

**MINUTES**  
**LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT**  
**BOARD OF TRUSTEES' MEETING**  
**LAS VEGAS, NEVADA**  
**March 9, 2017**  
**(approved June 8, 2017)**

The Board of Trustees of the Las Vegas-Clark County Library District met in regular session in the Whitney Library, Las Vegas, Nevada, at 6:00 p.m., Thursday, March 9, 2017.

**Present:**

Board:	M. Saunders, Chair	R. Ence
	Y. Yturralde	
	K. Crear	S. Moulton
	R. Wadley-Munier	M. Francis Drake
	F. Ortiz	J. Melendrez

Counsel: G. Welt

Absent: S. Bilbray-Axelrod, Excused

Staff: Dr. Ronald R. Heezen, Executive Director  
Numerous Staff

Guests: Ericka Reynolds, BiblioCommons  
Sean Coulter, Simpson|Coulter Studio  
Brian Gordon, Applied Analysis

M. Saunders, Chair, called the meeting to order at 6:00 p.m.

**Roll Call and Pledge of Allegiance (Item I.)** All members listed above represent a quorum. Trustee Wadley-Munier attended via phone and called in at 6:02 p.m. Trustee Melendrez attended via phone and called in at 6:03 p.m. He left the meeting at 7:00 p.m. Appendix A.

Chair Saunders led attendees in the Pledge of Allegiance.

**Public Comment (Item II.)** None.

**Agenda (Item III.)** Chair Saunders removed Item IV.A-C, Approval of Proposed Minutes from the Agenda. Trustee Moulton moved to approve the Agenda as changed. There was no opposition and the motion carried.

**Approval of Proposed Minutes Regular Session, October 13, 2016, Regular Session, January 12, 2017, and Regular Session, February 9, 2017. (Item IV.A-C.)** Deferred until the next Board meeting.

**Chair's Report (Item V.)** Chair Saunders acknowledged that this meeting would be Trustee Crear's and his last meeting. There will be a formal recognition at the April 6<sup>th</sup> Regular Board Meeting. Saunders said it had been a tremendous honor and privilege to serve.

## Minutes - Board of Trustees' Meeting

March 9, 2017

Page 2

### Library Reports (Item VI.)

Chair Saunders asked Dr. Heezen to give his report.

### Executive Director's Report (Item VI.A.)

Executive Director Dr. Heezen told Trustees, in addition to his written report, there were several other items he wanted to mention.

Dr. Heezen said he had spent the last several days interviewing five well-qualified individuals who staff are considering for the Human Resources Director position.

The District received 45 applications for the position. Human Resources Director Jerilyn Gregory and Human Resources Counsel Scott Abbott worked with Heezen to select 14 for initial interviews. Ms. Gregory and Mr. Abbott handled that task and narrowed the field to seven finalists (two subsequently dropped out). The interviews for the finalists consisted of a meeting with Heezen, Abbott, and the Executive Council (without Ms. Gregory) and a meeting with members of the Human Resources team. Abbott and Heezen then handled the second interviews. Finally, Heezen is using the feedback provided by each staff member who participated in the interviews. Since that just finished today, Heezen is in the process of making a final decision which he will announce to Trustees soon. The person selected will then work with Gregory to get up to speed on several issues such the upcoming negotiations with Teamsters 14.

Dr. Heezen then shared what he described as a wonderful example of staff's ability to react to emergencies. On March 4 at the Sahara West Library, a male patron collapsed in the lobby and appeared to stop breathing. Scheduling and Production Services staff member Tony Wilson was there and immediately alerted Security and 911. Security Officer Peggy Staples alerted the Person in Charge (PIC), Adult Services Librarian Jamie Kragrud. Kragrud and Wilson rolled the patron on his back to perform CPR while Adult Services Librarians Josh Ruppert and Brad Golod arrived with the defibrillator to assist. Ruppert operated the defibrillator and that, along with the CPR, allowed the patron to start breathing again. Golod met the paramedics who arrived within several minutes. The patron's sister called the branch the next day to express her gratitude for the quick action of staff who administered aid to her brother. She reported that her brother suffered a heart attack but survived and is in stable condition. She said he was alive thanks to our staff who performed CPR and used the defibrillator.

Then, Dr. Heezen announced that the Mesquite Library Groundbreaking has been set for Wednesday, May 24 and he invited everyone to plan to attend. Heezen thanked Trustee Ence for all of his hard work towards this goal.

### Library Operations, Security Reports and Monthly Statistics (Item VI.A.1.a.)

Chair Saunders said he was interested in the Wi-Fi to Go program mentioned in the Library Operations Report and wanted some more information. Library Operations Director Jennifer Schember explained that March 1<sup>st</sup> marked the start of a new District service, a mobile hotspot lending program, which will pilot for six months at the Clark County Library Computer Center. Patrons will be able to check out

hotspots for a loan period of 21 days. Users must be 18 years of age or older, and be a District resident with a full service library card in good standing.

IT Director Al Prendergast and Schember worked closely with Regional Library Operations Manager Carlotta Dickerson and Clark County Library Branch Manager Marie Nicholl-Lynam, who both led this project. Schember thanked Prendergast, Dickerson and Nicholl-Lynam, in addition to the following staff, for their assistance:

Sufa Anderson (Access Services Manager)

Rebecca Colbert (Head of Collection and Bibliographic Services)

Karen Bramwell (Public Relations Manager)

Robbie DeBuff (Clark County Library Assistant Branch Manager)

Chris Carnell (Clark County Library Computer Center Department Head)

Paula Loop (Clark County Library Adult Services Assistant)

Claire Davies (Former Clark County Library Assistant Branch Manager)

Chair Saunders said he thought this was a very innovative program and he appreciated the work the District is doing to bridge the digital divide between the people who have this access at home and those who depend on the library for this critical service.

Chair Saunders said that the departure of Spring Valley Library Manager Nikki Winslow after 14 years, not to mention that of Human Resources Director Jerilyn Gregory, will be a loss to the District, but he knows that District staff epitomize library core values, so he has faith in staff to continue their excellent work.

Chair Saunders then recognized Trustee Ortiz and his work with the City Marshals during a recent incident at the West Las Vegas Library. Saunders was so thankful that it did not escalate. Trustee Ortiz said that Trustees, the Director and members of the Executive Committee always want to protect the District's patrons and staff. He acknowledged that the District is so large that it is hard to be prepared for every scenario, but that he always wants to ensure that the District is a place of safety and fun for patrons and staff.

**Branding and  
Marketing Report  
and Electronic  
Resources Statistics  
(Item VI.A.2.a.)**

No questions.

**Community  
Engagement Report  
and Monthly  
Statistics  
(Item VI.A.2.b.)**

Trustee Moulton said that she has worked for at least seven years with a group, *Each One Read One*, which has partnered with Library District staff for a number of years. Currently, the District staff liaison is Youth Services Manager Shana Harrington, previously it was Harrington's predecessor, Mary Nelson Brown. The program encourages members of a community to read a particular book and brings in the book's author for special programming. This year, the author came to the Sunrise Library and read books to a group of second grade students from Stanford Elementary. Moulton said it was so exciting to see the staff working together with the Clark County School District and she

**Minutes - Board of Trustees' Meeting**

**March 9, 2017**

**Page 4**

appreciates the collaboration. She also thanked Harrington and the Sunrise Library staff for their hard work on making the program so successful.

**Development and Planning Report  
(Item VI.A.2.c.)**

No questions.

**Information Technology Report  
(Item VI.A.2.d.)**

No questions.

**Financial Services Report  
(Item VI.A.3.a.)**

No questions.

**General Services Report  
(Item VI.A.3.b.)**

Trustee Ortiz complimented General Services Director Steve Rice and the entire Facilities Department for their attention to preventive maintenance throughout the District. He noted that some agencies do not pay attention to this area; they let their facilities run down and then want to build new facilities. He felt spending small amounts now paid off in the future, with the District saving money in the long run.

**Human Resources Report  
(Item VI.A.3.c.)**

No questions.

Trustee Ence moved to accept Reports VII.A.1-3. There was no opposition and the reports were accepted.

**Unfinished Business  
(Item VII.)**

None.

**Discussion and possible Board action regarding authorization to appoint the auditor, Piercy Bowler Taylor & Kern, for auditing services for the fiscal year ending June 30, 2017.  
(Item VIII.A.)**

Deputy Director/CFO Fred James explained that Nevada Revised Statutes (NRS 354.624) require the Board of Trustees to designate its auditor or firm no later than three months before the close of the fiscal year for which the audit is to be made. In March 2013, the Board approved Piercy Bowler Taylor & Kern as the District's auditors. The Request for Proposal called for an initial appointment for auditing services for the year ending June 30, 2013, with four one-year renewal options. This is the last of the four options to renew.

Staff wishes to appoint Piercy Bowler Taylor & Kern to audit the District's June 30, 2017 financial statements. Piercy Bowler Taylor & Kern's fees for the fiscal year ending June 30, 2017, are \$36,600 for audits and GFOA assistance and \$3,600 for any required Federal Financial Assistance Audit reports and procedures. The fees for the fiscal year ended June 30, 2016 were also \$36,600 for audits and GFOA assistance and \$3,600 for required Federal Financial Assistance Audit reports and procedures.

Trustee Moulton moved to authorize staff to appoint Piercy Bowler

Taylor & Kern for auditing services for the fiscal year ending June 30, 2017. There was no opposition and the motion carried.

**Discussion and possible Board action regarding authorization to create a legal entity titled, "Library District Development Corporation, LLC" (known as a Qualified Active Low-Income Community Business (QALICB) under the New Markets Tax Credits Program) to qualify for New Markets Tax Credits. (Item VIII.B.)**

Mr. James explained that he first heard about the New Markets Tax Credits program several years ago while the District was working with the city of Las Vegas to complete the land transfers which led to the acquisition of the land to build the East Las Vegas Library. In addition, Trustee Felipe Ortiz, who works for Councilman Coffin, has been enthusiastic about the program due to his experience with it at the city, and promoted it to District staff. Created in 2000, the New Markets Tax Credits (NMTC) program serves as a vehicle to attract investment capital into low-income neighborhoods that have been left behind by the traditional private marketplace. The Treasury Department administers the program through its Community Development Financial Institution Fund (CDFI Fund).

NMTC investments have financed more than 4,800 businesses, helped create or retain 197,000 jobs, and supported 164 million square feet of manufacturing, office, and retail space. The program is highly efficient, generating \$8 in private investment for every \$1 of cost to the government. It has spurred more than \$90 billion in funding to businesses in low-income communities, with \$31 billion in direct NMTC investments leveraging more than \$60 billion from public and private sources. Because of its success, the NMTC program was selected as a top 25 government program in the Harvard Kennedy School's Ash Center competition for the Innovations in American Government Award.

The program offers institutional and individual investors a 39 percent credit against their federal income tax, which is based on the amount invested and claimed over seven years. It requires investment in distressed areas, particularly those with high unemployment, high poverty rates, and low median incomes for residents. The credit can be used for commercial real estate development, working capital, and equipment financing.

In order for the Library District to participate in the NMTC program, the creation of a QALICB non-profit entity must be created, since government entities cannot participate directly in the program as a QALICB. By definition, a QALICB is defined as a for-profit or non-profit corporation or partnership. The creation of the QALICB will allow the Library District to receive from \$2M to \$4M dollars in NMTC toward the construction of the East Las Vegas Library based on the current estimated construction costs.

Mr. James added that the program has been used extensively on the East Coast, but is not so familiar on this part of the country. Dr. Heezen added that staff is modelling the District's actions on the city of Las Vegas as they have done several projects and are guiding and directing staff as they work through the process. James continued to say that the District's bank, Wells Fargo, has experience in the project as well. He diagrammed the process for the Board, explaining that it is very complicated, but it works out to the District's monetary benefit as well as providing tax credits to the investors. James explained that he

had also briefed Trustees about the process in detail in small groups in the weeks prior to this meeting. The East Las Vegas Library qualifies due to its location. There is potential for the Mesquite Library to qualify as well and staff will be pursuing that. The proposed QALICB entity, the Library District Development Corporation, LLC, must be created for all of this to occur. The cash the District will receive will be provided at the beginning of the construction and will be held on the books of both the QALICB (as a mortgage receivable) and the District (mortgage payable) for a period of seven years after the construction is completed. After the seven years is completed, the District will own the building.

Trustee Ortiz called the process convoluted, but at the same time, simple. He compared it to health insurance where the government lets you use your money for health and deduct it, but you give the money to the government first. It is a write-off to investors, who give their money to a non-profit, the QALICB, the District is trying to create, to help an underserved community where the population and income is very low. Ortiz believes the Mesquite area also qualifies.

Trustee Ortiz said that the government wants to ensure, at the end of the day, that the money goes to the non-profit, with the city of Las Vegas taking its cut because it is processing the paperwork for the federal government requirements. The District then receives its portion which can be used to supplement the construction costs. The QALICB, at the end of seven years, once it is paid off, deeds the building back to the public domain, the Library District. It looks convoluted, but it is designed to protect all the entities.

Trustee Ortiz continued to say that there are specific time frames to operate, create, and move forward with this process, as there are other entities asking for money. He is in full support as he knows the city of Las Vegas has funded six to seven projects with this process. He wants to ensure Trustees do have a comfort level with this admittedly complex program, but is in full support as he believes the program is workable and been thoroughly vetted by the city of Las Vegas and District staff.

Mr. James added that, for internal control, the District and the QALICB would enter into an agreement about the construction process and outline everyone's responsibilities, including that the General Services Director would retain his overall construction responsibilities and control.

Trustees Ence, Moulton, Wadley-Munier, Melendrez, Yturralde and Chair Saunders expressed their appreciation to Mr. James for his hard work to understand and explain the NMTC process to them. They feel much better with the briefing and many explanations provided to explain each facet of the program. They are in support, with Moulton stating that she felt it was time that Nevada saw more federal programs used to provide opportunities for Nevada's residents, which Wadley-Munier and Yturralde echoed. Trustees Ortiz and Wadley-Munier, who work for city of Las Vegas, had a high level of comfort with the program, having seen how it worked in the city. Trustee Yturralde, a former staff member, was also comfortable. Chair

Saunders was happy the District was open to exploring these types of opportunities.

Trustee Yturralde moved to authorize staff to create a non-profit entity called the "Library District Development Corporation, LLC" (known as a Qualified Active Low-Income Community Business (QALICB) under the New Markets Tax Credits Program) for the sole purpose of qualifying for New Markets Tax Credits to construct and renovate properties of the Las Vegas-Clark County Library District. There was no opposition and the motion carried.

**Discussion and possible Board action regarding authorization to amend the current Bill Draft Request No. BDR 33-804 to allow the Board of Trustees to enter into a lease or a lease-purchase agreement to construct or remodel a building or facilities according to the specifications adopted by the Trustees; to lend money or convey property to an entity to construct or remodel a building or facilities in compliance with NRS 338.013 to 338.090 for the sole purpose of the Library District under the New Markets Tax Credits Program (NMTC). (Item VIII.C.)**

Mr. James explained that, as discussed earlier, in order for the Library District to participate in the NMTC program, the creation of a Qualified Active Low-Income Community Business (QALICB) non-profit entity must be created, since government entities cannot participate directly in the program as a QALICB.

Staff and Counsel Welt also determined that the District does not have the authority to lend money or transfer property to a non-governmental entity (QALICB) or enter into a lease-purchase arrangement as may be required under the NMTC program.

To correct this problem, the attorney for the District recommends that Trustees approve amending the District's bill, BDR 33-804, that is currently pending before the Legislature in Carson City to address these issues.

Trustee Ortiz commented that Nevada libraries are a creature, like the state's cities and counties, of the state. There are only a few things that these entities are allowed to do under Home Rule. This item is asking the Nevada Legislature for permission to allow this to be done in Nevada statutes.

Trustee Ortiz moved to approve amendments to the District's current BDR 33-804 to allow the Board of Trustees to enter into a lease or a lease-purchase agreement to construct or remodel a building or facilities according to the specifications adopted by the Trustees; and to lend money or convey property to an entity to construct or remodel a building or facilities in compliance with NRS 338.013 to 338.090 for the sole purpose of the Library District under the New Markets Tax Credits Program.

Counsel Welt clarified that BDR 33-804, as originally written, would allow the District to transfer money to the already existing Library Foundation. Initially, it was written to allow the District to transfer the Widmeyer Trust bequest of \$3 million to the Foundation. This amendment would allow the District to give money to the QALICB created in the previous item.

There was no opposition to the motion and the motion carried.

**Discussion and possible Board action regarding review and revision of the District's**

The existing Naming Libraries Policy and Guidelines for the Naming Committee were adopted by the Library District Board of Trustees in 1992.

***Naming Libraries  
Policy and  
Guidelines for the  
Naming Committee.  
(Item VIII.D.)***

Chair Saunders reported that, earlier this evening, the Naming Libraries Policy Committee, a committee of the whole, met to discuss this item and provide the Board with a recommendation. Committee Chair Moulton asked Development and Planning Director Danielle Milam to speak. Ms. Milam thanked Committee Chair Moulton and members of the Committee for their work over several meetings to review the current policies and make suggestions and recommendations for their improvement.

Ms. Milam explained that the proposed policy does retain the essential Board powers which gives the Board the final authority for accepting, refining or rejecting any naming opportunities that come before the Board. It keeps in place the Naming Opportunities Committee and provides specifics on the process to follow for consideration as well as including specifics on how much of a donation will be required for naming specific areas. Geographic or functional names will be maintained for buildings and particular areas within a building while allowing for naming opportunities. A fundraising campaign process was included as well as adding a method to use when rescinding a naming agreements was necessary. At the suggestion of Trustee Ortiz, a process for managing naming agreements were included.

During the meeting earlier today, several amendments were proposed to clarify how the Naming Committee will be constituted. Ms. Milam said that that the Committee voted unanimously to recommend the draft Library District Naming Opportunities policy, with these two amendments:

- In the sixth paragraph of page 1 under the topic heading, "Process."

A Naming Committee, exclusively made up of Trustees from the Library Board, will be appointed by the Chair of the Board of Trustees, and will consist of at least one officer of the Library Board and two additional Trustees, one of which sits on the Library District Foundation Board of Directors.

- Page 2, third paragraph, ninth line, capitalize "Foundation."

Trustee Moulton moved to approve the draft, incorporating the proposed amendments listed above, *Library District Naming Opportunities Policy* which will replace the *Naming Libraries Policy and Guidelines for the Naming Committee*. There was no opposition and the motion carried.

The approved *Library District Naming Opportunities Policy* is attached as Exhibit B.

Trustee Moulton wanted to extend special thanks to Ms. Milam, stating that she made it easier for the entire Board to understand the changes and implications. Trustees gave Ms. Milam a round of applause.

**Discussion and  
possible Board  
action authorizing  
the Executive**

Branding and Marketing Director Betsy Ward explained that the District's existing website was created in 2008, and while it has served the District well for a number of years, it has fallen behind best practice standards in the following ways: 1) it does not provide the



**Director to execute a contract with BiblioCommons, subject to final review by Counsel, for the purpose of acquiring a new Software As A Service (SaaS) system that will upgrade the Library District's essential online services. (Item VIII.E.)**

ease of use that patrons of all skill levels need and expect; 2) the events collector database is hard to find; and 3) the graphics and color palette are dated. The District's information Technology Plan included goals for redesigning the website, replacing the "home-grown" Events Collector, and expanding the District's social media presence. Redesigning the website was also part of the rebranding directive that was assigned to the Branding & Marketing Department. This solution will satisfy all of these identified goals.

For residents who are new to the District, the website is typically the first contact that they will have with the District brand, and these potential new patrons are judging us by this important first impression. Patrons' expectations have changed considerably over the past 10 years, and they expect a level of ease, engagement, and visual sophistication that is costly to achieve through a redesign or upgrade.

On the other hand, building a new website from scratch is a Herculean task, and library sites represent a unique brand of ecommerce that most web designers will have had no experience with. Design and testing of a typical site can take up to a year to complete. However, for library sites, where curated search results are the goal and thousands of transactions are processed daily, the complexity level jumps quickly along with the price, and in the end, there are also no guarantees that the new site will deliver seamless integration between our catalogue, databases, and events.

In search for a solution, staff decided on the following goals for the new site:

- Ease of use and the ability to discover new things that patrons never knew existed (especially events)
- Ability for staff to promote their interests and spotlight their expertise
- Ease of integration with social media and ways to promote engagement back and forth between social and the site

Staff began talking with the BiblioCommons in the summer of 2016, when the firm's CEO Beth Jefferson did a presentation to Website Search Team (CIO Al Prendergast, Branding and Marketing Director Betsy Ward, Electronic Resources Manager Jocelyn Bates, Public Relations Manager Karen Bramwell, Web Designer Gene Kilchenko, Collection and Bibliographic Services Manager Rebecca Colbert, Access Services Manager Sufa Anderson, Assistant IT Director Ron Melnar, and ILS Analyst Sloan Sakamoto. Here is what staff learned about the unique advantages that they offer:

1. Complete Integration --

- The BiblioCommons web platform works without silos like the rest of the web, offering a complete integrated experience across the catalogue, website, and events calendar.
- Working from the catalogue out, it offers patrons truly curated, seamless search results that introduce them to the unlimited possibilities that the library offers.

2. Low Risk, High Reward –

- BiblioCommons works exclusively with public libraries and has vast experience building fully integrated public library websites.
- Their systems and implementation processes are already tested and proven.
- Unlike working with a digital agency, there are no cost overruns with the BiblioCommons platform. The District's system will be migrating over to an existing platform that was designed exclusively for library needs.
- BiblioCommons is constantly improving its product and building new enhancements that are easily adaptable to rebranding and local content. Chicago Public changed their branding one year after they launched their new BiblioCommons platform.
- Staff conducted a random sampling among BiblioCommons' clients and Pima County, Chicago Public, and Edmonton Public, and each one was looking for a more flexible platform that would better engage patrons with the library's range of collections, services, and programs.
- According to Chicago Public, all of the BiblioCommons libraries generously share their training materials and best practices, and look to each other for ideas for content and workflow.
- The only downside mentioned was the resistance to change among staff and patrons, but this can be abated through training, as well as outreach through public relations and social media.

3. Investment --

- A library's website is its primary branding and communications tool. A great website serves as a library's cultural center and the engine that drives discovery of your catalogue, events, databases and services.
- The District invests \$10 million per year in our collection, but there is lost ROI if the public is not able to find the range of products and services that we offer.
- By signing on with BiblioCommons, the District would be investing an average of \$260,000 per year for three years -- or 2.5% of the annual catalogue budget -- to more effectively promote our products in a highly engaging and interactive environment.
- This new website will be play an important communications role as the District launches two new library buildings and a rebranding of the District.

4. ADA --

- As ADA online interfaces continue to evolve rapidly, it can be challenging for library websites to stay up-to-the-minute on the latest technology.
- Toward the goal of staying current on ADA technology, BiblioCommons is collaborating with an accessibility company. The firm tests for ADA compliance at multiple levels of BiblioCommons' product

development while also continuously adding new enhancements to keep up with the rest of the web.

5. Easy Customization --

- BiblioCommons suite of services offers the flexibility to seamlessly and consistently integrate the District's rebranding across the library's website, catalogue, and events.

- Once the rebranding is completed, it will be easy to update the look and feel later after the new District website is launched.

- For example, Chicago Public Library first went live with BiblioCommons in 2014 and implemented a complete rebranding campaign a year later. It was easily incorporated into the library's website and incurred no additional charges.

If the contract is approved by the Board, the staff expects to complete the District's migration over to the BiblioCommons before the end of 2017.

BiblioCommons will replace and redesign the District's existing website and migrate the catalogue over to the company's engaging, easy to use format, which offers easier catalogue access, curated search results, and an easy-to-use/continually updated events calendar. BiblioCommons' various services are currently enjoyed by library systems across the country, including Chicago Public, King County Library System, Multnomah County, Princeton Public, Seattle Public, and Boston Public, which will be going live very soon.

BiblioCommons will guide staff through the migration of the catalogue and website content over to their system. The District's start-up cost for this system, which will include implementation, software subscription, training, support, and upgrades, is not to exceed \$309,832 for Year One, and then annual operating and maintenance costs of \$251,197 for Year Two, and \$263,857 for Year Three.

These annual costs represent a 5% increase in years two and three, with a savings of approximately \$5,000 per year as a benefit for signing a multi-year contract. The 5% increase is broken down as follows:

- There is a 4% annual increase that covers BiblioCommons' continual investments and upgrades in their system, adding new features and expanding the user experience. The way to view this increase is to consider what it would cost the District to create and test new features to a new website year over year.

- BiblioCommons bases their costs on the population of a library's service area, so there is a 1% annual increase to account for anticipated population growth. This is calculated by averaging the population growth of the District's service area over the previous five years.

Ms. Ward introduced Erika Reynolds from BiblioCommons, to present further information about the product which amplified the above points and provided further information about the company and the product.

She also demonstrated the difference using the current District's website, compared to the BiblioCommons product.

Staff recommends adoption of the contract.

Trustee Crear asked about the ADA requirements for websites, noting that public libraries are very concerned about this area. Ms. Reynolds acknowledged that library websites must compete with commercial websites that do not have these requirements. She said that BiblioCommons has incorporated a concern for ADA issues into every aspect of testing, QA, and implementation process. She acknowledged this is a moving target, but that the company is committed to assist its clients in serving this population.

Trustee Francis Drake wondered if the patrons who have accounts on the current website will have to set up new accounts once BiblioCommons is implemented. Ms. Reynolds said that the information about patrons will be transferred over but that each person signing on to the website will be asked to register a new user name. This allows the District to familiarize patrons that everything the new system has to offer.

Trustee Yturralde said she was looking forward to these positive changes, especially the options for mobile phones, as this is an essential piece of equipment now for so many people. She also appreciates the integration of all the related library opportunities and the focus the company makes to accommodate ADA requirements.

Trustee Ortiz had several questions. He wanted to know if there would be a transition period for those people who do not like change. Ms. Ward answered that her department is planning a roll-out campaign across several platforms to make the process fun and exciting for patrons. This will include various options to educate patrons about the new system.

Trustee Ortiz' next question referred to the event management part of the system and wanted to know if collectible tickets could be considered as part of the new system. Community Engagement Director Matt McNally explained that the ticketing for outside events was currently run by the people renting the spaces, not by the District. The programs currently offered by the District are free and so tickets are generally not created. Ortiz suggested some thought be given to this at a later time.

Trustee Ortiz asked about patrons who want to use the new system to access books not in the District's collection and whether that would be possible. Information Technology Director Al Prendergast explained that books not currently in the District's collection would still be able to be accessed through the Interlibrary Loan program. Dr. Heezen added that patrons will also be able to access the collections of the North Las Vegas Library and Boulder City Library through BiblioCommons since the District has contracts with them.

Trustee Ence stated that he liked the fact that the BiblioCommons program was easily customizable and able to reflect changes without a complete redesign. Ms. Ward added that, since she needs to work on a

rebranding plan next, that the change would not have to wait, noting that one of the other BiblioCommons clients had completed a rebranding after they moved to the new site.

Trustee Moulton thought the whole idea was exciting and was happy to see that staff understand that there needed to be a transition and rollout process incorporated into the planning. In addition, she always appreciates the statistics about use and visitor counts and hopes to see that continued by staff after the change and would hope that increases. She also suggested that a new phrase should be, "what happens at the library, does not stay at the library."

Trustee Yturralde asked how this would affect access to the Business Decision program. Ms. Ward said that every area currently on the website would be evaluated by staff familiar with the area to ensure items that are helpful to patrons are retained.

Trustee Ortiz suggested that, perhaps in six months, staff could discuss how far posting the Board's agendas, minutes and other documents on the new site would go, in the interests of increased transparency for government entities. He knows staff is already working on this area.

Chair Saunders said the BiblioCommons program is very thorough and presents solutions to the many pain points experienced by users of the District's cumbersome website. He looks forward to seeing this rolled out.

Trustee Moulton moved to authorize the Executive Director to execute a contract, subject to final review by Counsel, for the purpose of acquiring a new SaaS website system including software subscription, training, support, and upgrades. The cost is not to exceed \$309,832 for Year One, and then annual operating and maintenance costs estimated at \$251,197 for Year Two, and \$263,857 for Year Three.

**Discussion and possible Board action regarding contract award for facilities master planning services to establish the facilities needs of the District based on supporting the service initiatives identified in the District's Vision 2020 Strategic Plan. (Item VIII.F.)**

General Services Director Steve Rice explained that The Facilities Master Plan will consist of three distinct areas of focus: Library Master Plan, Demographics Analysis, and Financial Modeling.

The Library Master Plan will consist of a continuation of the Vision 2020 work. It will include developing an implementation plan for the new library service model through workshops, surveys, and working directly with Library Operations and other District staff. The project team will also coordinate and integrate work from the rebranding effort that is anticipated to be completed in the Spring of 2017. The final portion of this scope will include developing conceptual programming, site and floor plans, sketches, and other necessary graphics of each library to create an efficient environment based on the new service model.

The Demographics Analysis includes demographics studies, interviews, and analysis to properly document the current demographic conditions within the District's jurisdiction, as well as develop 5- and 10-year demographic projections. Demographic information will be synthesized, narrated, diagrammed, and collated into the final Facilities Master Plan.

The Financial Modeling will be collaboration between the District's financial team and Applied Analysis. District staff will provide historical

and projected financial performances based on the "status quo" market conditions. Scope includes evaluating financial projections and will be supplemented, as necessary, based on the demographic growth expectations, capital requirements, and other modeling requirements. Applied Analysis will work jointly with District staff to strategize financial opportunities for the District and its growth. Final documentation will be generated for incorporation into the final Facilities Master Plan.

A Request for Qualifications (RFQ) for Facilities Master Planning Consultant was advertised in the Review-Journal and the community based minority newspapers. Additionally, the RFQ notice was faxed to all minority Chambers of Commerce and to firms registered on the Nevada Government eMarketplace (NGEM). In accordance with NRS 332.115, professional services are exempt from competitive bidding. Additionally, in accordance with NRS 625.530, the selection of a registered architect must be made on the basis of the competence and qualifications of the architect and not on the basis of competitive fees.

A total of four submittals were received. A review committee comprised of members of the Executive Council performed the evaluation process. The review committee conducted a thorough evaluation of the information provided by each consultant based on the following criteria: qualifications, experience, project team, project approach, and overall quality and completeness of submittal. The review committee also interviewed each consultant.

The review committee selected the project team of Simpson Coulter|Studio (prime consultant), Margaret Sullivan Studio, and Applied Analysis. The selected project team demonstrated the most comprehensive and advantageous combination of qualifications and experience desired to fulfill the requirements of the project.

Mr. Rice introduced Mr. Sean Coulter, a principal of Simpson Coulter|Studio, and Brian Gordon, a principal of Applied Analysis, and said all three are available to answer any questions.

Trustee Ortiz strongly emphasized that consideration of this item is the most important decision he could make as a Trustee. He said we live in a community with consistent and constant change. In order to understand what changes are coming, Trustees and staff need accurate information to build the budget and plan for buildings and repairs and investments. He believes all three entities making up the recommended project team are the "best of the best" and applauds staff's recommendation which allows the Trustees and staff to plan carefully for the District's future.

Trustee Ence noted, not as a joke, that Trustees would have to approve the item in order to be able to talk about the information. He believed that all of the information that is will be gathered will be incredibly valuable to the District.

Mr. Rice commented that staff has spent the last several months refining the scope and determining fees for the project. He added that the plan is also flexible, so if staff needs to expand the plan or look at

something else, this can be done and staff will bring the expanded plan back to Trustees for their approval.

Trustee Moulton noted that Mr. Rice did not include the other firms or their proposed prices on the item, as he has done for past items requiring approval. Rice explained that this was a qualification based selection and the proposals from the four project teams did not include prices. Staff, once the choice had been made, would then sit down with the selected project team to refine the scope and then agree on a price. Usually, in a qualification-based project, the review team narrows down the choice based upon a scoring method. In this case, the Executive Council (EC) was the review team. When the EC reviewed the four proposals, they agreed that each project team deserved to move forward.

Mr. Rice said that each project team was invited to make a presentation and participate in a question and answer session with the EC and that was what the real decision came down to. The final decision was made based upon the fact that two members of the selected project team had worked on the Vision 2020 Plan and therefore did not have to spend time familiarizing themselves with it. They were also the only team that had a strong financial analysis as part of their proposal.

Trustee Moulton asked if the individual members of the project teams made their presentation as one team and Mr. Rice replied that they did. She also asked if any of the other teams who participated were local. Rice went through each of the project teams:

Michael Crowe, architect, who is local, was part of a team that included MSR Architects and SR Kent. Mr. Crowe spent many years at JMA Architecture Studios, the firm that designed both the Centennial Hills Library and Windmill Library and Service Center.

Aaron Cohen Associates worked with a team that included local company LGA Architects and CivicTechnologies. All have worked with, or are currently working with the District, on various projects.

PGA Architects, a local firm, worked with 720 Design, a library designer specialist.

Mr. Rice said that, while all of the prime members of the project teams were architectural design firms, what the members of the review team were concerned about were their master planning skills, which Rice believed is very different from designing buildings.

Trustee Wadley-Munier said she always thought that city of Las Vegas staff was great, but she has now concluded that library staff are far superior. She believed that, in this one meeting, Trustees have the opportunity to approve several items that are mind-blowing in the scope and progress to move the District forward. She said she was honored to be a part of the District and thanked everyone who participated in the project.

Chair Saunders asked Mr. Rice to clarify that the amount the Board is being asked to approve goes to the entire project team, not simply to

Simpson Coulter|Studio. Mr. Rice said that the \$695,000 amount was for the entire project team.

Trustee Ence moved to authorize staff to award a contract to Simpson Coulter|Studio not to exceed \$695,000, plus authorized reimbursable expenses, for facilities master planning services to establish the facilities needs of the District based on supporting the service initiatives identified in the District's Vision 2020 Strategic Plan.

**Announcements**  
**(Item IX.)**

The next Finance and Audit Committee Meeting will be held on Thursday, April 6, 2017 at 4:30 p.m., in the West Las Vegas Library, 951 West Lake Mead Blvd., Las Vegas, Nevada 89106.

The next Board Meeting will be held Thursday, April 6, 2017, at 6:00 p.m. in the West Las Vegas Library, 951 West Lake Mead Blvd., Las Vegas, Nevada 89106.

Due to the early April meeting date, there will be no monthly reports presented. Monthly reports will resume at the May 18, 2017 meeting.

Trustee Crear, acknowledging that this her last meeting as a Trustee, said it had been of the greatest honors she has received to be a member of the District's Board of Trustees. She understands that Trustees are here to represent the public and to ensure the library provides the services needed to serve that public. One of her greatest pleasures has been to work with the staff. She thanked staff for their hard work and help over the past eight years. She is still part of the District as a member of the Foundation Board and looked to continuing to see everyone.

Trustee Ence said the Board would miss Trustee Crear as well as those in attendance applauded.

Chair Saunders agreed with Trustee Crear's comments saying they echoed his experience. He thanked staff for furthering the mission of the District to provide the finest information services to the community. He was very grateful that the Clark County Commission appointed him to serve as a Trustee and promised to keep an eye on the District. He also received a round of applause.

Dr. Heezen, on behalf of the staff, thanked Trustee Crear and Chair Saunders for their years of service to the District.

Dr. Heezen thanked staff who worked on the Board meeting this evening, Technical and Production Services members Brian Zawistowski and Noah Goddard, as well as Marci Chiarandini, the Scheduling and Production Services staff member at the Whitney Library.

Dr. Heezen asked to highlight one more item from his report, the contract with the Metropolitan Police Department (Metro) as he wanted to ensure the Trustees were aware of the change. After District staff participated in an RFQ process, Metro informed the District that the contract to provide library services to inmates is being transferred to the Clark County Law Library. In order to get the new contract set up, the District's service will be extended for up to three months after the



current contract expires on June 30, 2017. Staff will update Trustees as more information becomes available.

Dr. Heezen then thanked Trustee Ortiz and Councilman Ricki Barlow for their response to the incident at West Las Vegas.

**Public Comment**  
**(Item X.)**

None.

**Executive Session**  
**(Item XI.)**

Removed from Agenda.

**Adjournment**  
**(Item XII.)**

Chair Saunders adjourned the meeting at 7:48 p.m.

Respectfully submitted,

Ydoleena Yturralde, Secretary

# 2017 ATTENDANCE

Appendix A

## March 9, 2017 Regular Board Meeting

2017		January 12 Regular Board Mtg	February 9 Regular Board Mtg	March 9 Naming Policy Cmte	March 9 Regular Board Mtg								
Bilbray-Axelrod	Shannon	P	A-E	A-E	A-E								
Crear	Keiba	P	P	P	P								
Drake	Marilyn	P	P	P	P								
Ence	Randy	P	P	P	P								
Melendrez	Jose	P	P	P	P								
Moulton	Sheila	P	P	P	P								
Ortiz	Felipe	P	P	P	P								
Saunders	Michael	P	P	P	P								
Wadley-Munier	Robin	P	P	P	P								
Yturralde	Ydoleena	P	P	P	P								

attended Committee meeting but not a member

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

as of March 9, 2017



## Library District Naming Opportunities Policy

The following policy outlines the Las Vegas-Clark County Library District's criteria and procedures for naming opportunities associated with library facilities, parts of facilities and/or properties, and endowments.

It replaces the "Naming Libraries Policy" adopted by the District Board of Trustees on February 11, 1992, and the "Guidelines for the Naming Committee" adopted by the District Board of Trustees on April 14, 1992.

### POLICY PURPOSE

The purpose of the policy is to clarify the criteria and processes for naming facilities, parts of facilities and/or properties, and endowments to provide clear, fair, and transparent procedures for the public and donors.

### AUTHORITY FOR NAMING OPPORTUNITIES

The Board of Trustees of the Las Vegas-Clark County Library District shall have sole responsibility for naming or renaming library facilities; parts of facilities and/or properties; and endowments for new capital projects, renovation projects, programs, equipment, collections, and/or other library services.

### PROCESS FOR BOARD CONSIDERATION OF NAMING OPPORTUNITIES

Naming Opportunity requests may be initiated by an individual, family, charitable organization, foundation, and/or corporation who submits a Letter of Interest for a naming opportunity to the Library District's Executive Director, who will forward the request to the Development and Planning and General Services departments for review and proposal detail development. No proposals will be accepted from political or religious organizations.

A Naming Committee, exclusively made up of Trustees from the Library Board, will be appointed by the Chair of the Board of Trustees and will consist of at least one officer of the Library Board and two additional Trustees, one of which sits on the Library District Foundation Board of Directors. The Naming Committee will consider all proposals regarding the naming of library facilities; parts of facilities and/or properties; and endowments for new capital projects, renovation projects, programs, equipment, collections, and/or other library services.

All Naming proposals will be submitted to the Naming Committee in writing, and each shall contain justification compliant with the criteria, terms, and purposes set forth in this policy.

Based on criteria and procedures outlined in this policy, the Naming Committee will make a detailed recommendation to the Library Board for approval, refinement, or rejection of each Naming Committee proposal. Unless further deliberation is needed, the Library Board will vote on the recommendation. If additional deliberation is needed, the vote will be postponed until the next regular Library Board meeting. The Naming Committee will clarify its recommendation before that board meeting and present the recommendation to the Library Board for approval.

A standard legal agreement between the donor and the Library Board containing terms and conditions (including the conditions under which the naming recognition may be rescinded) must be reviewed and signed by both parties. The naming agreement will outline the amount of the gift, period of naming recognition, payment terms, and any other terms pertinent to the naming opportunity.

No publicity on the recommendation for naming shall be given until it is approved by the Library Board.

The Las Vegas-Clark County Library District Foundation may hold fundraising campaigns in conjunction with Library Board-approved construction and renovation projects. In this case, the Library Foundation will work with the Development and Planning and General Services departments to identify fundraising campaign naming opportunities and appropriate donation levels for each naming opportunity. The Naming Committee shall review proposals for Library Foundation fundraising campaigns and shall present the naming opportunity plan to the Library Board for approval. Upon Library Board approval of the fundraising plan, the Library Foundation will be authorized to actively seek donors and offer the naming opportunities identified in the Board-approved plan. Once the Library Board has approved a naming opportunity and the Library Foundation has secured funding, the donation will be transferred to the Library District. The project will be managed and administered through the standard Board and Library District processes.

#### NAMING LIBRARY FACILITIES

Generally, library facilities; parts of facilities and/or properties; and endowments for new capital projects, renovation projects, programs, equipment, collections, and/or other library services shall be named with a preference for geographic or functional designation.

Naming opportunities are available for individual, family, charitable organization, foundation, and corporate donors who make a significant contribution to the project, as follows:

1. When prospective donors are willing to enter into an agreement to contribute at least 51% of the actual or projected costs of the specific project of interest, including costs for land, project design, construction, necessary equipment and/or collections, as determined by library executive staff and project design consultants using metrics such as fair market value property appraisals; construction or renovation costs per square foot; furniture, fixture and equipment quotes; collection cost estimates; signage cost estimates; ongoing maintenance costs; and/or project design and/or construction cost estimates.
2. Geographic and functional names will be included in the naming agreement unless otherwise agreed upon by the Library Board.
3. Donor recognition signage will be consistent with Library District signage standards.

4. The term of the agreement shall take into consideration the estimated life of the building or project area.

#### CONDITIONS FOR RESCINDING A NAMING AGREEMENT

All naming agreements with the Library Board shall include a clause giving the Library Board the power to rescind a naming agreement with any donor - individual, family, charitable organization, or corporation -- whose policies, principles, goals, or values are in conflict with those of the Library District, including but not limited to cases where the donor's character does not reflect positively on the Library District; and/or the donor has engaged in illegal or unethical conduct.

#### MANAGEMENT OF NAMING OPPORTUNITIES

The Library District's Planning and Development department will be responsible for maintaining records and overseeing compliance with the terms of all Naming Agreements entered into with the Library District.