

**NORTH LAS VEGAS LIBRARY DISTRICT  
BOARD OF TRUSTEES  
SPECIAL MEETING MINUTES**

October 8, 2009

Website - <http://www.cityofnorthlasvegas.com>

**CALL TO ORDER**

5:00 P.M., Aliante Library, 2400 West Deer Springs Way, North Las Vegas, Nevada

**ROLL CALL**

**PRESENT**

Chairwoman Cathy Lynch  
Vice Chairwoman Rita Langford  
Trustee Monica Beasley  
Trustee Vernie Borgersen  
Trustee Nona Whipple  
Trustee Aaron Hegji

**EXCUSED**

Trustee Delbert Leavitt

**STAFF PRESENT**

Chief Administrative Officer Gregory E. Rose  
Library Director Kathy Pennell  
City Clerk Karen L. Storms  
Assistant to the City Manager Michelle Bailey-Hedgepeth  
Finance Director Phil Stoeckinger

**WELCOME**

Chairwoman Cathy Lynch

**VERIFICATION**

Karen L. Storms, CMC  
City Clerk

## **BUSINESS**

### **1. DISCUSSION, DIRECTION AND/OR ACTION REGARDING ESTABLISHING A LONG TERM DIRECTION FOR THE NORTH LAS VEGAS LIBRARY DISTRICT.**

Chief Administrative Officer Gregory Rose explained that the purpose of the meeting was to discuss the roles of the Library Board and Staff. He explained that the City worked with Lyle Sumek Associates to develop a work plan which was in the second year of planning.

Trustee Hegji arrived at 5:10 p.m.

**Lyle Sumek, Lyle Sumek Associates**, explained that he worked with 50 different cities. His parents formed the first Little League and Pop Warner Leagues and mobilized community organizations for financial support to enable the youth to play sports at no cost in La Mesa, California. He explained that community value was instilled in him through his parents. He said that the Library Board could be a strong advocate for the library and needs of the community.

Mr. Sumek explained that library use had increased significantly and during the recession, citizens looked for help with resumes and job related services. He explained that small businesses could use libraries for conferences to reduce travel costs.

Mr. Sumek explained that there was governance in the Library District which the Library District Board should share with the City Council and be autonomous with itself. There was an overlap with management such as the Library Director. Management had to find a way to make the vision happen. Actions, which resulted from the Board's vision, would be reflected in the services to the citizens. He cautioned the Library Board that questions to library employees could be seen as a directive. He urged the Board to research negative feedback with the Director before responding. He explained that the role of the Library Board was to represent the community and set the standards. The Library Director held the employees accountable.

Mr. Sumek explained the Board's responsibilities. The first responsibility was to determine the core businesses, which were the services the library provided. The second was to define goals and decide where the library wanted to be in five years. Developing strategies meant working with the community and City departments. He explained that the University of Nevada, Las Vegas would be constructing a new campus in North Las Vegas and questioned whether the Library Board had strategies for working with the University. Director Pennell explained that the Board was not aware of the University project and asked for an overview of the project. Chief Administrative Officer Rose explained that the City worked with the University of Nevada, Las Vegas for a proposed northern campus. Currently, the University sat on 300 acres and did not have room to expand. The Bureau

of Land Management property was transferred to the University which helped the City by creating amenities for the community and saved the University the cost of the purchase of property for expansion. He explained there was a bill before Congress to transfer 2,000 acres north of the I-215 near Pecos Road to the University for expansion. As part of the transfer the intent was to join the University with the Veterans Hospital south of the I-215 and Pecos Road to create a research park focusing on the medical area. The City had an interlocal agreement with the University of Nevada, Las Vegas regarding the campus and transfer of the property. Mr. Sumek explained that knowledge of the City's plans would assist in strategic plans for the library.

Mr. Sumek discussed responsibilities such as an action agenda, work preparation plan and setting policy. The Library Board needed to have important issues prioritized with limited time allowance. Listening to the community enabled the Board to bring issues and topics for discussion. He explained that libraries were providing interactive programs and recommended quarterly roundtable discussions regarding community feedback which could provide opportunities and anticipate problems before they become problematic. Vice Chairwoman Langford spoke about the need for a large capacity venue to accommodate events such as plays and concerts. Chairwoman Lynch confirmed that there were plans to construct an outdoor venue at Craig Ranch Regional Park. Mr. Sumek explained there would be partnering opportunities for maximum benefits to the library. Libraries partnered with different organizations or members of the community for fundraiser events. A library district held a fund raiser called "Doodles" which involved the distribution of a "doodle kit" to famous people and authors who then returned a "doodle" to the library. Later in the year, the library held a silent auction. The event raised between \$60,000 - \$80,000 and included celebrities such as Julia Child, Elizabeth Taylor, Mario Andretti, Greg Norman, Arnold Palmer and Edmund Hillary. He explained that the library needed to think creatively about possible options.

Mr. Sumek explained that the Library Board needed to be an advocate for the community and celebrate accomplishments with the community to stimulate interest within the community. He recommended doing something out of the ordinary with programs for the community to create a memory which will provide the residents a reason to get involved.

Mr. Sumek explained that the responsibility of "delegating staff" would clarify the expectations of the library and staff which would assist in monitoring performance and results.

Mr. Sumek explained the responsibility of "setting the tone" which meant how the Library Board operated and treated each other. He questioned whether the Library Board was responsible for the Library Director position. Chief Administrative Officer Rose explained that he made the recommendation to the Board regarding the Director position who was

under the umbrella of the City Manager. Mr. Sumek explained that the Library Board needed confidence in the Director for the ability to set the tone.

Mr. Sumek recommended a discussion on the financial status of the library. Chief Administrative Officer Rose reviewed the library fund expectations when the budget was adopted in May 2009. He said the economy had a downturn and believed that the revenues would decline by 7.5% for 2009/2010. He reviewed the current projections and said that the property taxes continued to decrease due to a decline in property values. As part of the current fiscal year, additional cuts were proposed such as \$100,000 reduction in book collections and the potential to delete three vacant temporary positions in an effort to have a fund balance to weather the upcoming fiscal year. Projections for 2010/2011 showed elimination of COLA's, step increases and holiday/sick leave payout. Employee health insurance participation and reduction of annual book collection were also proposed. He felt if other adjustments were not made, the fund balance would decline even further for 2012/2013. Chief Administrative Officer Rose explained that the Library District was the only one in Nevada that did not receive funding from consolidated taxes. Trustee Borgersen questioned why the library did not receive funding. Chief Administrative Officer Rose explained that when the library district was created agreements were made that the City of North Las Vegas would not receive funding, but Director Pennell said the funding could be requested in the next Legislative Session. Mr. Sumek explained the issue could be placed on a work plan and a plan needed to be implemented to provide leadership and partnerships to make it happen. Chief Administrative Officer Rose explained that the City was under served for libraries because the City did not receive their share of the consolidated taxes which was a pool of the sales taxes generated in Southern Nevada and allocated by a complex formula. He said that additional discussions would be provided to the Board in the future.

Director Pennell showed a graph to the Board which represented revenues, expenditures and proposed reductions. Chief Administrative Officer Rose said the desire was to have revenues higher than expenditures but even with the reductions, the revenues would be lower. He said a strategy needed to be developed to bring the numbers closer together by reductions or revenue generators. Mr. Sumek explained that some cities sold books at the library to generate revenue. Trustee Beasley said there were no book stores in North Las Vegas and residents needed to travel a distance for a book store. Mr. Sumek explained that the library could serve the need of the community by selling books.

Mr. Sumek discussed trends in the City that impacted the library. Director Pennell said she saw an increase in the amount of people visiting the library. Citizens used the libraries for resumes, unemployment assistance and job related services. Computer usage increased which resulted in increased waiting times. Trustee Beasley questioned whether the library was expected to generate revenue. Chief Administrative Officer Rose suggested that the Library Board and City Council have a joint meeting to clarify the expectations and visions for the library. He explained that the entire City was feeling the effects of the economy.

He said the recommendations regarding reduction of expenses were being brought to the City Council for discussion. He felt there should be a partnership with the City and believed strategies were needed to request the consolidated tax funding. Chief Administrative Officer Rose explained that through the development agreement negotiation process, the City needed to assure that construction of new libraries were considered. He explained that self-sufficiency was important but the Library Board needed to continue a partnership with the City. Vice Chairwoman Langford asked if the Library Board had established relationships with the individuals that represented North Las Vegas at the State level. Chief Administrative Officer Rose said the delegation at the State level was established but it took other relationships. The initial process was to educate the Legislators that would make a decision regarding the tax issue. He explained the State recognized the inequities that existed but it was difficult for the State to take money from one district to give to another. He said a strategy needed to be developed to make it easier to be included in the funding. Mr. Sumek requested talking to faith-based communities and partnering with them on the issue. He said the resources were there but the Board needed to find a way to mobilize them. He said that a letter or email from members of the Board carried weight in lobbying activities.

Mr. Sumek reviewed trends that he saw in library districts. He said there were potential business developments in the City and the Library Board should research ways to support the start-up or growth of a business such as marketing research. He said there were no locations in the City for copying services such as Kinkos or FedEx. He explained the service could be accomplished through partnerships with private businesses for shared revenue. Director Pennell explained that the Main Library provided fax services since there was a need for the service. Mr. Sumek said the Board needed to review the needs of the community and decide if the library, as an informational center, played a role in meeting community needs.

Mr. Sumek explained that libraries were modifying hours around the community needs. He explained that one community performed a survey over a one year period and closed on Friday nights due to decreased usage. The library traded Friday night for Sunday afternoon which increased library use. He explained they did not decrease services, but made adjustments around the community needs. He stressed that the decisions needed to be tailored around the individual community. Mr. Sumek explained that a number of libraries had a café in the building which was another trend. He said they were not provided by City staff but rather a contract service which was successful because it became a community gathering place. Another trend was that libraries were returning to their roots with the inclusion of small performance areas and programs that were not available elsewhere. He explained that the Library Board needed to research the needs of the community. Director Pennell explained that the library provided a "Lap-Sit" program where children sat on their parents lap and learned sound and listening skills. She explained the attendance at library programs had increased. The downtown library provided outreach programs to the schools, head start centers and boys/girls clubs. The children's librarian was out in the community on several occasions.

Mr. Sumek explained there was a Bill going through Congress to create a major national park in Nevada. There were elements which could be blended into the library. He said that Senator Reid was sending the Bill through Congress.

Mr. Sumek explained that the Library Board needed to think about the library and where it was headed. He asked what success would mean to the library in five years. Trustee Whipple felt that success meant having a library convenient for citizens in all areas. Vice Chairwoman Langford felt success would be reduction of waiting time for computers. Trustee Borgersen wanted to see a performing arts center. Trustee Beasley wanted to see a stronger partnership between the Board, Friends of the Library, Staff and the City Council. Mr. Sumek suggested developing a plan, defining the plan and facilitating the partnerships. Director Pennell explained that the Friends of the Library was inactive and currently had a new Chairman who was reactivating the group. Mr. Sumek questioned the purpose of the Friends of the Library. Director Pennell felt they should provide advocacy, support and volunteers. The group had offered monetary support over the years. Mr. Sumek confirmed that the success would be to provide a strong, energetic Friends group that would provide advocacy, volunteerism and financial support to the library. He asked what other items would provide success. Chairwoman Lynch felt there was a need for additional libraries to provide opportunities for citizens to have libraries closer to their homes. Director Pennell explained that the national guidelines for the amount of libraries ranged from .6 to 1 square foot per capita of library space. Mr. Sumek explained there were different strategies, one was to have one library and everyone went to that destination. The other was to have convenient libraries, or facilities that provided services to the communities which was a strategic decision or direction. Trustee Beasley felt there should be more family-type activities to provide interaction. Director Pennell explained there was a family story and craft time at the library on Saturdays and felt the community should be informed. She felt that the programs were available and it seemed the information was not being disseminated. Director Pennell suggested that the website be reconstructed to make it user-friendly. Mr. Sumek said an expanded awareness of programs and services was needed. He explained that awareness could be accomplished by a library website, social networking and Facebook. Vice Chairwoman Langford wanted to see a performing arts center or café in the library. Trustee Hegji felt visibility or utility would mean success. He felt the library should be for enjoyment and not just for need. Trustee Borgersen wanted to see assistance from the County and felt a library in the area of Tule Springs would mean success. Director Pennell said the City was fortunate to partner with the Clark County/Las Vegas Library District and shared the catalog services and had access to 3.5 million items. Director Pennell explained the Whitney Library had a building trade collection; the West Charleston Library specialized in medical; and the North Las Vegas Library had a large auto repair collection.

Mr. Sumek questioned what Chief Administrative Officer Rose envisioned for the library for a five-year period. Chief Administrative Officer Rose said he would like to see it financially solvent, a better reflection of number of libraries per capita, assurance that services were provided to the residents, a new downtown library and storefront libraries within high density developments. He said that libraries needed to be placed in parks and that the concept of “play and learn” was continued. Vice Chairwoman Langford questioned the reason for one-story libraries. Chief Administrative Officer Rose explained that construction of an additional level was costly and expansion would require available land space.

Mr. Sumek explained community sustainability was a triangle - personal livability, environmental stewardship, economic opportunity and community building. He asked how the library could contribute to a sustainable community. He explained that “community building” included items such as family activities, performing arts and social interaction. Economic opportunity was identifying business associated with the library, small business support and a book store. Environmental stewardship was how the building was designed for energy efficiency. Personal livability was convenience. Libraries needed to be safe and accessible.

Mr. Sumek explained that he would provide a written summary of the discussion and suggested that the Library Board review the discussion to enable them to develop a strategic plan.

Mr. Sumek summarized and explained that a vision was a set of value based principles and looked into the future over a ten to 15 year period. There would be a five year plan with objectives and actions to get to the vision. The mission was the responsibility of the library and what the Library Board was willing to be responsible for. The core beliefs were the employees and forwarding the negative feedback to the Library Director. The execution was what would be accomplished in one year.

### **STAFF REPORT**

Trustee Whipple said that Library Director Kathy Pennell was a member of the International Advisory Council for Libraries and congratulated her.

**ADJOURNMENT**

**ACTION:** THE MEETING ADJOURNED AT 7:21 P.M.

**MOTION:** Chairwoman Lynch

**SECOND:** Vice Chairwoman Langford

**AYES:** Chairwoman Lynch, Vice Chairwoman Langford, Trustees Beasley, Borgersen, Hegji and Whipple

**NAYS:** None

**ABSTAIN:** None

**ABSENT:** Trustee Leavitt

**APPROVED: January 26, 2010**

/s/ Cathy Lynch

Cathy Lynch, Chairwoman

**ATTEST:**

/s/ Karen L. Storms

Karen L. Storms, CMC

City Clerk