

**VIRTUAL LIBRARY BOARD OF TRUSTEES MEETING MINUTES
WEDNESDAY, DECEMBER 16, 2020
4:00 P.M.**

The Board met in regular session virtually via Zoom Webinar

Chair Marsh called the meeting to order at 4:00 pm.

1) ROLL CALL

Board Members Present: Amy Ghilieri, Wayne Holland, Zanny Marsh, and Jean Stoess

Board Members Absent: Ted Parkhill arrived at 4:17 pm

County Staff Present: Assistant District Attorney Keith Munro, Assistant County Manager David Solaro

Public Present: None noted

2) PUBLIC COMMENT

None

3) APPROVAL OF MEETING MINUTES

a. APPROVAL OF MINUTES FROM THE LIBRARY BOARD MEETING OF NOVEMBER 18, 2020

On motion by Trustee Holland, seconded by Trustee Ghilieri, motion which duly passes, the Board approved the meeting minutes from the Library Board of Trustee meeting of November 18, 2020. All in favor, none opposed.

4) OLD BUSINESS

None noted

5) NEW BUSINESS

a. SELECT AN OPTION FOR MEETING THE MATERIALS-EXPENDITURE STANDARD PURSUANT TO THE MINIMUM PUBLIC LIBRARY STANDARDS AS SET FORTH BY THE NEVADA STATE LIBRARY, ARCHIVES AND PUBLIC RECORDS

Collection Manager Debi Stears reviewed the annual materials expenditure library budget standards set forth by the Nevada State Library, Archives and Public Records for public libraries in Nevada.

She provided background to 2015 when the Board aspired to aim for Option III, the goal which meets or exceeds at 10% total operating budget divided by collection budget. She stated that, although Director Scott has done a tremendous job in finding and diverting Expansion money to collection development funds, Washoe County has not provided any increase to the Library General fund budget.

She also pointed out the budget numbers on the report provided in the packet are just the regular budget allotments and the Library System will be expending final \$200k from the Tacchino Trust to expand children's materials collections at the Northwest Reno and Sparks

Libraries children's materials collections and utilizing some of the Give the Gift of Reading dollars to expand the core collection of selected popular titles from grade 3 to teen so they are available at all the branches and in time for 2021 Summer Reading Program.

The State is asking the Library System to select an option based upon the \$1M assigned to the materials budget. The Library System does not meet Option III but does meet Option I and II. Ms. Stears stated we normally recommend Option I as that is the biggest number the Library System can achieve and needs a Board motion to finalize the approval to send to the State by the end of the calendar year.

On motion by Trustee Stoess, seconded by Trustee Holland, motion which duly carried, the Board adopted Option I for 2021. All in favor, none opposed.

b. ESSAY WRITTEN TO NEVADA HUMANITIES BY ASSISTANT LIBRARY DIRECTOR REGARDING 2020 POLLING SITES WITHIN THE LIBRARY SYSTEM

Vice Chair Stoess thanked Assistant Library Director Dalusung for submitting the essay. She stated that in addition to applause, polling officials were also handing out a certificate with their name and date to new voters, and that went over well.

Assistant Library Director Dalusung stated it was a pleasure to write and hear the applause. She noted this was shared during the weekly manager meetings held during the polling cycle and noted that all branches used for polling stations participated.

Chair Marsh stated the essay was well done, and she appreciated the wait time notifications provided by the Washoe County Registrar's Office apps.

6) REPORTS

a. LIBRARY DIRECTOR'S REPORT TO INCLUDE ADMINISTRATION, COLLABORATIONS, PROGRAMS AND ACTIVITIES

Director Scott reviewed the written report provided in the packet.

Upon questioning by Trustee Holland, Director Scott stated he did not feel reopening Grab and Go services during the Northwest Reno or Sparks Library renovations would be greatly impacted. He clarified that Northwest Reno would be using the drive-up window for these services and Sparks Library is creative in providing Grab and Go services and may experience minimal impact.

Trustee Parkhill joined the meeting during the Library Director's report at 4:17 pm.

As noted, multiple times in the Library Director's Report, Director Scott verbally commended staff on their innovation and creativity to adapt for continuity of service regardless of circumstance.

Chair Marsh stated she did not see the Senator Cortez-Masto nomination in the report. Director Scott thanked her for the insight and stated they would see if they would be able to add something about it in, but that they were over 250 words and the report requires less than 100 words total.

b. MARKETING AND COMMUNICATIONS (MARCOM) TEAM UPDATE TO INCLUDE UPDATES FROM JULY THROUGH NOVEMBER 2020

Development Officer/PIO Andrea Tavener introduced herself and her full-time Library Assistant III Jamie Hemingway.

Ms. Tavener stated that the mission statement (slide 2) has not changed but the way the Library System does business has. She stated that there are many people that have stepped up to the plate to ensure the transition to virtual has been successful. She specifically noted that the Library System would not be where it is, virtually, without the efforts of Jamie Hemingway, Jen Cole, John Andrews, Tim Prentiss and Jena Molina. Ms. Tavener said the job of Marcom is to make the efforts look seamless which is where Ms. Hemingway, Mr. Prentiss, Ms. Cole and Mr. Andrews shine. She turned the presentation over to Jamie Hemingway for review of the provided virtual services (slides 3-10).

Ms. Hemingway highlighted the following:

- Virtual Programming and Projects to include virtual video production and virtual Storytime programming: Postproduction of videos and behind the scene editing for all digital programming and social media postings. The month of December included a pop-up card program provided by Trustee Ghilieri.
- Social media: The third component of current projects and, at any given time, there may be three (3) to five (5) staff members posting to Library social media accounts. All social media must be created. Marcom staff provide the graphics for social media posts, Library updates, and special promotions
- Explorer: Although the Explorer booklet is not physically available, the concept and information has gone digital and the Library System provides access to and monthly digital issue in the events section of the library website. Additionally, Marcom has expanded the Explorer team from four (4) members to six (6) which has also increased productivity

Ms. Hemingway finished up with slide 10 of the presentation where she briefly discussed developing a process for incoming marketing requests and informed the Board that each branch received video production equipment including the “green” screen earlier in the year so that each library branch has the ability to create and submit videos.

Ms. Tavener completed the presentation with the updates slide (slide 11), informing the Board of Ms. Hemingway’s participation with programming and outreach prior to joining the Admin team recently. She noted Ms. Hemingway has played a significant role in system programming when working on the Explorer booklet and helped coordinate outreach events such as parade participation. Ms. Tavener stated she was waiting to hear back from the Institution of Museum and Library Services (IMSL) 2021 Medal submission, which should be in the spring of 2021.

Ms. Hemingway stated she wanted to provide the social media information added to the last slide on the presentation for everyone to be able to follow the Washoe County Library on their preferred social media sites.

c. TACCHINO TRUST UPDATE TO INCLUDE EXPENDITURES AND BALANCE

Director Scott noted the update remained the same as last report. He stated the orders for the children’s materials for Northwest Reno and Sparks Libraries are ready to go and we look forward to renovations to take place beginning in March 2021 and completed by May 2021. The completion of the renovation and payment of children’s materials will close out the Tacchino Trust as expected by the end of the fiscal year.

Upon questioning by Trustee Holland, Director Scott stated it would be nice to do a ceremony or commemoration for the Tacchino Trust for the additions and changes the trust allowed the Library System to accomplish.

D. BOARD TASK REPORT TO INCLUDE BOARD TASKS TO BE FOLLOWED UP

Chair Marsh noted the essay task for Trustee Ghilieri has been completed.

Upon questioning the following Trustee on their requested task:

- Trustee Parkhill stated he would like to extend the deadline three (3) months for follow up on where the library stands after removal of fees item from January 2021. He stated these are weird times with everything still up in the air and as he has not heard anything from the public at this time, he would still like to look at this further when things are somewhat more normal. He stated he went along with it at the time as Director Scott was able to provide rationale for this course of action, but still feels it is the right thing to do to see how things stand when all returns to some normality.
- Trustee Holland stated he was still comfortable the November 2021 deadline for review of the 2024 Tax Initiative.
- Chair Marsh reminded Board Trustee Parkhill that she and Trustee Parkhill were the members who volunteered, and they will revisit metrics for the Library Director Evaluation at an undetermined date in the future.

Upon questioning from Trustee Ghilieri, Trustee Parkhill further explained his thoughts of staying on top of his board task item as he does not feel there can be a real gauge of where things stand when library items are not being returned and checked out with regularity and this was a momentous change from how libraries have always done things. When she asked for his metrics for success or failure, he noted it was a good question and noted the possible following metrics: Feedback/concerns from staff and patrons, is it working from the perspective of the Library Director. Director Scott noted he had received a total of (maybe) four (4) emails, half supportive and half against.

7) STAFF ANNOUNCEMENTS

Development Officer/PIO Andrea Tavener gave a shout out thanking Friends of Washoe County Library (FWCL) for ongoing support of the Washoe County Library System, especially during these trying times. Despite cancelling some book sales, they donated to the Washoe County Library System.

8) PUBLIC COMMENT

Assistant County Manager David Solaro introduced himself and thanked the Board for allowing him to time speak under public comment. He said he felt it was necessary on behalf of Washoe County citizens, to publicly thank Library employees and the Library System for the sacrifices they are making through this whole COVID experience. He stated that not only are they not doing what they love in the branches serving our community, but they have volunteered to assist with the fight in the community. ACM Solaro said he really appreciates the staff we have working through this pandemic with us and appreciates the flexibility of Director Scott and Assistant Director Dalusung. He wanted to assure us that we are making the right choice, from his perspective, in our response to this pandemic. He confirmed one of the things they are struggling with is people not heeding the warnings of how this virus transmission is occurring and by having

the library system operate in a virtual aspect, although it is not fulfilling the needs of some of our community, it is fulfilling the needs of a portion of our community. He said that at the end of the day, by not having in person library services, we are helping to slow the spread of the virus in our community.

9) **BOARD COMMENT**

Trustee Parkhill apologized for not attending November's meeting and arriving late to this meeting.

Trustee Ghilieri gave a shout-out to the Library staff who take submitted videos and turn them into something. She thanked the staff involved stating they did a wonderful job and made it look easy.

Chair Marsh noted the celebration of Director Scott's 5-year employment with Washoe County this month, including a longevity certificate provided by Washoe County. With the current environment, we cannot gather safely and do a presentation; still, we would like to come together and assemble when it is safe to do so to acknowledge this milestone. She stated although COVID may have eclipsed this year, there are four (4) years prior which show a directed effort to prepare the Library System for challenges that we might not have anticipated but allowed the Library to be positioned for perfectly. She stated that pre-COVID, Director Scott was moving the Library System towards digital services expansion which made the services provided this year during COVID possible. She said the Library was ready to allow for patrons to access digital initiatives and the Library System would not have been there without vision, persistence and the work of Director Scott to help the system achieve that. She stated she wanted to acknowledge that Director Scott has prioritized service continuity through more than COVID to include: Spanish Springs Pyramid Highway/McCarren construction project, weather events at Incline, stepping in when Tacchino Trust was established and the renovation of the Downtown Reno Library, North Valleys Library, and Sparks Library renovations. She noted his ability to provide the level of leadership that allowed staff to flourish in these challenging times and being able to establish and provide services with a can-do attitude is worthy of acknowledgement and the Board has been pleased with the progress of the Library System.

- Director Scott thanked Chair Marsh for her comments and stated that he would not have been able to do any of those things without dedicated (the right) staff in the right positions.

10) **ADJOURNMENT**

Chair Marsh adjourned the meeting at 5:01 pm