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APPROVED 6/22/2021
LIBRARY BOARD OF TRUSTEES MINUTES
May 6, 2021 Special Meeting

ATTENDEES

Library Board Members: Chairperson Bonnie Rogers; Vice Chairperson Heather Martin Maier; Trustees Jill Harper, Kate Garrahan, Elizabeth Tattersall

Library Staff: Library Director Amy Dodson; Library Supervisors Julia Brown and Laura Treinen; Administrative Services Manager Veronica Hallam, Clerk to the Board

County Staff: Deputy District Attorney Cynthea Gregory

THE MEETING CONVENED AT 9:05 A.M.

1. PUBLIC COMMENTS.

Chairperson Bonnie Rogers asked for public comment. There being no public comment, public comment was closed.

2. DISCUSSION ON APPROVAL OF PROPOSED AGENDA. [Action]

MOTION/VOTE:

Trustee Kate Garrahan made a motion to approve the agenda as presented. Trustee Elizabeth Tattersall made a second and the motion carried unanimously with a 5-0 vote.

3. DISCUSSION AND POSSIBLE ACTION ON THE LIBRARY'S LONG RANGE PLAN. DISCUSSION TOPICS MAY INCLUDE ESTABLISHING THE GOALS OF THE STRATEGIC PLAN PROCESS; REVIEW OF THE LIBRARY'S MISSION STATEMENT, VISION STATEMENT AND KEY PERFORMANCE INDICATORS; TIMELINES; OBJECTIVES; AND NEXT STEPS IN THE DEVELOPMENT OF THE LONG RANGE PLAN. [Action]

Chairperson Rogers went through the previous long range plan binders with the board before discussion was had about the next steps to take in developing a new long range plan. She noted

that she thought it would be a good idea to go through the previous long range plan to see what was done and what needs to be done for the long range plan process now. She stated that with the latest census it would be imperative that the board look at the demographics for the county and the population because it has likely gone up. Director Dodson noted that she exchanged emails with the state library consultants since the last meeting and they said that they will help guide us through the planning process by providing the board sample questions for the surveys, sample SWOT analyses, resources and they'll attend meetings when they can. She stated that the new state librarian has established very strict roles for the consultants, and they would not be able to do the complete strategic plan for us. Chairperson Rogers commented that each of the board members could go out into the community and conduct surveys but it is time consuming. Not only would the board ask questions and gather data, the results would also need to be analyzed. Trustee Tattersall noted that the board could use technology and put together a Survey Monkey survey and send it to every library card holder and find out how they are using things and what their opinions are. It might be harder to reach out to those who don't have a library card but the Survey Monkey with the higher functionality will do quite a bit of analysis for the board when it comes to the surveys and reaching out to the community. Director Dodson stated that the challenging part with that is getting through to the people who don't have a library card and noted that hiring a consultant is a good idea to conduct the surveys and that the board should consider that option. Chairperson Rogers commented that the Chamber of Commerce sent out an email that noted a local company called IPSM, LLC that will do strategic planning. They could come to one of the board meetings and tell the board what they do and how much they charge. Director Dodson stated that she has information from the professor from UNR and that he would be happy to help with the strategic planning if the board would consider hiring a consultant and he could come to the next board meeting and speak with the board about what he does and how he can help. Chairperson Rogers noted that the board needs to check with Technology Services and see if they can do the demographics and the maps. She also provided the board examples of vision statements from other libraries to help guide the board in writing their statement for this new long range plan. Director Dodson provided some samples as well and the board discussed. Director Dodson noted that the state library consultant could possibly attend the June 8th meeting. Trustee Martin Maier asked how the board would come up with the money to pay for a skilled consultant to do this high level job and Director Dodson answered that the library could apply for a grant, use the gift fund, or the library could ask to use some of the money from the library's carry over funds which would be the easiest because the funds are already available. Trustee Garrahan suggested looking at Lyon County's 2020-2024 strategic plan and see if the board likes what they have in their plan and Amy commented that she could reach out to those other libraries as well and find out how the process went for them and if they were happy with their consultant. At this meeting for the present timeline the board is to determine the objectives of the strategic planning process and the desired outcomes of strategic planning. Chairperson Rogers stated that the board's goal is to develop a five year strategic plan. Trustee Tattersall noted that the board could think about what aspects of the process the board would like to be hands on involved in if the board does hire a consultant and what the scope the board would want the consultant to do. Trustee Martin Maier noted that the board could consider subcommittees based on trustees expertise and/or areas of interest. It gives more flexibility and spreads the workload. Director Dodson stated that one of the main objectives for any library's strategic plan is to learn what the community wants and what they need from their library and try to put that in place through the goals the library sets. Trustee Harper noted that the board should get some surveying done and then make decisions based on that. She noted that

the organizational audit conducted by Moss Adams would be a good resource for the planning process. Chairperson Rogers noted that the desired outcomes, referring to the timeline, would be to have a 5 year plan in place and determine what resources the board needs and how to use them. Trustee Garrahan noted that with the vision statement she would prefer to have all the trustees work together to develop that statement rather than have a subcommittee. Referring again to the timeline, Chairperson Rogers stated that the key performance indicators have to come from the research and at the June 8th meeting the board could review staffing. Director Dodson noted that reviewing the values statements will be part of the work the board does as part of a vision statement and mission statement exercise. Chairperson Rogers stated that if the board gets help from a consultant that's going to take the summer and then from there it becomes the board's work to pull it all together and put into a plan. The board would like the State Library to attend the June 8th meeting to provide some guidance.

Chairperson Rogers asked for further discussion. There was no further discussion.

MOTION/VOTE:

Trustee Garrahan made a motion that Amy contact UNR and the local consultant and see when they can meet with the board to discuss and go over what they can provide as well as the cost. Trustee Harper made a second. There being no further discussion and no public comment the motion carried unanimously with a 5-0 vote.

MOTION/VOTE:

Chairperson Rogers made a motion that Amy contact other libraries regarding their experience with strategic planning. Trustee Garrahan made a second. There being no further discussion and no public comment the motion carried unanimously with a 5-0 vote.

The board discussed the sample vision statements that were included in the packet and devised some ideas, wording to use, and possible statements for the library. Chairperson Rogers commented that this plan has to concentrate on community. Director Dodson noted that when the strategic plan is finalized it will be published on the library's website. Deputy District Attorney Gregory stated that there was discussion about GIS and asked if the board should make a motion to contact IT about getting zoning and land use maps and Director Dodson noted that it may be early for that and that some of the census data is delayed because of the pandemic. Trustee Tattersall commented that population distribution may be more useful to the board than land use and zoning, although zoning could help the board predict into the future.

There was no further discussion.

4. CLOSING PUBLIC COMMENTS.

Chairperson Rogers asked for public comment. There being no public comment, public comment was closed.

THE MEETING ADJOURNED AT 10:03 A.M.