

MINUTES OF MEETING  
**Friends of the Library**  
North Las Vegas Library District  
Tuesday, August 19, 2014  
5:00 p.m.

In Attendance:

Jerry Dockens, Chairperson  
Jan Kuhns, Vice Chairperson  
Cathy Lynch, Treasurer  
Natalie Tyrrell, Member-at-Large  
Forrest Lewis, Director, NLV Library District  
Anita Wood, City Councilor, Mayor Pro Tempore

Absent: Alanna Carabott, Recording Secretary

Audience in attendance: R. Cherchio, Betty Hamilton, Reuben D'Silva, Kim Fletcher.  
Attendee list attached as Appendix A.

**1. Call to Order**

The Chairperson called the meeting to order at 5:00 p.m. The Vice Chairperson to be arriving shortly. The Secretary was absent, but with a quorum still present, the meeting proceeded. The Chairperson welcomed all present and noted that the meeting will be recorded for later preparation of the minutes. The agenda was accepted as circulated.

**2. Financial Report**

The Treasurer reported that donations were received and deposited from Pejman Bady in the amount \$1,000.00, a transfer into checking from PayPal in the amount of \$180.57 (memberships, less PayPal fees), from \_\_\_\_\_ in the amount of \$1,468.45, with the balance of the checking account currently at \$17,633.84. The total account is presently at approximately \$22,000.

**3. Director's Report**

a) Summer Reading Club

The Director reported that a grant in the amount of \$3,000 was applied for and received from the State Library and Archives. Re-designed to encourage more interest, including added incentive and grand prizes (donated from the Friends of the Library funds), the program has been extremely successful with 5,528 enrolled participants. Of those students, 1,416 successfully completed the program. In 2013, participants totaled 2,911 with 849 completing. The increase of participants from 2013 tops 90% with an increase in 2014 students completing the program at 67%. He thanked the Friends of the Library for their contribution to the immense success.

b) NLV Rotary Club

The Director reported that he met with Mark Damron, President of the NLV Rotary Club. The NLV Rotary Club will sponsor the upcoming (approximately October 12-18, 2014) national *Teen Reading Week* program with the NLVLD. The NLV Rotary Club will be sponsoring \$1000 for prizes and supplies, which will include books being purchased at cost. This will be our first participation in this national program. With a question from the Chairperson, it was noted that \$1,000 was considered sufficient for this year. Financial adjustments for future years will be assessed following a review of the 2014 event.

c) Book Sales

The Director reported that the book sales are going very well. After the relocation of the main Branch, a significant amount of shelving will be moved to the Aliante and Alexander branches in order to accommodate more books for future book sales.

**4. Previous Business**

a) Library Chairs

The Chairperson noted that the cleaning and re-upholstering of some of the Aliante library's fabric chairs had been completed with pleasing results.

**5. New Business**

a) Walkways -- Pressure-Washing

The Chairperson noted that the cleaning of the Alexander entrance was going to be more involved due to the amount of chewing gum to be removed. The concrete is treated there and it is not known if such is a help or hindrance to gum removal. The vendor selected has quoted \$175.00 for each of the two libraries.

*Vice Chairperson Kuhns entered the meeting at 5:15 p.m.*

Moved by N. Tyrrell and seconded by J. Kuhns:

THAT the Board of the Friends of the Library of the North Las Vegas Library District approve the amount of \$350.00 (\$175.00 each) for the pressure-washing of walkways at both the Aliante and Alexander branches.

CARRIED

## 6. Approval of Minutes

Moved by N. Tyrrell and seconded by J. Dockens:

THAT the Board of the Friends of the Library of the North Las Vegas Library District approve the minutes of June 17, 2014 as circulated.

CARRIED

## 5. New Business - *Continued*

### b) Book Donation Signage

The Chairperson spoke to his request that instructions for donation drop-offs should be added to parking lot drop-boxes to encourage people to take donations inside. He had recently seen a large box of books spilled over at the Alexander drop-box and possibly ruined by rain. The box had likely been donated during a time the library was closed and people had since gone through it and had skewed them about.

Discussion ensued on the draft wording prepared by staff. The Friends' logo will be added and the signs are to be 18 x 24 and laminated. The cost should be approximately \$50 for 2 signs of 18" x 24" including lamination. The Director cautioned that people do tend to leave books outside regardless of posted signage.

Moved by J. Dockens and seconded by C. Lynch:

THAT the Board of the Friends of the Library of the North Las Vegas Library District approve the expenditure of \$50.00 for the production of donation signs to be posted on drop-boxes and reading:

*Donations:*

*Books and CDs in good condition will be gladly accepted during business hours. Please leave donations with the library staff at the circulation desk.*

CARRIED

### c) Paper Cutter – New Blade

The Chairperson noted that the blade on the paper cutter for the children's book area at the Aliante Library is dull and does not cut straight. A replacement blade could not be located and a new paper cutter proposed for ~\$80...

Moved by J. Kuhns and seconded by J. Dockens:

THAT the Board of the Friends of the Library of the North Las Vegas Library District approve the expenditure of up to \$90.00 for the purchase of a blade for one paper cutter at the Aliante branch.

CARRIED

d) Memberships, Book Bags - Marketing

As background, the Vice Chairperson noted that 200 book bags were previously approved with a budget of \$635.00. A vendor change was required due to growing dissatisfaction, and a new vendor (also used by Goodwill) was recommended and selected. Of the previous budget we were able to order 150 quality bags (including tax and shipping).

Judge Tyrrell spoke to a proposal including bag distribution, incentives and changes to membership levels and fees (Appendix B attached). She thanked Gloria and Richard Cherchio for working together with her on the Membership Committee on this proposal. Detailed discussion ensued.

Judge Tyrrell noted that the Membership Committee would amend the proposal as per the considerations discussed and return it to the next meeting for action.

Moved by J. Dockens and seconded by N. Tyrrell:

THAT the Board of the Friends of the Library of the North Las Vegas Library District approve up to \$500 for the purchase of three trophy-quality multi-name plate plaques for display purposes regarding membership donations and 250 professionally printed membership cards.

CARRIED

Discussion ensued on advocacy statements and uniform communication of purpose of the membership in the Friends of the Library and other components of library use and operations.

e) Library Mascot

The Director spoke to this item noting an idea that the Board may like for future promotion of the NLVLD. Mayor Lee had conveyed the idea of a mascot noting that Dr. David Gordon, Mayor of Burbank, CA had spoken about the great success their library district has found with the implementation of a mascot. After a district-wide initiative was held to choose and name a mascot, Mayor Gordon said *Dewey the Dragon* was created. A bespoke costume was made and Dewey makes regular appearances for library and civic events, while his fun and colorful image appears on library materials, correspondence, and web-related functions.

The Director provided that a bespoke mascot costume costs approximately \$1,500. He also noted that the city's public information officer will assist us should we decide to embark on this idea. Discussion ensued and members agreed this was an idea worth more research. The Mayor Pro Tem suggested that the (metro) Chamber of Commerce may be receptive to sponsoring such a promotion, possibly together with a chamber leadership group as a "project," for a city-wide campaign on behalf of the libraries. The Rotary Club may also be interested in being involved.

## 7. Committee Reports

### a) Advocacy Committee

Kim Fletcher reported that she, together with Ruby Cervantes, Liz Meyer, and Garret Dacay, had met. She reviewed the meeting notes as included with the agenda package. She highlighted the possibility of an event, such as a potluck, at Nellis AFB as they have lost their library in budget cuts. The committee also discussed the possibility of including breast cancer awareness and women's health, perhaps in tandem with events involving book sales in the form of ribbons or signage. Photos of any events to be posted on the Friends Facebook page. The committee continues to discuss ideas and will bring forward any items for the Board's action.

### b) Membership Committee

Judge Tyrrell requested that a Membership Committee be formed to, initially, begin contacting all past Friends members to let them know we've revitalized the group. The Director noted that membership renewal letters regarding same had recently been sent to all past members based on the address list they have.

### c) Grant Applications

The Director noted that two grants were being applied for with the help of Phyllis Hargrove. One grant is for the STEAM programming (science, technology, math, and arts) and the other for the LSTA master plan and CSN's outreach coordinator, Guy Amado, is writing this grant for us. The Southern Nevada Strong initiative and Kresge are additional grants we are looking at.

## 8. Future Meetings

The Chairperson requested member input on the frequency of Board meetings. Quarterly meetings were suggested. It was agreed that the next meeting be set for Tuesday, November 4, 2014 at 5:00 p.m. More meetings can be set, of course, as needed. For sundry items, it was agreed that Board members would community with the Director by unanimous decisions on Email as necessary.

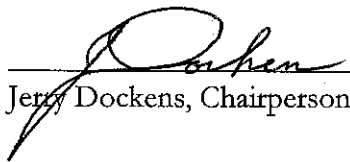
## 9. Public Forum

The Chairperson called for any questions or comments.

- The Spring Silent Auction and Reception (proposed for March, 2015) was discussed.
- Donation (acrylic lock-type cash) boxes for the circulation desks of the branches were discussed.
- It was noted that, regarding previous comments on breast cancer awareness or women's health campaigns, would require a small expenditure of funds.

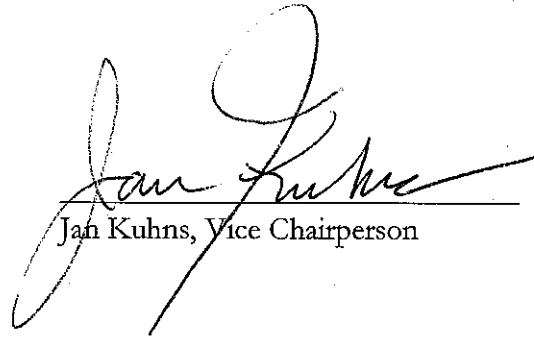
**10. Adjournment**

The Chairperson thanked everyone for attending and adjourned the meeting at 6:45 p.m.



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Jerry Dockens, Chairperson



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Jan Kuhns, Vice Chairperson

## Corporate

**GOLD:** \$2,000 per year

Benefits: Highlight the gold member continuously on the website (12 months) under the GOLD category and business name proudly displayed on engraved plaque in each library location

**SILVER:** \$1,000 per year

Benefits: Highlight the silver member on the website (12 months) under the SILVER category

**BRONZE:** \$500 per year

Benefits: Highlight the bronze member on the website (12 months) under the BRONZE category

\*All corporate members will receive thank you letters from the Mayor and Friends Board\*

## Individual

**LIFETIME:** \$200 one time lump sum

Benefits: Highlight the lifetime member permanently on the website under the LIFETIME category, receive Friends book bag, and membership card

**SUPPORTER:** \$100 per year

Benefits: Highlight on website under the SUPPORTER category, receive Friends book bag, and membership card

**FAMILY:** \$25 per year (size of family does not matter)

Benefits: Receive Friends book bag and membership card

**INDIVIDUAL:** \$15 per year

Benefits: Receive Friends book bag and membership card

**STUDENT/SENIOR:** \$10 per year

Benefits: Receive Friends book bag and membership card

All Friends members are eligible to purchase additional book bags at \$7 each.

\*individual members will receive thank you emails from the Library Director and Friends Board\*

BENY HAMILTON

Tom Fletcher

MPT ANITA WOOD

LAURA PERKINS

Jan Kahns

Forrest Lewis

Ruson D'silva

Cathy Lynch

Judge Natalie Tyrrell

Serry Dockers

~~Anita Wood~~