipe**: P
  - **Wadley-Munier Robin**: P

**Note**: attended Committee meeting but not a member

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A-E  | Excused Absence
A-U  | Unexcused Absence

_as of January 18, 2019_
The pylon signs project addresses the need for communicative and modern exterior signage unifying the Library District's branches, branding, and 21st century service model. With Vision 2020 and the facilities master plan transforming the District's service model in the coming years, the driving force for the signage design is holistic implementation of these strategic initiatives. Initial discussions about goals and objectives established the need for exterior signage to be a poignant and unifying visual marker for the District's branding, its widespread presence within our community, and the transformative power of the District's new service model. With the continued growth of both the Las Vegas community and the District's impact within it, the pylon signs would communicate the growing accessibility of diverse and enriching services that the District continues to offer to its customers.

In approaching the concept that would drive the design of this prototype, we focused on developing a modern aesthetic that can easily relate to the District's branding, visually embody the forward-thinking spirit of Vision 2020, allow for cost-effective maintenance, and include digital messaging for communicating events and services. Simpson Coulter | STUDIO presented multiple concepts and, with the input of the District's General Services and Marketing and Branding teams, developed a solution that addresses all project goals and objectives.

The proposed prototype design is based on the concept of organically shifting color planes, a visual aesthetic that is both modern and dynamic in its approach. The progression and proportions of the shifting planes lead up to and terminate in a double-faced LED display that can feature a variety of marketing content — from LVCCLD branding and District-wide services to branch-specific events and programs. The vivid colors are based on the marketing team's proposed rebranding to ensure continuity of the District's brand across all channels and messaging. The sign gets wider from the pedestal to the LED screen by cantilevering each colored rectangle over the one below it, which both gives the sign a dimensional quality and allows for a nighttime glow via cove lighting under the cantilevers that washes over the color planes. By keeping the concept of shifting color planes consistent throughout the day- and nighttime, the sign continuously references back to the District's branding. This is also reinforced by the dynamic and unique shape not commonly found in pylon signs throughout our community. By installing this unique prototype at multiple branch locations, we begin to reinforce the customers' association of the vibrant sign with District facilities and services. Over time, the sign will act as a physical logo of the Library District's branch locations and embed itself into the community as a unique signifier of 21st century library services.

The more utilitarian aspects of the design address issues of flexibility, maintenance, and cost. The decision to use painted aluminum panels in lieu of translucent lightboxes gives the District the freedom to maintain the vibrance of the finish as well as to change the sign colors by simply repainting instead of replacing and rebuilding the lightbox paneling. As it is not subject to changes or updates, the branch address is the only element on the sign expressed with static lettering. All other messaging — District branding, branch name, and marketing messaging about programs and services — would be contained by the LED screen to allow for maximum control and flexibility. The LED screen was given a 3:4 proportion to accommodate this flexibility even further; it would contain a customizable banner at the top of the screen featuring the branch name, which leaves a standard 9:16 resolution ratio for all marketing content on the remainder of the display. Security cameras are included on both sides of the sign in cases of vandalism. Both the cameras and LED screen are controlled by designated District staff for maximum control over each sign as well as flexibility and centralized customization of programming.

Since zoning regulations vary throughout the county, the design also allows for a secondary static option where necessary in which there is no LED messaging board. In its place is a panel that incorporates static lettering featuring the branch and District name, reinforcing the continuity of District exterior signage.

The design team's main objective for this project was to develop a concept that communicates the excitement and innovation that drives the District's efforts. The unconventional shape and vivid colors of the sign allow it to stand out prominently among the natural tones of the building materials in our local environment. They also mirror the bold moves the District has made in recent years in their effort to continuously infuse the community with programs and services that nurture and inspire. As the District looks toward the future and embarks on their transformation of library services, a one-of-a-kind pylon sign at each branch location fortifies those efforts and strengthens the community's connection to the places that offer them creativity, learning, and growth.
“OH, LOOK — a library.”
DEVELOPMENT

objectives + goals

PROTOTYPE
MODERN V.2020 AESTHETIC
BRANDING UNITY
COST-EFFECTIVE MAINTENANCE
CONTROL OF MESSAGING

IN TIME FOR
EAST LAS VEGAS LIBRARY GRAND OPENING!
KEEP IT SIMPLE, BUT make it fun!"
East Las Vegas Library

Free Homework Help Tutoring!
Thursday, January 16
4:00 pm - 6:00 pm

2851 E. BONANZA

DYNAMIC + MODERN
EASILY CONFORMS TO BRAND
CUSTOMIZABLE MARKETING CONTENT
SATURATED IN COLOR DURING THE DAY
...AND AT NIGHT!
FUNCTIONALITY

flexibility + control

UPKEEP VS. REPLACEMENT
SURVEILLANCE
LVCCLD-CONTROLLED PROGRAMMING
DIGITAL = CUSTOMIZABLE!
LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT

we thank you for your attention.
### Capital Project

**Beginning Balance**
- Miscellaneous Revenue: 32,905,223
- MISC Revenue: 23,962
- Proceeds from sale of Capital Assets: 1,204,254
- Transfers to/from Capital: 7,460,000

**Total Available for the Year**
- 41,360,893

**Enter Budgeted/Proposed Capital Expenditures**
- 24,641,089

**Available Fund Balance for Construction**
- Program at 0-30: 17,345,482
- VON Increase/Decrease: N/A

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**Total Capital Project Expenditures**
- 13,536,603
- Integrated Library System Replacement Program: 9,787,781
- Technology Replacements & Upgrades Program: 6,649,321
- Building Repair & Maintenance Program: 6,649,321
- Vehicle Purchase & Replacement Program: 6,649,321
- Libraries Materials Program: 6,649,321
- Furniture Purchase & Replacement Program: 6,649,321
- Financial Services Program: 6,649,321
- Programming & Venu Program: 6,649,321
- Capital Construction Programs: 6,649,321

**Total Capital Project Expenditures**
- 13,536,603

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*Capital Construction Program Detail: VCCAP Foundation*

**East Las Vegas Library/Mar2019**

- Facilities Master Plan Projects: 6,158,000
- Bond Proceeds: 6,158,000

**Total Capital Construction Program**
- 6,158,000

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