

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

September 22, 2015

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

**CALL TO ORDER**

5:05 P.M., City Hall, Room 112, 2250 Las Vegas Boulevard North,  
North Las Vegas, Nevada

**ROLL CALL**

**PRESENT**

Chairwoman Julie Rose  
Vice Chairwoman Gloria Cherchio  
Trustee Alanna Carabott  
Trustee Charles Martin  
Trustee Linda Powers  
Trustee Lyndee Roundy (arrived at 5:10 p.m.)

**WELCOME**

Chairwoman Julie Rose

**VERIFICATION**

Claudia Aguayo  
Senior Deputy City Attorney

**PUBLIC FORUM**

There was no public participation.

### AGENDA

1. **APPROVAL OF THE NORTH LAS VEGAS LIBRARY DISTRICT BOARD OF TRUSTEES REGULAR MEETING AGENDA OF SEPTEMBER 22, 2015. (FOR POSSIBLE ACTION)**

ACTION: APPROVED

MOTION: Trustee Martin

SECOND: Vice Chairwoman Cherchio

AYES: Chairwoman Rose, Vice Chairwoman Cherchio, Trustees Carabott, Martin, Powers and Roundy

NAYS: (None)

ABSTAIN: (None)

### BUSINESS

2. **APPROVAL OF REGULAR LIBRARY DISTRICT BOARD OF TRUSTEES MEETING MINUTES OF JULY 28, 2015. (FOR POSSIBLE ACTION)**

Trustee Carabott questioned the Trustee training provided by the State Library that was mentioned in the July 28, 2015 meeting minutes. Library Director Forrest Lewis said he would distribute the training information which was an online program purchased by the State Library and available to all Library Trustees throughout the State of Nevada. Director Lewis said if desired, each Trustee could complete the course at their leisure which was approximately 45 minutes in length.

Trustee Carabott referred to a statement in the minutes which pertained to the self-checkout machines. She stated the first bullet outline item stated there were problems with the gate installation; and the sub-bullet of the second bullet outline item stated that Envisionware would be installing the gates at the Library the week of October 5 - 9, 2015. She questioned if there were ongoing issues with the installation. Director Lewis was unaware of issues and said Envisionware was scheduled to perform the installation during the first week of October. He said the installation had been scheduled for an earlier time but there was an issue with the door adjacent to the proposed gate. Building Maintenance would be removing the door and installing a drop down gate similar to the one in the lobby of City Hall.

Trustee Martin had a correction to the minutes; under Roll Call Chairman Julie Rose should read Chairwoman Julie Rose. Trustee Carabott questioned whether the term "Chairperson" could be used. Senior Deputy City Attorney Claudia Aguayo stated the Library Board could make the decision.

Trustee Carabott said there were minor corrections to the minutes that she would submit. Chairwoman Rose questioned whether changes could be made to the minutes. Deputy City Attorney Claudia Aguayo said the changes needed to be articulated. Trustee Carabott requested the following changes:

Page 7; Friend of the Library should read "Friends of the Library."  
Page 4; Trustees Powers should read "Trustee Powers."

Trustee Carabott said a draft of the minutes prior to the meeting would prevent the need to make changes at the meeting.

ACTION: APPROVED AS AMENDED

MOTION: Trustee Martin

SECOND: Trustee Carabott

AYES: Chairwoman Rose, Vice Chairwoman Cherchio, Trustees Carabott, Martin,  
Powers and Roundy

NAYS: (None)

ABSTAIN: (None)

**3. PRESENTATION AND/OR DISCUSSION ON THE DIRECTION OF THE GRANT FUNDED STRATEGIC PLAN. (FOR POSSIBLE ACTION)**

Director Lewis introduced Mr. Marc Futterman of CIVICTechnologies, a consultant retained by the City, funded through the Library Services Technology Act Grant, to work on the Strategic Plan for the Library District. He would be giving a presentation on the status of the strategic plan. Following the presentation, Director Lewis requested approval to move forward with the plan.

**Marc Futterman, CIVICTechnologies**, stated the firm was based in Los Angeles, California. He explained the presentation would cover the scope of work for the strategic plan; how the work on the plan began; update on the process; and the next steps.

Mr. Futterman was impressed with the Library District on the ability to work with 230,000 people with 16 full-time employees in three branches. He explained resource comparisons were being made with other libraries of the same population size. He said a strategic plan was needed and would bring changes to the Library District.

Mr. Futterman explained he had a background in Architecture and Urban Planning. The first library project was completed in the year 2000 for the County of Los Angeles Public Library. In 2008, the firm increased involvement with the public library market but due to the downturn in the economy the number of projects decreased. Beginning in 2010 the company was successfully working with public libraries nationally. CIVICTechnologies had worked on several projects with the Las Vegas-Clark County Library District for the last five years. Mr. Futterman said he met Director Lewis through a Statewide Database purchase of the firm's Community Connect software.

CIVICTechnologies worked with libraries on developing and delivering software to connect with the community. Several strategic plans were created with libraries; the most recent strategic plans were completed for public libraries in Denver, Colorado; Milwaukee, Wisconsin; San Antonio, Texas; and Omaha, Nebraska. Other strategic plans were in the final stages for the Gail Borden Library District in Elgin, Illinois; Huntsville Madison County Public Library; and Virginia Beach, Virginia. The cities were comparable or larger than the City of North Las Vegas. Currently, CIVICTechnologies was working on strategic plans for the Cities of South San Francisco and Dallas Public Libraries along with the City of North Las Vegas.

Mr. Futterman said there were two additional firms on the team; Ideation Collaborative with Ms. Sam McBane Mulford who specialized in Organizational Development and Community Engagement; and Insight Creative of Green Bay, Wisconsin with Kevin McGillivray who specialized in Branding and Graphic Design.

The following is a list of libraries which had strategic plans developed by CIVICTechnologies:

- ▶ Alameda County Library
- ▶ Anythink Library
- ▶ Carmel Clay Public Library
- ▶ Dallas Public Library
- ▶ Des Moines Public Library
- ▶ Denver Public Library
- ▶ Gail Borden Library District
- ▶ Huntsville Madison County Public Library
- ▶ Las Vegas Clark County Library District

- ▶ Milwaukee Public Library
- ▶ Nevada State Library (24 libraries)
- ▶ Omaha Public Library
- ▶ Pierce County Library System
- ▶ San Antonio Public Library
- ▶ Topeka & Shawnee County Public Library
- ▶ Virginia Beach Public Library

Mr. Futterman reviewed the Planning Process and Scope of Work which was an important part in creating the Strategic Plan.

Mr. Futterman explained when the Library Services Technology Act Grant was reviewed by the State Library, it was stated the Strategic Plan needed to be implemented and the work accomplished demonstrated by the end of the year. On July 1, 2015, work began on the Strategic Plan with an estimated completion date of January 2016.

Mr. Futterman explained there was a series of phases that would occur such as:

- ✓ Discover
- ✓ Analyze & Converse
- ✓ Visualize, Strategize & Plan
- ✓ Document & Approve
- ✓ Act & Adjust

There were four major elements that worked with the phases:

- ✓ Community Issues, Outcomes and Engagement
- ✓ Organizational Development
- ✓ Customer Driven Services and Customer Experience
- ✓ Brand Strategy

Mr. Futterman explained the first phase was the point of beginning for the strategic plan which related to the community. The approach was not “what the community could do for the library” but rather “what the library could do for the community.” By understanding the community through data and conversations, the role of the library could be understood. He said the needs of the community were the first priority followed by the services.

Mr. Futterman explained that Organizational Development was an important part of any strategic plan. He said Staff could not be asked to do more; they would be asked to follow the strategic plan which needed to grow from conversations with Staff, among others.

Trustee Martin questioned if the City was taking full advantage of the opportunities available through the Las Vegas-Clark County Library District. Mr. Futterman said he would ensure the opportunities were utilized. Director Lewis said the Library District was taking advantage of the opportunities made aware to the District.

Mr. Futterman said he would be meeting with the Director of Las Vegas-Clark County Library District to discuss future plans. He said Las Vegas-Clark County Library District utilized the program Collection HQ. Director Lewis said the City of North Las Vegas joined the endeavor to use Collection HQ.

Mr. Futterman explained that understanding the community was different than understanding the customers. The community were locales around the City as a whole; and customers were individuals or families. Understanding the individual issues was critical in understanding how to provide library services. The concept of customer relationship management was important. He explained data was available which indicated who utilized the library and did not.

Mr. Futterman said the process consisted of meetings and workshops, authority review and project management. Moving forward there would be production of memos and papers which would eventually develop into the District Five Year Framework Plan which included:

- ◆ Mission, Vision, Values and Outcomes Statements
- ◆ Community Engagement, Outreach and Partnership Plan and Implementation Guidelines
- ◆ Organizational Development Plan and Implementation Guidelines
- ◆ Service Plan and Implementation Guidelines (District-wide, Branch Service Areas, Virtual)
- ◆ Implementation Roll-out Plan
- ◆ Public Document and PowerPoint

Mr. Futterman discussed the following:

Approach: Moving Public Libraries to a Demand Based Approach

- Libraries have historically taken a supply based approach
- Using data and online software tools, we are helping public libraries nationally move to a demand based approach
- Demand based is market driven
- Market driven means being customer-driven; tailoring services for their needs, interests and concerns
- We take a page out of the private sector book

### Four Components of a Customer Driven Approach

Responsive	The ability of the Library, as an organization, to regularly scan the social, economic and technological environment and quickly adapt to changing circumstance.
Brand Promise	Create an identity and messaging that is meaningful to represent the mission, vision and impact statements. Make a public commitment to do this.
Dialog & Engagement	Dialog is a commitment to listen to the community; engagement is a commitment for involvement.
Community Intelligence	Uses data and analytics to predict customer needs and measure service responses.

Mr. Futterman explained that a logo was not a brand but rather a representation of the brand. A brand was a promise that the City, as an organization, made to the consumers or constituents. The City would be making a promise to the constituents about what services would be delivered to them. If the promise was broken, the brand or image of the City would be tarnished.

The City had a limited number of branches. Research was being completed to determine the number of cities in the country providing services to 230,000 people with three branches. Mr. Futterman stated that communication was extended through the use of virtual and digital services. The challenge to reach to lower income families was due to the lack of access to digital services. The digital divide needed to be overcome because it was essential to the economic future of the City.

Trustee Roundy said she was a teacher at a Title 1 School. She explained the issue was not just financial but also the lack knowledge and desire to connect with digital services. Mr. Futterman provided an example:

*The strategy was to primarily focus on children ages 0-8, so the children would be reading at grade level three. He said with that strategy, trade-offs would be needed. If there was a fully developed strategy around children being healthy, children reading and children having crossed the digital divide, then it meant fundamentally working with families. The strategy meant making choices about what was done and what was not done.*

Mr. Futterman said his job was to lay out the issues and the choices.

Mr. Futterman explained a story would be built which was coherent, cohesive, based on data and fundamentally employed a discussion about values. Data was not value free. The way data was analyzed and interpreted, policy or service options on data, the way the decisions were made, were about values.

Trustee Martin questioned if the choices would also offer timely choices so the Library District could do the best they could with the available customers at the present time and could build something that would mature in the future. Mr. Futterman concurred with the statement.

Mr. Futterman said a compelling story was needed to relay to the City Government, the local businesses, non-profit organizations and the Clark County School District. He explained when a story was matched with a vision and points in time, requests could be made.

Mr. Futterman said there were three questions asked when developing a strategic plan:

- Who are we serving and not serving?
- Are there any surprises?
- What are service implications with respect to?:
  - Patron development
  - Checkouts and collection development
  - Programs
  - Staff alignment
  - Use of facilities
  - Marketing and communications
  - Partnerships
  - Consumer technologies

He explained the reason the question “are there any surprises?” was asked, was because it was frequently found there were three responses to data:

- ★ A learning response which was: “I didn’t know that; that’s great”
- ★ An intuitive response which was: “I knew that but I didn’t have any data to back it up”
- ★ Denial which was: “Data is wrong”; “there’s not enough data”; “we don’t have the right data”

The question asked was used for two reasons:

- ✓ To find objections and/or weaknesses that were legitimate; and
- ✓ Avoid being taken into “analysis paralysis”

Mr. Futterman discussed aligning the Library’s role in the community; the ability to perform customer service and the collection development around the software which was the data portion. He said the key was the alignment. Frequently libraries came out of strategic planning processes without matters in alignment.

Mr. Futterman explained a type of data used in the strategic planning.

#### Library Data

Data was brought in from Library Millennium Transaction Base which was operated by Las Vegas-Clark County Library District for the City. The data included patron data and checkout data. The patron data was placed on a geo-map to indicate where the patrons resided. The information was tied to the checkout data to review the materials being borrowed from the library. The data was then broken down and analyzed at the household level; and aggregated by census block group and service area to alleviate privacy concerns.

Mr. Futterman explained that block groups were smaller than census tracts. The Census Bureau created block groups so they could divide the population. The block group was the smallest statistically valid level of census data and the smallest solid data available.

Mr. Futterman said Segment Data was also used in Strategic planning. Most companies utilized market segmentation which discerned the difference between how customers appeared versus how they acted. He reviewed the following:

#### Market Segmentation

- ◆ The categorization of existing or potential customers into groups based on common characteristics such as age, gender, income and geography or other attributes relating to consumption behavior.
  - ▶ Combines cluster analysis with latest data mining techniques
  - ▶ 65 segments nationally - some subset are in your library’s service area

Currently using Tapestry Market Segmentation

- ◆ Neighborhood based
- ◆ Data Sources
  - U.S. Census Bureau
  - Esri's own demographic updates and projections
  - Population updates from cities, counties, states
  - Real estate transactions and housing starts
  - USPS delivery statistics
- ◆ Validation
  - Consumer market surveys
- ◆ Technique
  - Combines cluster analysis with latest data mining techniques to provide a robust and compelling segmentation of U.S. neighborhoods
  - 65 segments nationally - some subset are in your library's service area
  - These segments capture the subtlety and vibrancy of the U.S. marketplace and your community

Mr. Futterman said there were 65 Tapestry market segments and discussed four of the segments which consisted of:

**04 Boomburbs**

L1 *High Society*  
U5 *Urban Outskirts I*  
Married Couples w/Kids  
33.8  
High  
Prof/Mgmt  
Some College; Bach/Grad  
Single Family  
White

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Make purchases online  
Have 2<sup>nd</sup> mortgage (equity loan)  
Visit Disney World (FL)  
Listen to sports on radio  
Own/Lease SUV

**26 Midland Crowd**

L12 *American Quilt*  
U10 *Rural I*  
Married-Couple Families  
37.0  
Middle  
Skilled/Prof/Mgmt  
HS Grad; Some College  
Single Family; Mobile Home  
White

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Own pets  
Have personal line of credit  
Go hunting; fishing  
Read hunting/fishing magazines  
Own/Lease Truck

**17 Green Acres**

L2 *Upscale Avenues*  
U10 *Rural I*  
40.7  
Upper Middle  
Prof/Mgmt/Skilled  
Some College  
Single Family  
White

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Do gardening, woodworking  
Have home equity credit line  
Attend country music shows  
Watch auto racing on TV  
Drive 20,000+ miles annually

**35 International Marketplace**

L8 *Global Roots*  
U1 *Principal Urban Centers / Family Mix*  
30.3  
Middle  
Prof/Mgmt/Skilled/Srvc  
No HS Diploma; HS Grad  
Multiunit Rentals  
White; Asian; 2+ Races; Hisp.

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Travel abroad to visit family  
Own Discover card  
Visit Six Flags  
Listen to Hispanic radio  
Own/Lease Toyota

Trustee Martin questioned whether the data would indicate whether the children attended public or private school. Mr. Futterman said the data did not provide the information.

He reviewed the Detailed Segment Descriptions:

- ▶ One page narrative descriptions for each segment
- ▶ Comprised of four elements
  - Demographics
  - Socio-economics
  - Housing
  - Consumer preferences
    - Take it literally and read between the lines
    - Find local retailers like the ones mentioned in the descriptions

He spoke about how Market Segmentation helped libraries:

- ▶ Robust to reveal customer differences
- ▶ Nationally scaled to reveal trends
- ▶ Dynamic, current and stable so it is reliable and predictive
- ▶ Paints a picture of the customer that informs organizational level decisions
- ▶ Enables an organization to manage a diverse and growing portfolio of customers
- ▶ Understand the complexity and landscape of customer households
- ▶ Get connected quickly with your community issues
- ▶ Align strategies and resources
- ▶ Improve how you tell your stories
- ▶ Be a data-driven, evidence-based organization

Mr. Futterman displayed a map which indicated the 25 Market Segments in the City of North Las Vegas and the block groups contained within the segments. Other maps depicted the block groups and census tracts around each of the City's libraries. Analysis of each of the areas was in progress.

Segments surrounding the Alexander Library consisted of:

- ★ Up and Coming Families
- ★ Aspiring Young Families
- ★ Milk and Cookies

Areas south of Cheyenne Avenue included:

- ★ Southwestern Families
- ★ Industrious Urban Fringe
- ★ Family Foundations
- ★ Modest Income Homes

He showed a similar map of the Aliante Service Area.

The City Hall Service Area included segments such as:

- ★ Industrious Urban Fringe
- ★ NeWest Residents
- ★ Southwestern Families
- ★ Las Casas

The City Hall Service Area contained largely Hispanic segments.

Mr. Futterman said one of the components, when developing a strategic plan, was Stakeholder "Insight" interviews which were designed to meet with people in the City. Each person was given 30 minutes to respond to the following question: *"What is on the top of your mind, as a Stakeholder, for the next three to five years for the City as a whole?"*

The Stakeholders included:

- \* Darren Adair, Finance Director
- \* Guy Amato, College of Southern Nevada
- \* Councilman Isaac Barron
- \* Councilman Richard Cherchio
- \* Gina Gavan, Economic and Business Development Director
- \* Mitch Fox, Communications Director

- \* Rob Hanks, Captain, South Area Command, North Las Vegas Police Department
- \* Phyllis Hargrove, Senior Management Analyst, HUD
- \* Terri Janisen, United Way of Southern Nevada
- \* Ryann Juden, Assistant City Manager
- \* Mayor John Lee
- \* Walter Lescano, Goodwill of Southern Nevada
- \* Dr. Qiong Liu, City Manager
- \* Danielle Miller, Superintendent of the Instructional Design and Professional Learning, C Clark County School District
- \* Cass Palmer, Neighborhood and Leisure Services Director
- \* Julie Swan, Chief, Force Development Flight Chief, Nellis Air Force Base
- \* Rob Tiberti, Tiberti Construction and Tiberti Foundation
- \* Roger West, Director of Humanities, Clark County School District
- \* Councilwoman Anita Wood

Mr. Futterman said Topic Papers were prepared, which discussed issues going on in “Library Land” such as the current trends. The intent was to summarize the issues to present to the Library Staff in a simple, easy-to-use way. Questions were placed within the Topic Papers to create thought and discussion by the Staff. Three of the Topic Papers completed included: Consumer Technology, Building a Brand and 21<sup>st</sup> Century Literacies and Skills.

Interviews were held with the following Library Staff at the Aliante and Alexander Libraries:

- \* Garrett Dacay, Associate Librarian
- \* Joe Russo, Library Asst. III (City Hall Computer Lab)
- \* Patrick Hinrichs, Family Services Librarian
- \* Sabrina Slavin, Library Asst. I (Circulation)
- \* Betsy Lutes-Eadeh, Library Asst. I (Circulation)
- \* Monica Suson, Library Asst. I (Circulation)
- \* Liz Lucchesi, Library Asst. II (Family Services)
- \* Elke Cruz, Library Asst. I (Circulation)
- \* Vanessa Dwyer, Library Asst. II (Reference)
- \* Shelly Alexander, Branch Manager
- \* Toni Hood, Public Services Librarian
- \* Pam Zehnder, Branch Manager
- \* Evan Vick, Library Asst. I (Circulation)

Mr. Futterman said a Staff Survey was being conducted and included the following questions:

1. Please list your role in the library, as well as your primary job activities.
2. Which of your job activities do you believe contribute the most to excellent customer service? Why?
3. What activities do you regularly perform that you believe contribute little or no value to delivering excellent service at the library? Why?
4. What do you think you could be doing that would improve customer service and the library experience?
5. Please take a moment to design your position description of the future - list the activities that you believe are of highest value to the library experience both physical and virtual. Incorporate your areas of greatest strength or interest.
6. What does not work about the existing operations or use of space in the library (that you would like to see changed)? Why doesn't it work? List as many examples as you would like.
7. What types of training and professional development do you feel you need to do the future work of libraries?
8. Is there anything else you would like to tell us?
9. How long have you worked at the Library?
10. Where do you currently work? (Check all that apply)

Trustee Martin confirmed the questions were not just sample questions but the actual questions presented to the Staff. He asked about Staff Development. Mr. Futterman explained the questions regarding Staff's issues and concerns were addressed in the survey and during interactive staff planning workshops.

Mr. Futterman showed maps of the initial views into usage patterns: customers and checkouts. The map showed customer density by block group. He explained there was a gravity effect that occurred around the library. Mr. Futterman questioned how other residents could be reached. Trustee Martin questioned if the information was compared to data regarding population density which was confirmed by Mr. Futterman.

Mr. Futterman reviewed the planning process and scope of work and said the team was involved in the process of Analyze and Converse. There was a workshop planned for the following week at the Library.

Trustee Powers questioned whether the strategy was being built on the best practices of other libraries. Mr. Futterman said there was a broad knowledge of what libraries were doing. The most challenging was dealing with the unique conditions of the North Las Vegas libraries.

Trustee Martin asked if the team offered suggestions about managing change. Mr. Futterman said it was a strong topic and would be handled by Ms. Sam McBane Mulford from Ideation Collaborative.

**Jeff Alpert, 3828 Fuselier Drive, North Las Vegas**, asked when the firm's role ended with the City. He asked if the firm remained in contact with the libraries during the five year plan. Mr. Futterman said approximately 80% of the firm's role would be completed by January 2016 when the plan was submitted. During implementation of the plan, the firm would be available for conversation and discussions until the Library Services Technology Act grant ended. The City would continue to utilize the firm's software through the Statewide grant.

Trustee Roundy asked how the relationship would be continued financially and how the City could further the relationship. Mr. Futterman said it depended on what arose from the strategic plan. Trustee Roundy asked whom CIVICTechnologies had the longest relationship with. Mr. Futterman said there were numerous repeat customers. The firm was still working with Omaha, Nebraska for the past four years; and City of Las Vegas had been a customer since 2010. Trustee Roundy questioned how long CIVICTechnologies had been working with Denver, Colorado. Mr. Futterman said they began working with the City of Denver in 2012.

Trustee Martin said one of the largest issues for the City was funding sources. He asked to what extent CIVICTechnologies could help and if the firm had access to grant opportunities. Mr. Futterman explained the issue would be discussed during the planning process.

Director Lewis said the Strategic Plan would be a method to deliver a story to potential sponsors regarding the needs of the libraries to provide services to the community.

**ACTION:** STAFF DIRECTED TO MOVE FORWARD WITH THE GRANT FUNDED STRATEGIC PLAN

**MOTION:** Vice Chairwoman Cherchio

**SECOND:** Trustee Martin

**AYES:** Chairwoman Rose, Vice Chairwoman Cherchio, Trustees Carabott, Martin, Powers and Roundy

**NAYS:** (None)

**ABSTAIN:** (None)

**4. APPROVAL TO SUBMIT A GRANT APPLICATION IN THE AMOUNT OF \$92,000, WITH A REQUIRED 10% IN-KIND MATCH IN THE AMOUNT OF \$9,200 FOR THE 2016 LIBRARY SERVICES AND TECHNOLOGY ACT COMPETITIVE GRANT WHICH WILL BE UTILIZED TO UPGRADE ALL PUBLIC ACCESS COMPUTERS AT THE ALIANTE AND ALEXANDER BRANCHES. (FOR POSSIBLE ACTION)**

Director Lewis said the computers at the City Hall Library had been updated. He explained Dell Computers promoted the new virtual system the City utilized and donated a \$20,000 server for the Library District to begin the program. The Library District also received a \$28,000 grant from NV Energy to cover the cost for the remainder of the computers. Director Lewis explained the City worked with the Library District to assist with the cost for the licensing. Due to the success of the computers at City Hall, the Library District wanted to move forward with replicating the virtual system at the Aliante and Alexander libraries. If approved, the grant would provide funding for two servers (one for each branch), the equipment and required licensing. The new system would provide updated computer access for the residents.

Trustee Martin questioned the 10% in-kind match. Director Lewis explained the grant allowed the applicant to cover 100% of the in-kind match with staff salaries and wages. He was working to get a private company to fund the in-kind match with the promise of promoting the company's logo in the Library. Trustee Martin questioned the cost of the servers. Director Lewis said the cost of each server was \$20,000 and once installed would reduce electric costs due to the elimination of individual towers at each computer station. He explained there was an off-site facility that contained all the City's servers which were operated from fiber optic infrastructure. Trustee Martin confirmed any additional costs were included in the budget. Director Lewis explained a yearly total cost of approximately \$16,000 would cover the licenses for all the computers moving forward.

Trustee Roundy asked how long the system would remain current with the technology. Director Lewis said the model of the system used would be current for five to seven years.

Chairman Rose asked if the Friends of the Library could provide the funding for the in-kind match. Director Lewis said 30 letters were sent out to donors from the previous year with the hope of obtaining donations to cover the in-kind match.

ACTION: APPROVED

MOTION: Trustee Powers

SECOND: Vice Chairwoman Cherchio

AYES: Chairwoman Rose, Vice Chairwoman Cherchio, Trustees Carabott, Martin, Powers and Roundy

NAYS: (None)

ABSTAIN: (None)

**5. APPROVAL TO DESIGNATE MARCH 10, 2016 AS AN IN-SERVICE TRAINING DAY FOR ALL LIBRARY STAFF. (FOR POSSIBLE ACTION)**

Director Lewis explained most libraries had a minimum of one in-service training day in which the branches were closed to allow the entire Staff to attend the training. It also allowed the Library Director to speak to the Library Staff in one location to provide information regarding the mission, budget and concerns. Director Lewis said moving forward, the intent was to provide in-service training annually.

Trustee Carabott asked why Thursday was chosen as the day for the training. Director Lewis said due to the overlap in staffing, training on a Wednesday or Thursday would allow for Staff from all shifts the ability to attend. Trustee Carabott questioned whether the libraries would be closed. Director Lewis said all libraries would be closed for services and information would be distributed to residents regarding the use of the Las Vegas-Clark County Library.

ACTION: APPROVED

MOTION: Trustee Carabott

SECOND: Trustee Martin

AYES: Chairwoman Rose, Vice Chairwoman Cherchio, Trustees Carabott, Martin, Powers and Roundy

NAYS: (None)

ABSTAIN: (None)

**STAFF REPORT**

Director Lewis reminded Trustees Roundy and Carabott to have their Trustee photos taken. He said during the week of October 5, 2015, Envisionware would be installing the security gates at each of the locations. He was working with the Information Technology departments to install the self-checkout machines. Credit card machines would be available at all branches to allow customers to pay fines and other fees with a credit card.

Director Lewis said he had a meeting with Workforce Connections who received a grant and contracted with a company that provided computer training and workforce development training. Plans were moving forward to have the training available at all the branches.

Director Lewis attended the Leadership Institute Training with Branch Managers Shelly Alexander and Pam Zehnder that was provided by the State Library.

### **BOARD ITEMS**

Trustee Roundy said she reached out to 36 individuals regarding possible library donations and would provide the information to Director Lewis.

### **PUBLIC FORUM**

There was no public participation.

### **ADJOURNMENT**

ACTION: MEETING ADJOURNED AT 6:37 P.M.

MOTION: Trustee Martin

SECOND: Vice Chairwoman Cherchio

AYES: Chairwoman Rose, Vice Chairwoman Cherchio, Trustees Carabott, Martin, Powers and Roundy

NAYS: (None)

ABSTAIN: (None)

**APPROVED: November 17, 2015**

/s/ Julie Rose

Julie Rose, Chairwoman

**ATTEST:**

/s/ Barbara A. Andolina

Barbara A. Andolina, City Clerk