



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

VIRTUAL ZOOM MEETING

PURSUANT TO NRS 241.020, THE AGENDA FOR THE TRUSTEES MEETING HAS BEEN POSTED ELECTRONICALLY AT THE FOLLOWING LOCATIONS: www.washoecountylibrary.us; and <https://notice.nv.gov>. PURSUANT TO SECTION 3 OF THE DECLARATION OF EMERGENCY DIRECTIVE 0006, THE REQUIREMENT IN NRS THAT NOTICE AGENDAS BE PHYSICALLY POSTED WITHIN THE STATED OF NEVADA HAS BEEN SUSPENDED.

SUPPORT DOCUMENTATION FOR ITEMS ON THE AGENDA PROVIDED TO THE LIBRARY BOARD OF TRUSTEES IS AVAILABLE TO MEMBERS OF THE PUBLIC AND MAY BE OBTAINED BY CONTACTING TAMI GASTON AT 327-8343 OR tgaston@washoecounty.us. **NO MEMBERS WILL BE MEETING IN PERSON AND THERE WILL BE NO PHYSICAL LOCATION FOR THE PUBLIC TO ATTEND DUE TO CONCERNS FOR PUBLIC SAFETY RESULTING FROM THE COVID-19 EMERGENCY AND PURSUANT TO THE GOVERNOR OF NEVADA'S DECLARATION OF EMERGENCY DIRECTIVE 0006 SECTION 1 WHICH SUSPENDS THE REQUIREMENT IN NRS 241.023(1)(B) THAT THERE BE A PHYSICAL LOCATION DESIGNATED FOR MEETING OF PUBLIC BODIES WHERE MEMBER OF THE PUBLIC ARE PERMITTED TO ATTEND AND PARTICIPATE. THIS MEETING WILL BE HELD BY TELECONFERENCE ONLY.** IF YOU SHOULD REQUIRE SPECIAL ARRANGEMENTS FOR ANY TRUSTEE MEETING, PLEASE CONTACT OUR OFFICE AT 327-8341 24 HOURS PRIOR TO THE DATE OF THE MEETING.

MEMBERS OF THE PUBLIC MAY ATTEND THIS MEETING BY TELECONFERENCE BY LOGGING INTO THE ZOOM WEBINAR ACCESSIBLE THROUGH THE FOLLOWING LINK: <https://us02web.zoom.us/j/84224131597> Password: 889408

PUBLIC COMMENT. *As required by the Governor's Declaration of Emergency Directive 006 Section 2, members of the public may submit public comment via teleconference by logging into the Zoom webinar link above.* NOTE. This option will require video and audio capabilities. *Additionally, public comment can be submitted via email to tgaston@washoecounty.us.* Please try to provide email or voicemail comments by 4:00 p.m. on the day prior to the meeting.

THE LIBRARY BOARD CAN DELIBERATE OR TAKE ACTION ONLY IF A MATTER HAS BEEN LISTED ON AN AGENDA PROPERLY POSTED PRIOR TO THE MEETING. DURING THE PUBLIC COMMENT PERIOD, SPEAKERS MAY ADDRESS MATTERS LISTED OR NOT LISTED ON THE PUBLISHED AGENDA. THE OPEN MEETING LAW DOES NOT EXPRESSLY PROHIBIT RESPONSES TO PUBLIC COMMENTS BY THE BOARD. HOWEVER, RESPONSES FROM TRUSTEES TO UNLISTED PUBLIC COMMENT TOPICS COULD BECOME DELIBERATION ON A MATTER WITHOUT NOTICE TO THE PUBLIC. ON THE ADVICE OF LEGAL COUNSEL AND TO ENSURE THE PUBLIC HAS NOTICE OF ALL MATTERS THE TRUSTEES WILL CONSIDER, TRUSTEES MAY CHOOSE NOT TO RESPOND TO PUBLIC COMMENTS, EXCEPT TO CORRECT FACTUAL INACCURACIES, ASK FOR LIBRARY STAFF ACTION OR TO ASK THAT A MATTER BE LISTED ON A FUTURE AGENDA. THE BOARD MAY DO THIS EITHER DURING THE PUBLIC COMMENT ITEM OR DURING THE FOLLOWING ITEM: "BOARD COMMENT – LIMITED TO ANNOUNCEMENTS, STRATEGIC PLAN ACTIVITY UPDATES OR ISSUES PROPOSED FOR FUTURE AGENDAS AND/OR WORKSHOPS."

THE BOARD OF LIBRARY TRUSTEES CONDUCTS THE BUSINESS OF THE WASHOE COUNTY LIBRARY SYSTEM DURING ITS MEETINGS. THE PRESIDING OFFICER MAY ORDER THE REMOVAL OF ANY PERSON WHOSE STATEMENT OR OTHER CONDUCT DISRUPTS THE ORDERLY, EFFICIENT OR SAFE CONDUCT OF THE MEETING. WARNINGS AGAINST DISRUPTIVE COMMENTS OR BEHAVIOR MAY OR MAY NOT BE GIVEN PRIOR TO REMOVAL. THE VIEWPOINT OF A SPEAKER WILL NOT BE RESTRICTED, BUT REASONABLE RESTRICTIONS MAY BE IMPOSED UPON THE TIME, PLACE AND MANNER OF SPEECH.

IRRELEVANT AND UNDULY REPETITIOUS STATEMENTS AND PERSONAL ATTACKS WHICH ANTAGONIZE OR INCITE OTHERS ARE EXAMPLES OF SPEECH THAT MAY BE REASONABLY LIMITED.

THE LIBRARY BOARD OF TRUSTEES MAY TAKE AGENDA ITEMS OUT OF ORDER, CONSIDER TWO OR MORE ITEMS IN COMBINATION, REMOVE ONE OR MORE ITEMS FROM THE AGENDA OR DELAY DISCUSSION ON AN ITEM.

The Board of Trustees may take action only on the items below that are preceded by the words "For Possible Action." The Board will not take action on any other items.

- 1) Roll Call
- 2) Public Comment and Discussion Thereon – Three Minute Time Limit Per Person
No discussion or action may be taken upon any matter raised under this public comment section until the matter has been specifically included on an agenda.
- 3) Approval of Meeting Minutes
 - a. *For Possible Action:* Approval of Minutes from the Library Board Meeting of November 18, 2020
- 4) Old Business
None noted
- 5) New Business
 - a. *For Possible Action:* 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
 - b. *Informational:* Essay written to Nevada Humanities by Assistant Library Director Regarding 2020 Polling Sites Within the Library System
- 6) Reports
 - a. Library Director's Report to Include Administration, Collaborations, Programs and Activities
 - b. Marketing and Communications (Marcom) Team Update to Include Updates from July through November 2020
 - c. Tacchino Trust Update to Include Expenditures and Balance
 - d. Board Task Report to Include Board Tasks to be Followed Up
- 7) Staff Announcements - Three Minute Time Limit Per Person
No discussion or action may be taken upon any matter raised under this comment section until the matter has been specifically included on an agenda.
- 8) Public Comment and Discussion Thereon – Three Minute Time Limit Per Person
No discussion or action may be taken upon any matter raised under this public comment section until the matter has been specifically included on an agenda.
- 9) Board Comment – Limited to Announcements, Strategic Plan Activity Updates or Issues Proposed for Future Agendas and/or workshops
- 10) Adjournment

**VIRTUAL LIBRARY BOARD OF TRUSTEES MEETING MINUTES
WEDNESDAY, NOVEMBER 18, 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

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

Public Present: None noted

2) PUBLIC COMMENT

Assistant District Attorney Lindsay Liddell introduced her replacement to the Library Board of Trustees, Assistant District Attorney Keith Munro.

3) APPROVAL OF MEETING MINUTES

a. APPROVAL OF MINUTES FROM THE LIBRARY BOARD MEETING OF OCTOBER 21, 2020

On motion by Trustee Holland, seconded by Trustee Ghilieri, motion which duly carried, the Board approved the meeting minutes for October 21, 2020. All in favor, none opposed.

4) OLD BUSINESS

a. APPROVAL OF THANK YOU LETTER TO SENATOR CORTEZ-MASTO FOR NOMINATION FOR 2021 INSTITUTE OF MUSEUMS AND LIBRARY SERVICES MEDAL

Chair Marsh thanked Trustee Ghilieri for her work on creating the letter.

Upon questioning by Trustee Holland, the Board agreed to have Trustee Ghilieri include a bullet point about 58% of election voters using Washoe County Library Systems to cast their votes.

On motion by Trustee Holland, seconded by Trustee Ghilieri, motion which duly carried, the Board approved the addition of voter information to the letter and for Trustee Ghilieri to print, sign the letter on behalf of the Library Board of Trustees, and sent it to Senator Cortez-Masto's office.

5) NEW BUSINESS

None noted

6) **REPORTS**a. **LIBRARY DIRECTOR'S REPORT TO INCLUDE ADMINISTRATION, COLLABORATIONS, PROGRAMS AND ACTIVITIES**

Director Scott referred to the report provided in the packet.

During the review of the election portion, Director Scott noted that Assistant Library Director Joan Dalusung had written an essay for the Nevada Humanities Project regarding the voting within the libraries. He stated he would provide a copy at the next meeting for the Library Board.

b. **QUARTERLY YOUTH SERVICES AND LIBRARY EVENTS TO INCLUDE UPDATES FROM JULY, AUGUST AND SEPTEMBER 2020**

Youth Services and Library Events (YSLE) Manager Beate Weinert introduced herself and Librarian Judy Hansen for the PowerPoint presentation. Ms. Weinert noted that the Youth Services and Library Events Team has moved to reporting quarterly.

Ms. Weinert noted the following from the slide show:

- The link on the first slide is a Public Service Announcement (PSA) video that can be shared with community partners.
- YSLE Judy Hansen stated she has already been contacted for some Washoe County School District outreaches who plan on using this PSA.
- The slide show includes all the Libraries for an overview of the Library System
- The slides break down how to access the catalog, get a library card, where to find databases and resources on the website, etc.

Upon questioning by the Board, Ms. Weinert explained that the Library System's lead time for programming was between 9 months to 1½ years planned out which was where the Explorer booklet came into play. Once COVID hit, the Library System had to redetermine timelines along with figuring how to provide programming. Ms. Weinert clarified that the Library System returned to advance planning and is finalizing programming for December 2020 and January 2021. The deadline for the February/March 2021 programming is January 5, 2020.

During the monthly slide portion, YSLE Judy Hansen mentioned the addition of the Mindful Movement Storytime in September and Break with Baby and Early Learner features to programming in October 2020.

Ms. Weinert and Development Officer and PIO Andrea Tavener both commended staff in attaining the skills needed to move programming and marketing to a new level of service.

Ms. Weinert and Trustee Ghilieri noted that Trustee Ghilieri will have an online presence in December programming showcasing her talents. Ms. Weinert also offered to provide the slide show and PSA announcement to the Board Trustees that can be pushed out to any organization or groups.

c. TACCHINO TRUST UPDATE TO INCLUDE EXPENDITURES AND BALANCE

Director Scott noted there were no expenditures from the Tacchino Trust in October and that the collection purchases are ready for when the carpet and furniture upgrades are completed at Sparks and Northwest Reno Libraries.

d. QUARTERLY STATS REPORT TO INCLUDE STATISTICS FOR JULY, AUGUST AND SEPTEMBER 2020

Director Scott noted the revised statistical report remains similar in format to the normal quarterly report. He stated the revised report more accurately reflects library operations since COVID closures in March 2020.

Upon questioning by the Board, Director Scott stated he believes that staff feels good about the numbers reflecting the positive impact library services show. He stated the safety of staff and community is his utmost priority while providing services to the community as able.

e. QUARTERLY FINANCIAL REPORT TO INCLUDE GIFT FUND EXPENDITURES FOR JULY, AUGUST AND SEPTEMBER 2020

Director Scott noted there was little movement of funds in the Gift Fund report. He explained the Library System was being conservative with all sources of funding (Gift Funds, General Funds and Expansion Funds). He informed the Board that the State of Nevada has proposed a 12% cut and, although Washoe County has not indicated cuts to the County budget, he anticipates it will come when review of the budget begins.

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

Chair Marsh reviewed the completion of the letter to Senator Cortez-Masto effectively moving it to a completed item and thanked Trustee Ghilieri for her work on this.

Director Scott stated he hoped to deliver a new strategic plan by the end of 2021.

Secretary Tami Gaston stated she would include the addition of Assistant Library Director Joan Dalusung's essay to the Board Task Report for the December 2020 Board meeting.

7) STAFF ANNOUNCEMENTS

Development Officer and PIO Andrea Tavener thanked Director Scott for working with the County and allowing her to hire a Library Assistant III to assist her. Ms. Tavener informed the Board that Jamie Hemingway, a Library Assistant III at the Northwest Reno Library was selected to move into the Administration Library Assistant III position to support administration marketing.

Collection Manager Debi Stears informed the Board she was recently contacted by LibraryAware, the software from which the newsletters are pushed from to patrons, and they stated they were extremely impressed by the newsletters sent out and the response for the community during the pandemic. They requested permission to share them to inspire other libraries. She said it is quite a compliment for a vendor to take our work to share for inspiration to others.

8) **PUBLIC COMMENT**

None

9) **BOARD COMMENT**

Upon questioning by Trustee Holland, Director Scott stated the Library System has not been hit heavily by COVID infections and attributes that to the safety protocols in place. He noted there have been some exposures (not from library work) but no positive cases. He said the Library Staff are all part of a team and have adapted well to changes in the work environment to provide service. He stated that each employee has an obligation to do what it takes to do things the right way. Trustee Holland noted appreciation of the uplifting expression of teamwork throughout the library system as well as staff following the safety protocols put in place.

Chair Marsh stated she appreciated the protocols put into place and staff abiding by them.

10) **ADJOURNMENT**

Chair Marsh adjourned the meeting at 5:21 pm.

TO: Washoe County Library Board

FROM: Debi Stears, Collection Manager

RE: 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

DATE: December 16, 2020

Budget Standards

The Nevada Library and Archives requires Library Boards of Trustees to select one of three minimum funding standards annually.

The Library Board of Trustees shall select from one of three listed options as a means by which to validate and document the library's efforts to maintain a collection appropriate to community needs. The option selected by a jurisdiction may be revised each year.

- **Option I: Meet or exceed at 90%**
The five-year average of amounts spent on collections.
- **Option II: Meet or exceed at 30%**
Amount spent on collections divided by Total Services
- **Option III: Meet or exceed at 10%**
Adjusted total operating budget divided by collection budget

For Washoe County Library System the state standards for the 2020/2021 are:

- Option I Minimum = \$936,490.00
- Option II Minimum = \$717,563.44
- Option III Minimum = \$1,285,755.99

At the August 2015 Library Board of Trustees meeting, the Board set a goal that by FY2017/18 we would meet the 10% minimum established in Option III. We have not been able to reach that goal, but the table below demonstrates Director Scott's dedication to increasing the materials budget each year. Even with increases through our special property tax, we will be unable to meet the 10% match without a significant increase from Washoe County. Our recommendation is to select Option I.

Fiscal Year	Adjusted Total Budget	Materials Budget	Percentage
FY12-13	\$ 9,873,273.00	\$530,450.00	5.4%
FY13-14	\$ 9,797,314.00	\$636,000.00	6.5%
FY14-15	\$ 9,895,527.00	\$645,320.00	6.5%
FY15-16	\$10,937,279.00	\$860,320.00	7.9%

FY16-17	\$11,807,964.00	\$884,720.00	7.5%
FY17-18	\$12,460,440.23	\$934,720.00	7.5%
FY18-19	\$11,991,825.78	\$984,720.00	8.2%
FY19-20	\$12,857,559.90	\$1,017,970.00	7.9%
FY20-21	\$12,708,477.00	\$1,014,720.00	8.0%

Recommendation and Suggested Motion: Approve recommendation and select Option I as described in this staff report.

Nevada Voices : The First Time I Voted

submitted by Joan Dalusung

It is October, 2020 and I've been a librarian for 23 years now. Libraries nationwide frequently host Early Voting or are sites for Primary and General Elections. I've have had the pleasure of working with election workers many times, including meeting them at 5:30am on Election Day for voting machine setup and staying until the last votes are cast and the machines are picked up that same day. I've always been so proud and honored that our libraries prioritize hosting voting opportunities.

But this year, 2020, has been like no other. For seven months, we've all been on extended alert because of the coronavirus pandemic. Along with keys and a cell phone, many no longer leave home without a mask. This year's elections have been impacted, too. Large gatherings have been limited to varying degrees for months, and we are strongly encouraged to wash or sanitize our hands frequently, especially after touching communal equipment. As an alternative to in-person voting, registered Nevada voters received ballots at their homes which could be mailed in or returned to a ballot box.

For many, the importance of voting in person persists, and physical Early Voting locations have been provided throughout Washoe County. Seven Washoe County libraries have been hosting in-person Early Voting for a week and a half. As in previous years, dedicated poll workers staff the booths from 9am to 7pm, daily, for two weeks. They are cheerful, knowledgeable, and efficient, taking temperatures and ensuring safety through social distancing. They meticulously clean voting machines after each use. Their sincere smiles behind their masks reach their eyes as they wish each person a great day and thank them for voting.

But this year, in this year that is already so different, this year that is so contentious for so many reasons - this year's poll workers at all our libraries have taken it up a notch. I experience this phenomenon while working at my desk in the Downtown Reno Library one floor above where voting is taking place. Many times a day, I'll hear sounds of a celebration, sounds which puzzled me and many others on our library staff when we first heard them.

The revelries always start the same way. There will be a loud call of "First time voter here!" followed by prolonged clapping and cheering that resonates throughout the building. At first, my colleagues and I were a little confused because we could only make out the closing happy shouts. But word spread quickly, and we all talked about what a lift it was to hear those celebrations. As the days progressed and the intermittent festivities continued, it was no longer enough for me to just listen. Nowadays, when I hear that call of "First time voter here!" I find myself at my desk, clapping and smiling, too, participating in the recognition of this person that I can't actually see and probably don't know. In my years working with elections workers, I've never heard anything like it.

I imagine it will be a great memory for these first-time voters. Someday, they may have a conversation about their memory of their first time voting, and it might go something like this: "I voted for the first time in 2020. It was during the pandemic when so many places were shut down. They took my temperature before I could enter and we all had to stand six feet apart. We were encouraged to wear masks. And when I voted, they stood up and cheered for me!"

Bravo to the 2020 Washoe County election workers. This year is filled with so many uncertainties. We don't know when there will be a vaccine. We don't know how long we'll be wearing our masks. We

don't know when we'll not have to consider every detail if we visit loved ones. But today and through the election next week, we do know that first-time Washoe County voters will be honored out loud, and I, for one, am thankful for this. I look forward to the next time I'll get to clap at my desk and remember that there is still a lot of good in the world. I've already heard one this morning, and I'm sure the next is coming soon.

The essay was written for a series called Nevada Voices: The First Time I Voted. Here is the specific website:
<https://www.nevadahumanities.org/nevada-voices>

TO: Washoe County Library Board
FROM: Jeff Scott, Library Director
RE: Library Director's Update
DATE: December 16, 2020

Library Director's Report for December 2020

Libraries closed until January 4

As a result of Governor Sisolak's pause and rapidly rising cases in the community, Washoe County Libraries will be closed until January 4th. Our Library Leadership Team is meeting weekly to discuss options going forward in January.

Washoe County Library Staff assists with the Health District

Washoe County Library staff have volunteered to assist with the Health District contact tracing and other needs. They will be utilizing Microsoft Teams using a process library staff developed with Washoe County IT for virtual reference. This will allow more staff to assist to help bring the numbers under control and to do so safely. This was also mentioned at the December 8th Washoe County Board of County Commissioners meeting. I want to commend the 40 library staff members who have been willing to help during this crisis.

Automated Materials Handlers installation

AMHs should be delivered and installed sometime in January. We are getting installation quotes from county facilities. This will great assist our efforts for public service delivery. Machines will be installed at:

- Downtown Reno Library
- Incline Village Library
- Northwest Reno Library
- North Valleys Library
- Sierra View Library
- Spanish Springs Library

Sparks and Northwest Library renovations

We are getting further quotes for furniture removal during the re-carpeting and other needs. We have a furniture plan and a carpet layout.

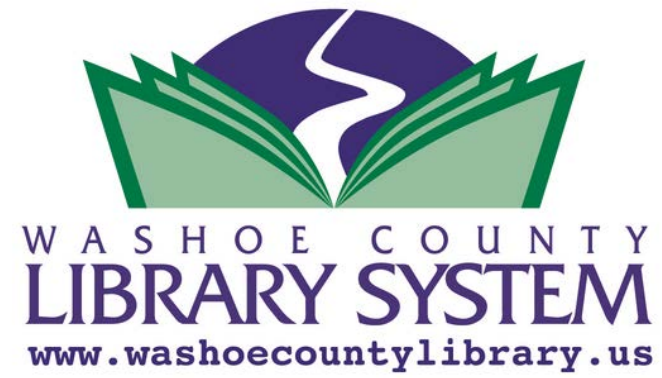
State Library Report for 2021 Legislative Session

We were asked to provide some highlights for 2020 and how Washoe County Libraries have handled the COVID crisis. I am copying the brief synopsis we sent:

Washoe County Libraries bring the online library to students

Washoe County Libraries had a previous program where parents could get their child a library card upon enrollment using Infinite Campus. This allowed them to connect with the 64,000 students who attend Washoe County School District. Washoe County Libraries is a key member with the United Way of Northern Nevada and the Sierras that developed the Northern Nevada Reading Coalition one of over 40 agencies serving early literacy needs in the region. PBS Reno has expanded our message through their PBS Kids platform across Northern Nevada. We have provided meals at our libraries in food insecure locations through the Food Bank of Northern Nevada serving over 2800 children. We have distributed and developed a school readiness program with the Children's Cabinet providing "I'm Ready for K" workbooks at our multiple story times every week.

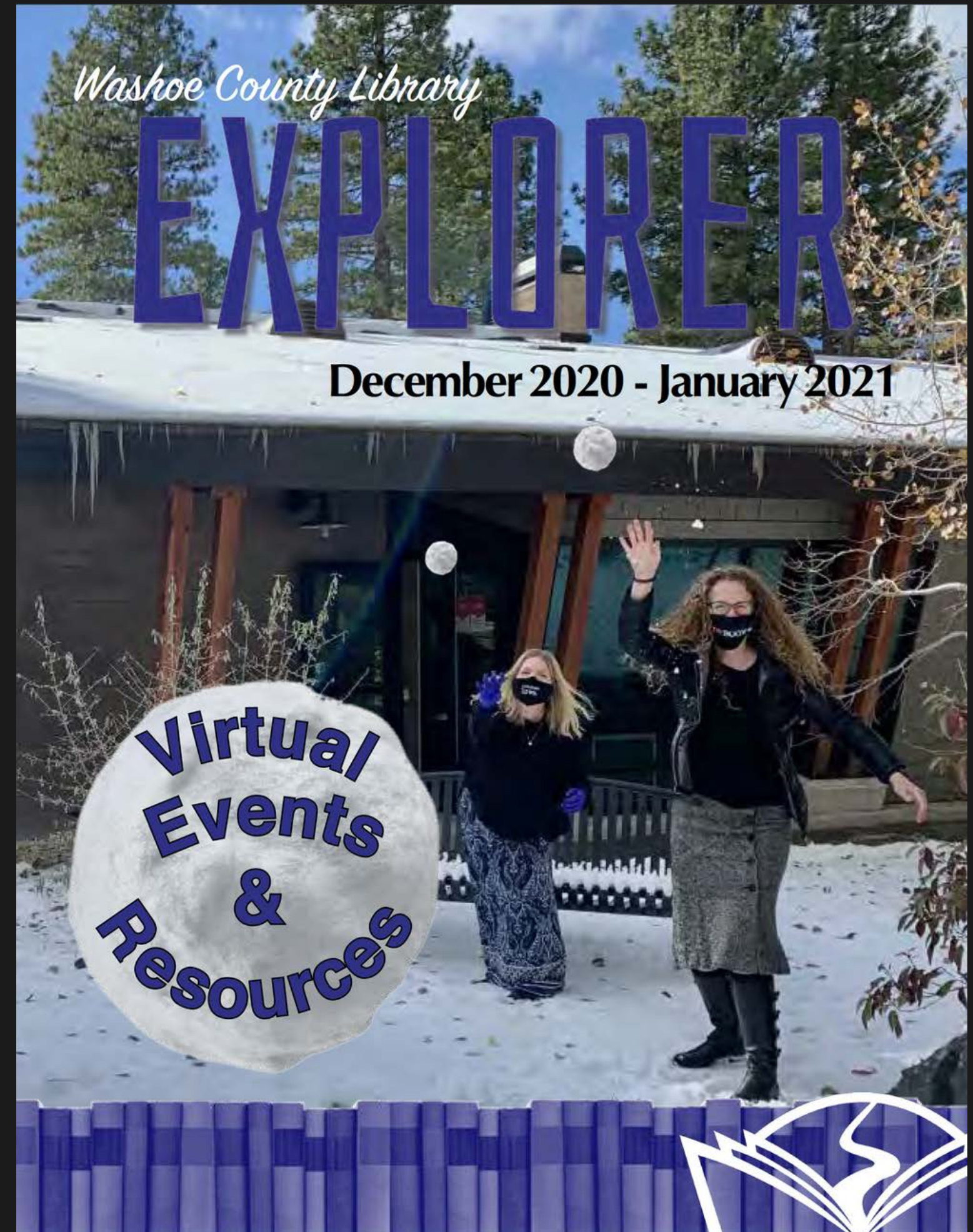
When the pandemic hit, they were able to connect to these students with a digital newsletter, enhanced databases, and e-books and keep them learning virtually. Washoe County Libraries also established a Digital Card where any Washoe County resident could get instant access since the libraries were closed. Furthermore, they provided virtual story times twice a day along with a virtual summer reading program with online events (with over 40,000 in attendance). They expanded digital holdings which resulted in a 90% increase in student usage of e-books. This was on top of creating safe Grab and Go services for physical check-out starting in June and printing 3D masks for distribution in the community. Washoe County Libraries also hosted eight of the 15 Early Voting sites with over 58% (55,000 voters) voting at those libraries.

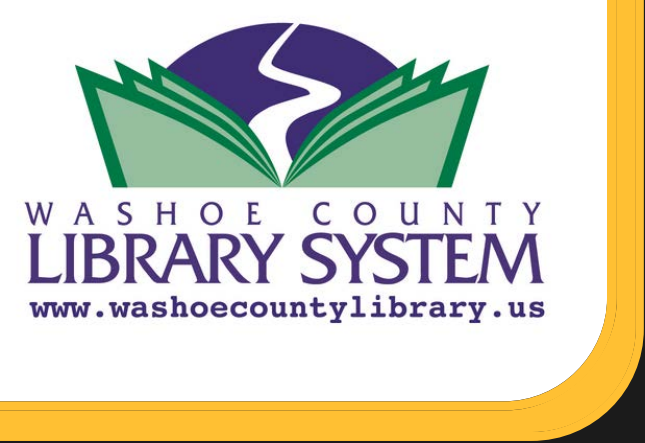


01

MARKETING AND COMMUNICATIONS TEAM (MARCOM) REPORT

Presentation for WCLS Board of Trustees
December 16, 2020





MarCom's Mission

02

The overall intent of the MarCom service team:

To provide clear, concise, professional marketing and cohesive branding for the library system; and improve library recognition, create trust, build financial value, and inspire both internal and external customers.

03

MarCom has gone VIRTUAL

Digital Newsletters

Delivery of our usual newsletters and reading lists has been suspended during the library system's temporary closure. We are currently publishing a weekly Digital Edition newsletter.





MarCom has gone VIRTUAL

Virtual Programming

04

Working in conjunction with John Andrews, the Internet Services Librarian, members of the MarCom team (Jennifer Cole, Tim Prentiss, and Jamie Hemingway) are responsible for post-production on all our current virtual programming projects. From editing videos to scheduling social media posts and handling social media communication, we're behind-the-scenes making it all look effortless.

Current Projects

05



VIRTUAL STORY TIME VIDEO PRODUCTION
Virtual Story Time, First Chapter Friday, Early Reader Feature, Break With Baby, Mindful Movement Story Time, Jammies and Jingles

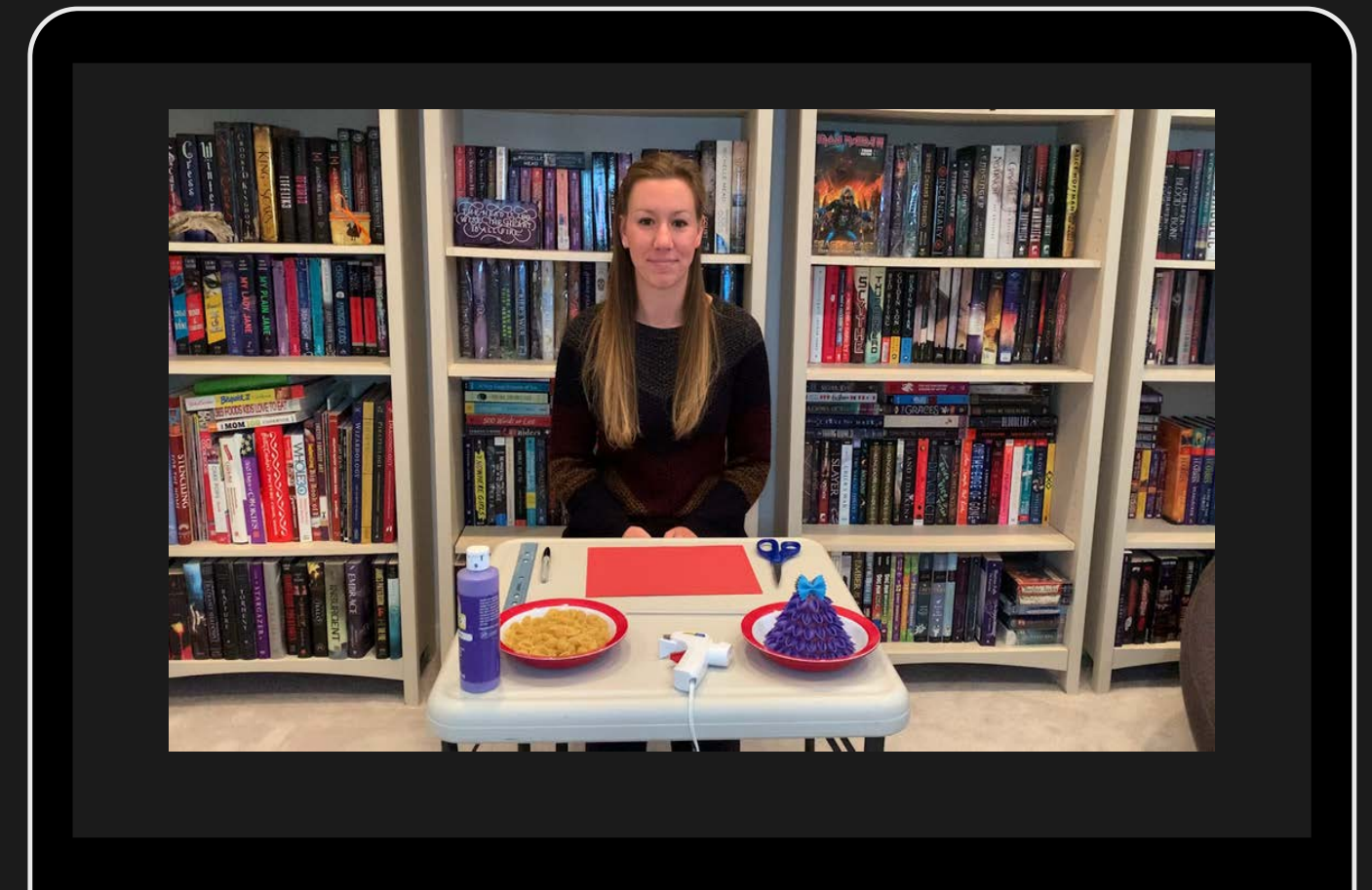


Current Projects

06

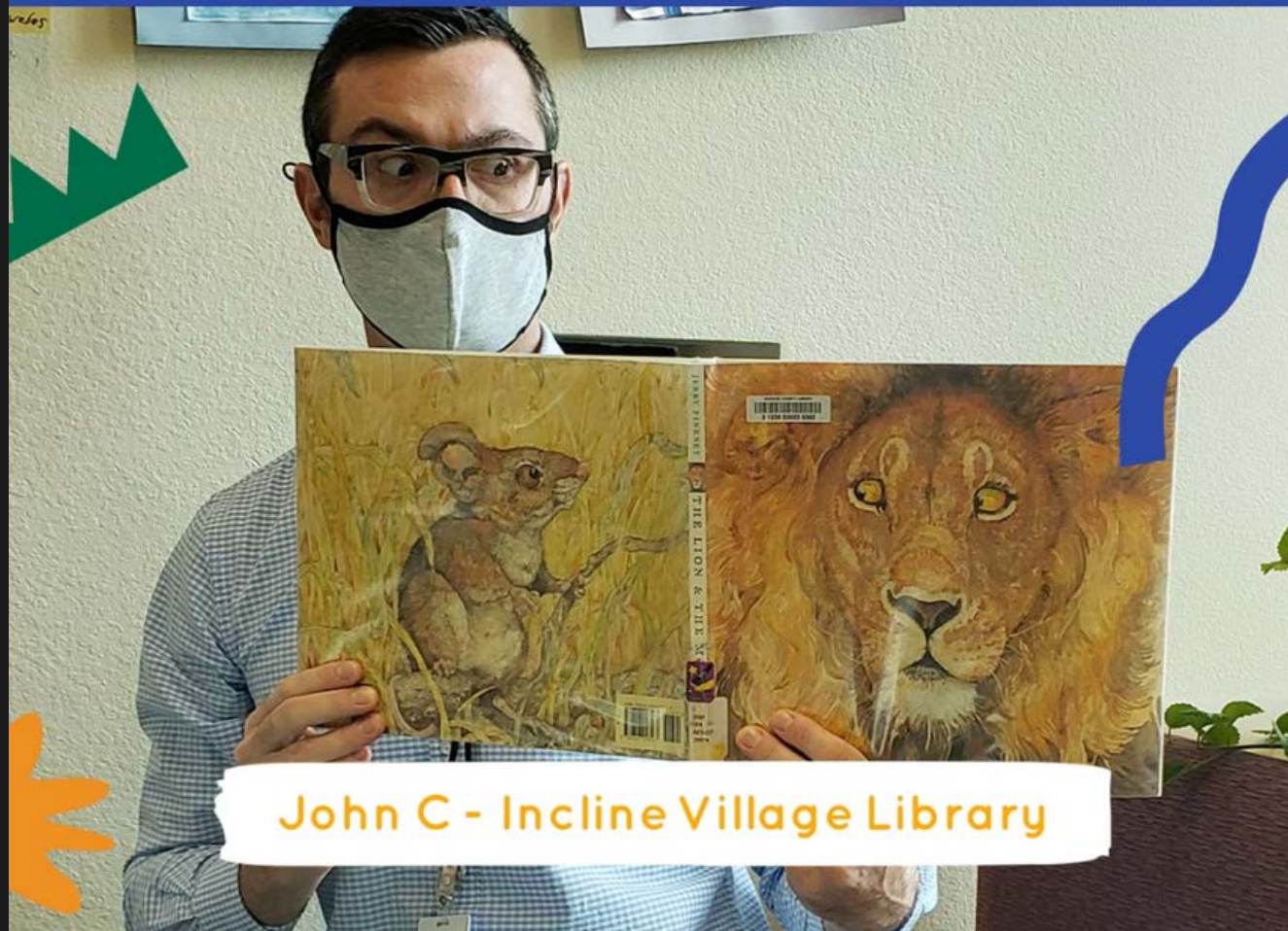
VIRTUAL VIDEO PRODUCTION

Favorite Family Cookies, Holiday
Craftapalooza, Rewrapping Paper Project,
Movie Minute



PICTURE BOOK STAFF PICKS

THE LION & THE MOUSE
BY JERRY PINKNEY



Current Projects

SOCIAL MEDIA PROMOTIONS

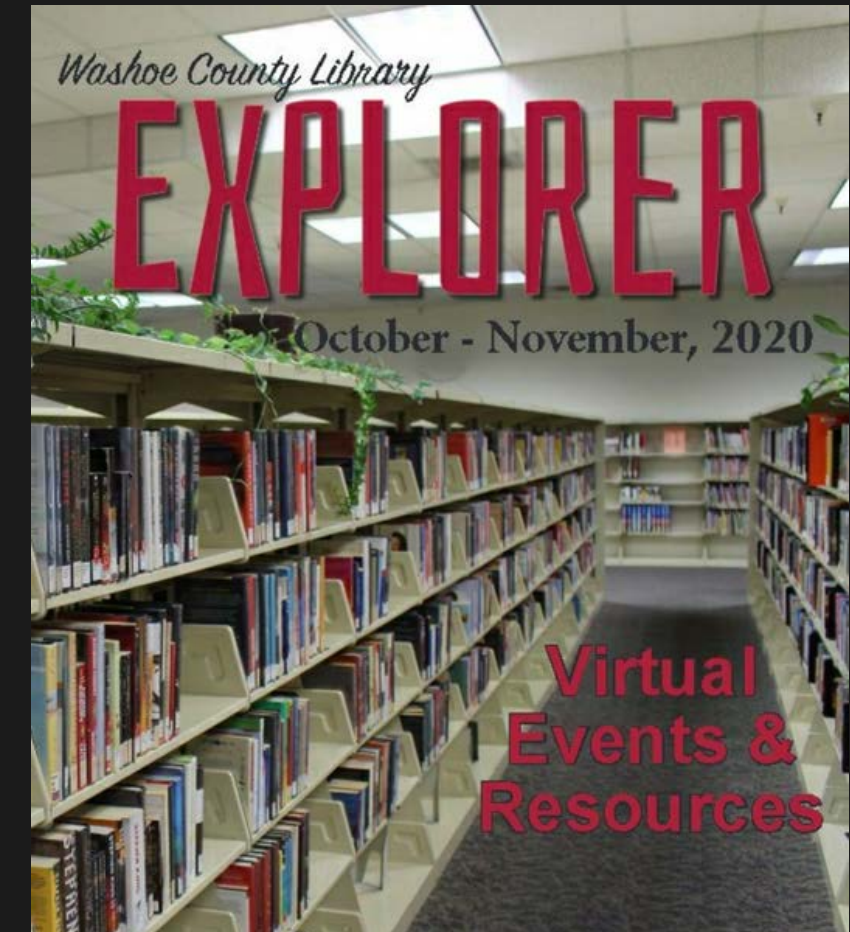
Steam, # WhatToRead, # BookTitleEmoji,
ThrowbackThursday, # BackToWorkNevada,
PictureBooks

Digital Events Promotion

08

The Explorer

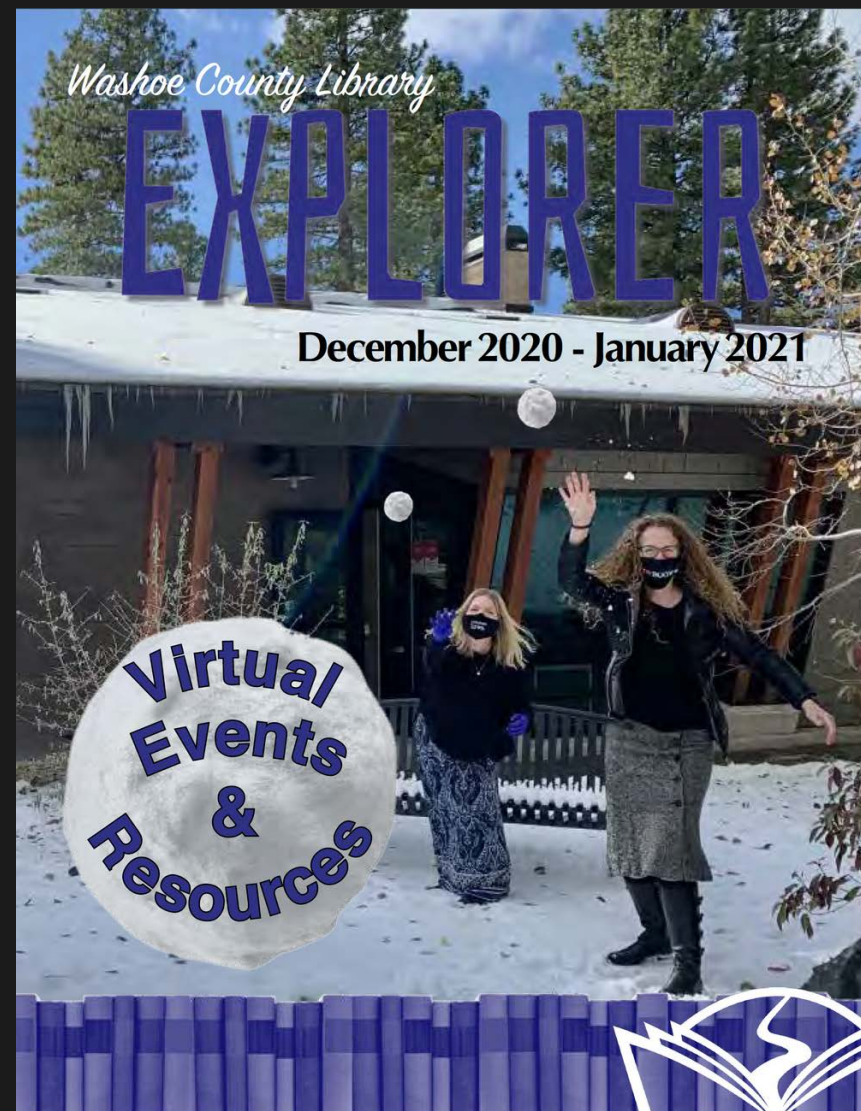
The Explorer team has modified the project so that it is now 100% digital, with a bi-monthly circulation schedule. Each issue includes direct links to our incredible online resources.



Digital Events Promotion

The Explorer

08



We've increased our productivity levels by expanding our Explorer Team from four members to six:

Jamie Hemingway
Jennifer Cole
Jena Molina
Rachel Winters

and new members
Russell Dorn
Theresa Trainer

MarCom Updates

20

Virtual Meetings

The MarCom team met virtually on November 18, 2020. The team plans to continue to meet on a regular basis.

Incoming Marketing Requests Process

New processes for managing incoming marketing requests are in the works. Online submission forms for social media promotion ideas, collateral creation, and video production ideas are being developed.

MarCom Updates

20

New Marketing Library Assistant III
Jamie Hemingway was hired to fill the Marketing Library Assistant III position. She will step in to Assist Public Information and Development Officer, Andrea Tavener with current MarCom projects. She brings over 15 years of library marketing experience to the position.

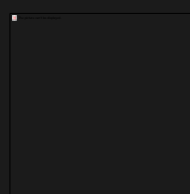
Senator Cortez Masto's IMLS funding

In March, Senator Cortez Masto supported the CARES Act, which included \$50 million for the Institute of Museum and Library Services (IMLS). These funds have gone to support Nevada's libraries so they can continue to serve their communities.

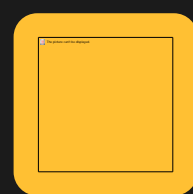
<https://www.cortezmasto.senate.gov/news/press-releases/cortez-masto-supports-legislation-to-aid-nevadas-libraries-during-the-coronavirus-pandemic>

Stay up to date with MarCom happenings

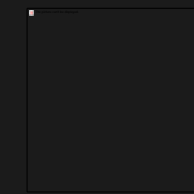
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TO: Washoe County Library Board
FROM: Jeff Scott, Library Director
RE: Tacchino Trust Expenditure Update
DATE: December 16, 2020

Background: The Library Board of Trustees receives regular monthly updates regarding the status of expenditures from the Tacchino Trust bequeathment to the Washoe County Library System.

There were no expenditures for the months of November 2020.

To date, Tacchino Trust funds has expended a total of \$471,768.72 with \$99,999.18 of those funds spent on Children's Materials.

The total Tacchino Trust funds available the beginning of December 2020 is \$440,481.28.

Recommendation and Suggested Motion: This agenda item is informational and does not require any action.

LIBRARY BOARD OF TRUSTEE TASK RECORD/FOLLOW-UP

ITEM 6d

FY2019/20

DATE ASSIGNED	TRUSTEE	TASK / AGENDA ITEM REQUESTED	ANTICIPATED COMPLETION	DATE COMPLETED
11/18/2020	Marsh/DirectorScott	Director Scott to include essay written by Assistant Library Director to Nevada Humanities regarding Libraries as a polling place this election.	December 2020	
10/21/2020	Parkhill	Follow up to fine free policy changes for review	January 2021	
9/18/19	Chair Holland	Regular updates on Library progress towards 2024 Tax Initiative – From June 2020: need to start messaging by November 2021, after getting a sustainable plan from CDC on how to keep services safe	To be determined once new Strategic Plan is created	
9/18/19	Vice Chair Marsh	Created Adhoc committee consisting of herself and Trustee Parkhill to determine metric in which Library Director should be evaluation upon to present for recommendation. From June 2020: plan to address at physical meeting after reopening in Phase IV of State Reopening Plan	October November 2019 Feb 2020 by June 2020 – CLOSED COVID – TBD for next physical Board meeting	