



**LIBRARY BOARD OF TRUSTEES MEETING AGENDA  
WEDNESDAY, OCTOBER 19, 2022  
4:00 P.M.  
Sparks Library  
1125 12th St, Sparks, NV 89431**

**Library Trustees**

Amy Ghilieri, Chair  
Frank Perez, Vice-Chair  
Ann Medaille  
Lea Moser  
Vacant

Members of the public may attend this meeting in person or can attend by teleconference by logging into the Zoom webinar accessible through the following link: <https://us02web.zoom.us/j/84224131597>. If prompted, use the following passcode: 889408.

**Forum Restrictions and Orderly Conduct of Business.** The Library Board of Trustees conducts the business of the Washoe County Library system and its citizens during its meetings. The orderly, efficient conduct of the meeting is integral and necessary to allow the Board to conduct business. The Chair 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.

**Public Comment.** Public Comment is limited to three (3) minutes per person. During the “Public Comment” items, anyone may speak pertaining to any matter either on or off the agenda. Anyone wishing to provide live public comment may do so in person, or by teleconference by logging onto the Zoom webinar by accessing the above link.

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 are examples of speech that may be reasonably limited.

**Response to Public Comment.** The 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 periods, 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 the Board members 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 Board will consider, Board members may choose not to respond to public comments, except to correct factual inaccuracies, ask for 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.”

**Support Documentation.** Support documentation for items on the agenda is available to members of the public at the Downtown Reno Library Administration Office, 301 South Center Street, Reno, Nevada, and may be obtained by contacting L J Burton at (775) 327-8343 or by email at [ljburton@washoecounty.us](mailto:ljburton@washoecounty.us).

**Special Accommodations.** We are pleased to make reasonable accommodations for members of the public who are disabled and wish to attend meetings. Should you require special arrangements for any Trustee meeting, please contact our office at (775) 327-8341, at least 24 hours prior to the date of the meeting.

**Possible Changes to Agenda and Timing.** 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.

Pursuant to NRS 241.020, the agenda for the Trustees’ meeting has been posted at the following locations: Washoe County Courthouse, Washoe County Administration building, Downtown Reno Library, Incline Village Library, North Valleys Library, Northwest Reno Library, Sierra View Library, South Valleys Library, Spanish Springs Library, and Sparks Library. Further, in compliance with NRS 241.010, this notice has been posted on the official website for the Washoe County Library System at [www.washoecountylibrary.us](http://www.washoecountylibrary.us) and at <https://notice.nv.gov>.

---

**LIBRARY ADMINISTRATION**

301 South Center Street | PO Box 2151, Reno NV 89505  
(775) 327-8341 | [www.washoecountylibrary.us](http://www.washoecountylibrary.us)



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 – 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 September 21, 2022
- 4) Old Business
  - None
- 5) New Business
  - a) Review and Approve Revised Bylaws
  - b) Possible Appointment of Board Members to Library Service Teams
  - c) Library Director’s Strategic Plan Update
  - d) Proclamation for National Friends of Libraries week October 16-22 in honor of Friends of Washoe County Library
- 6) Reports
  - a) Library Director Update
  - b) Sparks Library Report
  - c) Marketing and Communications Team (MARCOM) Report
- 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 – 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



### **Draft Minutes for Approval - September 2022 LBOT Meeting**

The draft September 2022 LBOT minutes will be added to this packet on Monday, October 17 and will be available for viewing on the Washoe County Library website. Printed copies will also be available at the meeting for staff, Board members, and members of the public.

# Washoe County Library Board of Trustees

## Bylaws

The Board of Trustees of the Washoe County Library System, pursuant to the authority vested by Nevada Revised Statutes 379.025, hereby establishes the following bylaws:

### I. Purpose

The Washoe County Library Board of Trustees shall, consistent with provisions of applicable state and federal law, exercise the powers and duties granted pursuant to NRS 379.025. The Board shall endeavor to administer and manage the resources of the Washoe County Library System in a manner consistent with the public trust, the Library Mission Statement and the Library Vision Statement.

### II. Organization and Membership

A. The name of the organization shall be “The Board of Trustees of the Washoe County Library System”

B. Membership:

1. The Board of Trustees will be comprised of five (5) members.
2. Trustees will be appointed by the Washoe County Board of Commissioners.
3. Trustees will meet the minimum requirements as determined by the Washoe County Board of Commissioners.
4. Trustees will serve a 4-year term, as provided in NRS 379.020.
5. Trustees will be eligible for no more than two full four-year terms. Any appointment for the remainder of a term of less than 2 years will not count toward this limitation plus a partial term of less than two years. In the event a Trustee’s term expires, the Trustee may continue to serve as Trustee until such time a replacement is appointed, notwithstanding the term limitation set forth herein Nothing in this provision shall be construed to prohibit the reappointment of a trustee for additional terms to be served after a break of one term of non-service prior to re-appointment.
6. Resignation: If any Trustee resigns at any time, written notice must be provided to the Board of Trustees Chair and the Library Director. Any such resignation shall take effect at the date of receipt of such notice or at any later date specified therein; unless otherwise specified therein, the acceptance of such resignation shall not be necessary to make it effective.
7. Removal: The board of county commissioners may remove any trustee who fails, without cause, to attend three successive meetings of the trustees.

- C. Trustees are public officers as defined in NRS 281.4365 and subject the Ethics in Government Provisions codified in NRS 281A.010 et. seq. Trustees shall comply with the Code of Ethical Standards of NRS 281A.400 et. seq.
  
- D. Duties of a Trustee:
  - 1. Regularly attend meetings and actively participate in such meetings and actions
  - 2. Review meeting materials prior to each meeting
  - 3. Be attentive to the needs and concerns of library patrons, volunteers, library staff, library administration, county staff, county commissioners and the general public
    - a. Set policies governing the operation of the library system as appropriate
    - b. Hire and evaluate the job performance of the Library Director
    - c. Work with the Director, library staff, community members, and political leaders to plan for the future of the library system
    - d. Acknowledge the annual budget for the library system, and monitor expenditures
    - e. Monitor and evaluate library effectiveness
    - f. Advocate for the Washoe County Library System within the community and political organizations, as appropriate

**III. Officers**

A. Chair

- 1. Selection
  - a. The chair will be elected by a vote of the Board of Trustees
  - b. The term will be for one-year at the pleasure of the Board of Trustees
  - c. Elections shall be held at the regular Board of Trustees meeting each June
- 2. Duties. The chair shall:
  - a. Preside at all meetings of the Board of Trustees
  - b. Execute all documents and actions authorized by the Board of Trustees
  - c. Call special meetings as warranted
  - d. Appoint committees
  - e. Serve as an ex-officio non-voting member of all committees
  - f. Work with the Library Director and staff

- g. Review agendas and assist in scheduling meetings
- h. Add or remove items on each meeting agenda
- i. Draft correspondence as directed by the Board of Trustees
- j. Perform all duties associated with the office

B. Vice Chair

1. Selection

- a. The vice-chair will be elected by a vote of the Board of Trustees
- b. The term will be for one year and is renewable at the pleasure of the Board of Trustees
- c. Elections shall be held at the regular Board of Trustees meeting each June
- d. In the event the vice chair must permanently assume the duties of chair, an election for a new vice chair will be held at the next meeting following the succession

2. Duties. The vice chair shall:

- a. In the event of the absence or disability of the chair, or of a vacancy in the office, the vice chair shall assume and perform all duties associated with that office. In the event of an absence or short-term disability of the chair, the vice chair shall assume the duties of the chair for the period of his/her absence or disability. In the event the chair is permanently vacated, the vice chair shall assume the office of the chairperson for the remainder of the vacated term.

**IV. Meetings**

- A. Regular meetings: The Board of Trustees will normally meet monthly, on the third Wednesday of each month, at 4:00 p.m. Trustees may change the time and date of meeting by a vote of the membership. The Chair shall have the authority to cancel a regularly scheduled meeting in the event it is determined, after consultation with the Library Director, that there is insufficient business to come before the Board or that other good cause exists to cancel the meeting.
- B. Meeting locations: When possible, the Board of Trustees will normally hold regular meetings on a rotational basis at Washoe County Library locations. A calendar of meeting locations will be provided annually to the Board of Trustees.
- C. Nevada Open Meeting Law: All meetings of the Board are subject to the provisions of state and federal open meeting laws and shall be conducted in accordance with the applicable laws. The Library Director shall be responsible for ensuring the

proper public notice is made for each meeting of the Board. Trustees should endeavor to refrain from discussing agenda items or actions by the Board outside of public meetings in groups that may constitute a quorum.

- D. Agendas: The Director shall ensure the preparation of the agenda for each Board meeting and the compliance with the applicable open meetings laws. An item may be placed on the agenda at the request of any Trustee or by written request by any individual to the Director 15 days prior to the scheduled meeting.
- E. Pertinent Materials: The Director shall ensure that notices and informational materials pertinent to any agenda item for any Board meeting shall be distributed to Trustees, Board legal counsel and anyone with a written request of notification on file with the Board no later than 9 a.m. of the third working day before the meeting to ensure adequate time for review. In addition, pertinent materials shall also be posted on the Board of Trustees web site no later than 9 a.m. of the third working day before a scheduled meeting.
- F. Quorum: A minimum of three Trustees must be present and vote on any action items on the agenda for said action to be of any legal effect.
- G. The Director, or his duly appointed representative, shall attend each meeting of the Board.
- H. Special meetings: Special meetings of the Board of Trustees may be called by the chair or upon the written request of any two Trustees.
- I. Order of Business: To the extent possible, the order of business at any regularly scheduled meeting of the Board shall be:
  - Call to order
  - Roll call
  - Public comment
  - Review/approval of minutes
  - Old business
  - New business
  - Presentations
  - Reports
  - Public comment
  - Board comment
  - Staff Announcements



## Adjournment

- ~~J. Rules of order: The Board of Trustees shall conduct all meetings in accordance with Robert's Rules of Order as concerns any matters not addressed by these bylaws. The Board of Trustees will also seek advice from the Board legal counsel as appropriate.~~
- J. Where consistent with state law and not otherwise provided in these Rules of Procedure, the Washoe County Library Board of Trustees may refer to the principles of the most recent edition of Robert's Rules of Order for guidance in conducting its meetings.
- K. Committees: Committees shall be created as needed by the chair, shall have a specific purpose, shall report regularly as to progress in completing their charge, shall be subject to annual review as needed, and shall automatically dissolve upon the completion of their charge.
- L. Annual Bylaws Review: The bylaws herein can be revised as needed by a majority vote of the Board of Trustees. Any proposed revisions must be placed on an agenda and addressed in a public meeting in accordance with the Nevada Open Meeting Law. The bylaws shall be reviewed at least annually at the regular June meeting of the Board of Trustees.

DATED this 1<sup>st</sup> day of July 2020

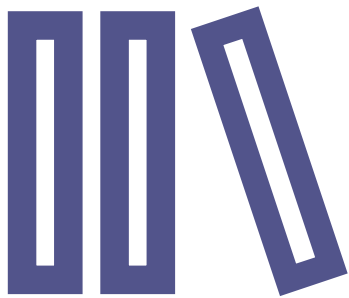
### WASHOE COUNTY LIBRARY BOARD OF TRUSTEES

~~Zanny Marsh~~Amy Ghilieri, Chair  
Frank Perez  
Anne Medaille  
Lea Moser  
~~Jean Stoess~~, Vice Chair  
Amy Ghilieri  
~~Wayne Holland~~  
~~Ted Parkhill~~

These bylaws were presented to the Board on September 21~~June 17~~, 20220 and were adopted.

---

~~Zanny Marsh~~Amy Ghilieri, Chair



# Washoe County Library System

2022-2025 Strategic Plan Update  
October

# Stimulate Imagination

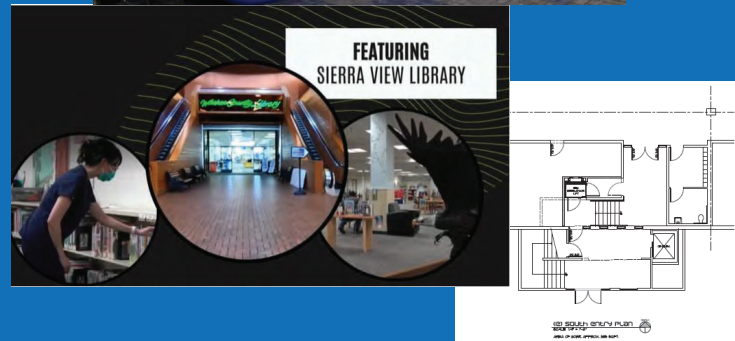
## ➤ Book Promotion

- *Library Card Sign Up Month*
- *KOLO Promotion*
- *KUNR On The Kids Shelf/On The Shelf*
- *Book Lists*



# Provide Welcoming Spaces

- Planned Sierra View Library Renovation
- *Project Timeline: 9/22-2/23*
- *Project starts 9/30*
- *Sierra View Library closed October 10<sup>th</sup> for construction*
- Kids Café during Fall Break
- Sparks Library Mayor/Council Candidate Forum help September 21
- Election Location in Libraries (Oct 22- Nov 4, Election Day Nov 8)



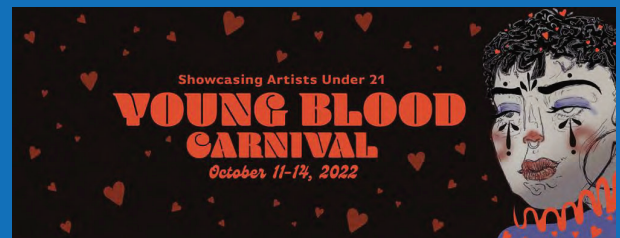
# Provide Welcoming Spaces

- Further Training with Youth Services and Library Events Team at their September 21 retreat
- Next steps to study how we can ensure everyone is welcome at Washoe County Libraries



# School Support

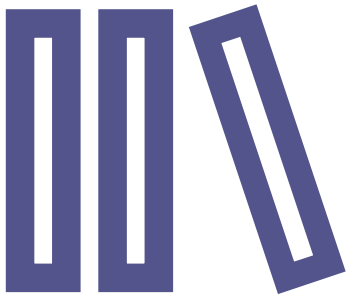
- TeenTober
- Partnering with Holland Project showcasing local artists
- Teen Crafts
- Lego Robotic Club
- Teen Survey
- Book Subscription Service at North Valleys and Incline Village



# Celebrate Our Diverse Community

- Ensure we are serving everyone and celebrating everyone in our community
- Hispanic Heritage Month
- Banned Books Week





# Thank You

Washoe County Library System  
2022-2025 Strategic Plan Update  
October



# National Friends of Libraries Week

## honoring Friends of Washoe County Library

**WHEREAS**, Friends of Washoe County Library contributes much needed support to the Washoe County Library System through dedicated fundraising - providing resources that support programming, vital equipment, support for children's reading programs, and year-round special events; and

**WHEREAS**, Friends of Washoe County Library promotes the collections of the library and strives to provide children with an educational head start, encourage literacy and lifelong learning; and

**WHEREAS**, The work of Friends of Washoe County Library ensures that the Library System continues to be a central and welcoming community hub; and

**WHEREAS**, To date, the Friends have raised over \$2 million for the library system with over 600 community members who contribute annually to the Friends; and

**WHEREAS**, The Friends' commitment to the library continues to set an example for all in how volunteerism leads to positive civic engagement and the betterment of our community; and

**NOW, THEREFORE**, the Washoe County Library Board of Trustees does hereby recognize Friends of Washoe County Library in honor of National Friends of Libraries week for the week of October 16-22, 2022

---

Amy Ghilieri

Board Chair



# Library Director Update 10/10/22



Scott, Jeff  
LIBRARY DIRECTOR

## Library Director Update 10/10/22

### Library Board of Trustees Update

Our next LBOT meeting will be on October 19 at the Sparks Library. You will notice minor edits to the bylaws and new agenda format emphasizing patron conduct. We had many public comments at the September meeting protesting the Drag Queen Storytime. I am unsure why they chose September to protest when we have our Pride events in June and July. I know libraries were generally under attack during Banned Books Week (the same week as our board meeting), which forced libraries to close due to bomb threats. I have met with our county counsel and board chair about conduct during the meeting and how to handle it. I am confident that we will be able to maintain order in future meetings.

### Library Board of Trustees Recruitment is open!

The link to apply is here: [https://www.washoecounty.gov/citizens/board\\_opportunities.php](https://www.washoecounty.gov/citizens/board_opportunities.php)

Press release here: <https://washoelife.washoecounty.gov/library-system/open-recruitment-begins-for-washoe-county-library-system-board-of-trustees-2/>

News pickup here: <https://www.kolotv.com/2022/10/03/washoe-county-begins-open-recruitment-library-board-trustees/>

Recruitment closes on October 14.

## **Sierra View Library Closed for Renovation**

Sierra View Library is closed for renovation. New carpet, a south entrance into the library, and new furniture, fixtures, and equipment are being installed, bringing you a brand-new library. The planned reopening is February 2023.

Press Release here: <https://washoelife.washoecounty.gov/library-system/sierra-view-library-closed-for-renovations-october-10-2022/>

News pickup here: [https://www.2news.com/news/local/sierra-view-library-to-close-for-renovations-starting-october-10/article\\_620e8e52-4368-11ed-8f04-e30d4784668c.html](https://www.2news.com/news/local/sierra-view-library-to-close-for-renovations-starting-october-10/article_620e8e52-4368-11ed-8f04-e30d4784668c.html)

You can also follow along with the progress with Jonnica's Renovation Station:  
<https://washoenv.sharepoint.com/sites/Library/SitePages/Renovation-Station.aspx>

## **Friends of Washoe County Library Booksale Ongoing**

Booksale runs through Sunday, October 16.

News pickup here: [https://www.2news.com/news/washoe-county-librarys-9-day-book-sale/article\\_41c372f4-8c4b-11ec-8318-37db71aef30.html](https://www.2news.com/news/washoe-county-librarys-9-day-book-sale/article_41c372f4-8c4b-11ec-8318-37db71aef30.html)

## **Washoe County Library In the News**

Local news picked up a bunch of stories in the last few weeks, including the closure of Sierra View Library Renovation, our opening for a new library trustee, and a TV appearance by your Library Director promoting Library Card Sign-up Month.

KTVN: Friends of Washoe County Library Book Sale

[https://www.2news.com/news/washoe-county-librarys-9-day-book-sale/article\\_41c372f4-8c4b-11ec-8318-37db71aef30.html](https://www.2news.com/news/washoe-county-librarys-9-day-book-sale/article_41c372f4-8c4b-11ec-8318-37db71aef30.html)

KOLO: Free Meals for Kids (TV Spot features Sparks Library)

<https://www.kolotv.com/2022/10/03/free-meals-kids-during-fall-break/>

The Nevada Independent: Sparks City Council Forum (Held at Sparks Library, the same night as our board meeting)

<https://thenevadaindependent.com/article/sparks-council-candidates-discuss-growth-environment-in-wide-ranging-forum>

KTVN: Sierra View Library to Close for Renovation

[https://www.2news.com/news/local/sierra-view-library-to-close-for-renovations-starting-october-10/article\\_620e8e52-4368-11ed-8f04-e30d4784668c.html](https://www.2news.com/news/local/sierra-view-library-to-close-for-renovations-starting-october-10/article_620e8e52-4368-11ed-8f04-e30d4784668c.html)

Washoe Library Celebrates TeenTober

<https://washoelife.washoecounty.gov/library-system/washoe-county-library-system-celebrates-teentober/>

KOLO Book Club With Library Director Jeff Scott (with a shoutout to our couriers Emily and Jerome)

<https://www.kolotv.com/video/2022/09/29/kolo-book-club-library-card-sign-up-month/>

(I will be back on the air with Rebecca Kitchen this Thursday to promote TeenTober, Halloween fun, and spooky books.)

## **Elections**

Thank you to everyone who has volunteered for our upcoming election. I appreciate both the staff and our managers making that happen. Elections are a critical function of our county and our democracy, and I am grateful for all those who are making it happen.

## **Early Voting**

Early Voting starts October 22 and runs through November 4.

Election Day is November 8.

For voting locations, here is a list: [https://www.washoecounty.gov/voters/old-site/files/WC-ROV-VoteCenters\\_v1.pdf](https://www.washoecounty.gov/voters/old-site/files/WC-ROV-VoteCenters_v1.pdf)

Thank you to our libraries that are hosting voting locations. This looks to be a very busy election this year, and I appreciate all the work that goes into this.

## Internet Upgrade to Fiber

We are upgrading our internet from 200MB cable to 1GB fiber at all locations (except SC and Gerlach). Charter is making assessments now. Construction will be necessary. This should start to happen in November. Unfortunately, this has caused some internet hiccups, which I hope will be minimized until we can upgrade our internet.

## Staff Day Thursday, December 15

The leadership Team is working on a schedule for Staff Day. Challenge Team Updates, Intellectual Freedom Training, Outreach Training, and more. We will host at the Downtown Reno Library. I will send out more information as that date gets closer.

## Washoe Stars

A big thank you to our Washoe Stars. Thank you for providing high-quality services to our Washoe County Residents. Thank you to managers and staff who are nominating coworkers. Nominate a coworker here: [https://forms.office.com/pages/responsepage.aspx?id=YBuioiVW\\_kOIWIL14RHXHHgpj\\_Fuz5VOk0XM4bRHgk5UMDhZMFiXVTVM1E5SIIUU85TVFaUIRZOS4u](https://forms.office.com/pages/responsepage.aspx?id=YBuioiVW_kOIWIL14RHXHHgpj_Fuz5VOk0XM4bRHgk5UMDhZMFiXVTVM1E5SIIUU85TVFaUIRZOS4u)

Denise Viss	Quality Public Service	Denise provided excellent customer service to a patron who was in need of assistance with several different tech devices but without the necessary logins and info needed to set them up. She was patient and persistent throughout the lengthy (and challenging) interaction.
Lysa Lee	Quality Public Service	Lysa provided excellent customer service to a patron struggling with technology needed for a court-mandated virtual meeting. She was kind and empathetic, making sure that the patron was able to connect to his meeting.

Michelle Holland	Quality Public Service	Michelle is always willing to provide excellent customer service and goes the extra mile to ensure our patron's needs are met.
Samantha Brown	Integrity	Samantha demonstrates great integrity by ingraining a sense of inclusiveness and togetherness in the workplace and general public.
Theresa Trainer	Quality Public Service	Theresa has made it her priority to prepare the facility at the North Valleys Library to be able to comfortably and safely serve as an early voting location. We were added as a voting place late in the planning process for Voting and we have not been consistently used as a polling place in recent years, as such our library was in a state of disarray where Voting is to be held.
		Theresa assessed and prioritized the needs to clear and organize the space. She utilized the help of many colleagues in our department to make sure this work is completed in time for voting equipment to arrive. She has clearly communicated expectations for the space to our branch team in order to maintain the it throughout this process. Without her hard work we would not have been ready to serve our community in the important civic task of hosting early Voting.



Library Board of Trustees  
October 19, 2022  
Sparks Library Report



















































# WELCOME

## LIBRARY PROGRAMS

The display board features ten posters arranged in two rows. The top row includes posters for 'Family STEAM', 'Family STEAM', 'Family STEAM', 'Family STEAM', and 'Family STEAM'. The bottom row includes posters for 'Family STEAM', 'Family STEAM', 'Family STEAM', and 'Family STEAM'. Each poster has a colorful design and text describing the program.



















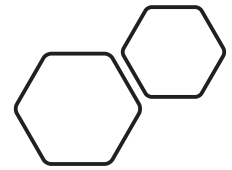














# October 2022 Library Board of Trustees Report

## Sparks Library

Welcome back to the Sparks Library. In April, you celebrated the re-opening of the branch following our renovation. Since then, we have had many positive comments about the airy, open feeling of the branch and appreciation for the new flooring, paint and furniture.

As Director Scott provides quarterly statistics, today I would like to provide the rest of the story.

For this report I would like to highlight the Sparks branch team and the adaptability they have shown. After a couple of years of pandemic closure and related modified service, renovation disruptions, and staff turnover, they remain resolute and committed to public service and the mission of library.

The team is what makes any library a hub for the community. A gathering place where all are welcome, and they strive to provide services and programs for our diverse community. While diversity recognizes our unique contributions as individuals; inclusion and equity creates a community.

In addition to the Branch manager, the Leadership team at Sparks includes Librarians Debbie, Brian, and Lori. Lead Workers Rachel and Julia round out the team

Librarian Debbie has stepped in and provided branch oversight during the manager's absence. She leads our "Four Season's Book Club" at Sparks. In addition, she oversees the new Homebound materials delivery service and has been hard at work developing policies, procedures, and training staff. This service will have a huge impact for those patrons who are unable to get to a physical location. She also oversaw the implementation of "Book a Librarian" service at Sparks and Senior Center. She attends multiple Senior Advisory committees in the community and was instrumental in working with Washoe Senior Coalition for the recent candidate forum held at the Sparks and NW Reno Library branches. Debbie serves on both the Outreach team and the Reference, Training, and Technology team.

Librarian Brian has been with WCLS for 27+ years, working in a variety of branches. He demonstrated oversight for much of the renovation last year, making sure the collection was packed, unpacked, put back in the correct places, and overseeing the installation of new furniture. He maintains oversight of the facility, work orders for modifications, repairs and reporting illegal dumping at the library. As our safety representative, he ensures that we maintain a safe environment for both the public and staff throughout the building, that we have adequate first aid supplies, organized the "Stop the Bleed" training for our staff, and quickly addresses repairs needed. Brian serves on the Circulation team and assists with daily operations with our integrated library system.

Librarian Lori Talarico joined us in 2021 from the Phoenix Library System and oversees youth programming and events. Aligning our programs and events to the strategic plan, she incorporates best practices in early literacy programs and encourages staff to engage both children and parents during programs and give them a way to extend these experiences outside the library. She is a valued member of the Youth Services and Library Events team. During the renovation, she oversaw the organization of the children's library, as well as rearranged and defined the Teen Zone, and provides engaging activities for students after school and during breaks. Lori works closely with Rachel to promote our services and programs through social media posts.

Rachel was recently promoted to a Lead Worker, overseeing the daily service schedules for both Sparks and Senior Center, orders supplies for both branches, and provides direct public service. She recruits, interviews, trains, and oversees our volunteers in the branch. She has taught our computer classes as well. Rachel works with Brian to insure we have enough meals to serve kids during school breaks and works with the Food Bank of Northern Nevada with their record keeping and reporting. Her diligent attention to detail and careful editing helps make the quarterly WCLS Explorer a success. Rachel reported that a grateful patron dropped off pizza for staff as a thank you for staff assistance setting up meeting room reservations and appreciation for having a place for the community to gather.

Julia is our newest lead worker, having most recently been the Interim Director of the Douglas County Library System. She brings a wealth of knowledge to Washoe County, and works closely with our Programming Librarian to propose, develop, and implement programming for our youngest and newest users. If you have artwork you'd like to display in the library, get in touch with Julia. In addition to program coordination, she ensures that our branch events are entered into the Explorer and scheduled in the meeting room as needed. Julia recently helped a patron set up a Chromebook with specific programs so they could enhance their communication methods with family living far away.

Lori and Julia participated in an outreach at the newly reopened Hug High School Library and met with Freshman English classes (682 students). They shared information about WCLS Resources, Libby, and Sparks Teen Programming with the students and their teachers. They met with other students in the library during the lunch and after school. They made 391 cards ahead of time for the Freshman English classes and made 213 new/replacement cards during the visit. All the students were excited to get library cards and learn about WCLS online resources and Libby.

Our library assistants bring varied experiences to our system. Each provides daily public service to all our users, and each represent their own niche in our community as well. In addition to working at the Sparks Library, our Lead workers, Library Assistants and Library Aides also keep Senior Center library staffed and welcoming to our senior population.

Jennie makes a unique connection with our smallest users who seek her out for her vast knowledge of picture books. She expresses a passion for story times that are intentional, educational, and successful for both the parent and the child by focusing on early literacy messaging. She can be seen performing toddler times and story times. Jennie carefully curates the nonfiction display highlighting the animals found in the young people's mural. She also keeps us in compliance with Open Meeting Law postings in the lobby.

Colin teaches computer classes, serves on our Maker Services team, and oversees 3D printing and virtual reality programming in the branch. He can always be counted on to teach other staff new technologies, and step in at a moment's notice to support the team. He reminds us that we don't always see the results of the services we provide. One example of this involves a gentleman who wanted to become computer literate for work. Colin encouraged him to register for our computer classes. The patron even brought his own computer in for assistance. He expressed gratitude for what he had learned and that he was now able to do this without help from his kids at home. This user returned to the library after a short absence, happily reporting that because of the skills he had learned he was now employed.

Claire comes to us from the school district and earned her Library Certificate through UNR. She rotates through story time and our themed Interactive Movie programs. Interactive movies are designed to engage the families with props or snack at appropriate times. When you enter the library, you are met with a clean and attractive board of library events thanks to Claire. Creative Splash during Summer Reading Program this year was a huge success, and will be adapted to continue as a regular program.

Maya started as a teen volunteer at Sparks Library, was hired at Sierra View library and has come back to Sparks. She rotates through story time and brought bilingual storytime back to Sparks. As a fluent Spanish speaker, she adds to the level of service we can provide to our diverse demographic. Through repetition at bilingual story time, the children are participating and singing along with her clapping song. She has been recognized as a Washoe Star by the County for her Quality Public Service. Maya was instrumental in bringing the Karma Box program to the Sparks. She also assists with Virtual Reality programming with Colin, and will be teaching our computer classes in Spanish starting in January.

Jenn came to us from the school district and serves on our Teen Engagement Group, planning and implementing programs in our Teen Zone. She is always cognizant of school breaks and early release days and strives to make sure a program or craft is available to keep the students engaged. She also rotates through our family story time. She is working on a Teen Wellness cart to promote health and mental health awareness. Jenn is passionate about the positive impact the Holland Project has on our community and participates in their outreach efforts.

Jackie serves on the Marketing and communications team and helps with the explorer using special programs to create QR codes promoting services, collections, and programs system wide. She rotates through story time performances, acts as a backup to branch 3D printing,

and assists with teen programs as well. She describes an interaction during “Book a Librarian” where someone’s lack of computer skills stood in their way for filing for unemployment. Jackie made that happen.

Jenn and Jackie also serve as our internal social committee organizing events and potlucks for staff. They keep our morale up.

Sierra is our newest employee, coming to us from Laughlin library system. She is completing her MLIS in Archival Studies and describes helping a patron create a 3D design using Tinkercad with the assistance of Maya as an interpreter. The patron was very appreciative of the service received.

Diane uses her display skills to promote the collection and highlight different topics from the celebrations calendar. She also works directly with the public and patrons cannot express enough appreciation when staff like Diane successfully teach them how to make an appointment with the DMV.

Library Aides make sure materials are returned to the shelves in the right place in a timely manner for our public at both the Sparks and Senior Center Libraries. They pull holds to send to other branches, search for item that haven’t been seen recently and perform other tasks that keep the libraries running smoothly.

Tracy oversees the garden in the courtyard. She is working with a volunteer to make sure the garden is weed free and produces fruits and vegetables. We then put out a basket of the harvested food for the public to take.

Amy assists Brian on the branch safety team and clears our lost and found each month.

Marc, a retired librarian, returned to WCLS with a wealth of knowledge serving our demographic. In addition to collection maintenance, he keeps our CDs, DVDs, and Blu-Ray disks polished so they continue to circulate.

Julia and Debbie did our first homebound delivery last week to a very excited patron.

The library connects our staff with our community, humans helping other humans. We are a diverse staff, serving all in our community, that is what makes a library more than a brick-and-mortar building, it makes us a community hub.



# MARKETING AND COMMUNICATIONS TEAM (MARCOM) REPORT

PRESENTATION FOR WASHOE COUNTY LIBRARY  
BOARD OF TRUSTEES  
OCTOBER 19, 2022

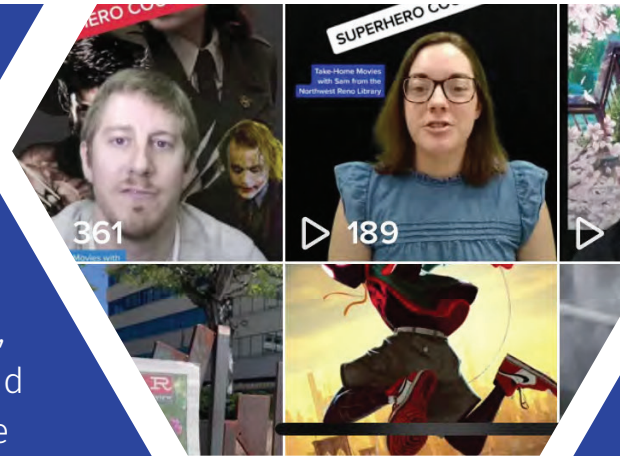






## MarCom's Mission

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.



# MarCom is System-wide

## Current Members

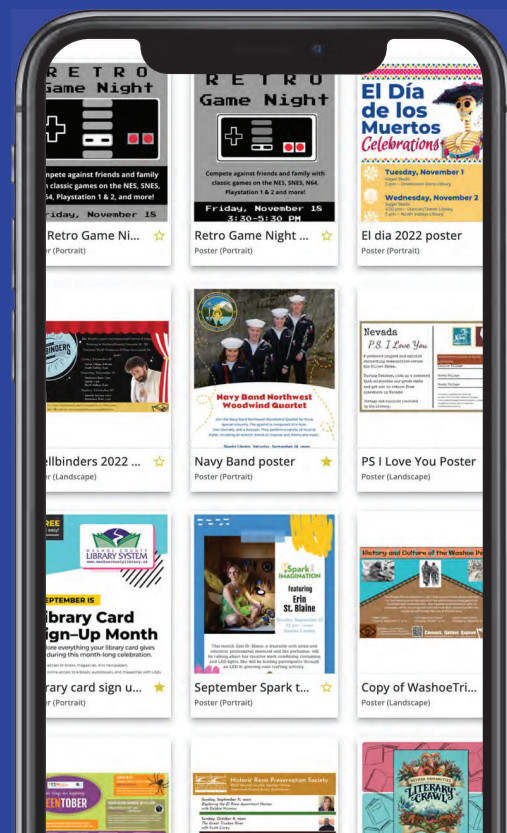
- ◆ **Admin and Clerical** - Jamie Hemingway, John Andrews, Tim Prentiss, Cece Cortes
- ◆ **Downtown Reno** - Jena Molina, Emily Hoops
- ◆ **Incline Village** - Amanda McPhaill, Russell Dorn
- ◆ **North Valleys** - Carly Hume, Theresa Trainer
- ◆ **Northwest Reno** - Morgan Tiar, Tyna Sloan
- ◆ **Sierra View** - Jessica Fanaselle, Laurie Newman
- ◆ **South Valleys** - Jen Cole, Christine Werlein
- ◆ **Spanish Springs** - Aurora Partridge, Jana MacMillan
- ◆ **Sparks** - Jacqueline Swezey, Rachel Inglis



# MarCom Duties

## What does the team do?

- Library signage
- Event marketing
- Social media
- Video production and post-production
- Media reach
- Explorer quarterly events & resources guide
- System graphics, branding, and marketing
- WCLS Style Guide



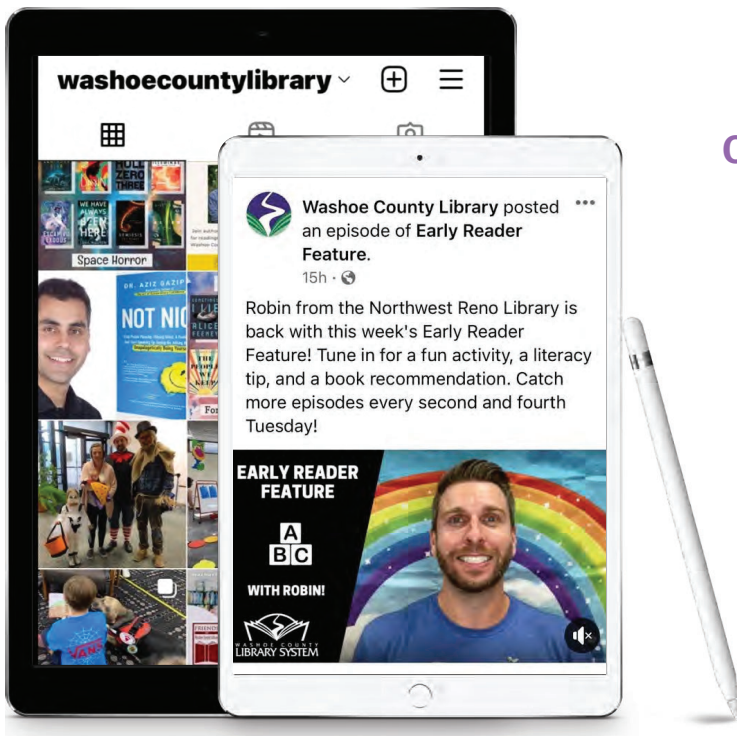


# Current Projects

---

## Accomplishments and projects include:

- Increase in print promotions supported by MarCom
- Development of MarCom request form
- Creation of Collateral Review team
- Wrap design for new courier van
- New library card design
- Increased use and centralization of qr codes
- TikTok content in partnership with YSLE



## Ongoing projects

- Social media
  - Over 1,000,000 reached in FY 2021/22
  - Changes to how page posts are distributed on Facebook
  - Added TikTok as a platform for content and promotion
- Newsletter
  - 297,800 opens and 45,223 link clicks in FY 2021/22
- Continued support of virtual events
- Support for system and branch initiatives
  - (homebound, outreach, surveys)
- Explorer
  - Approximately 5,000 Explorers distributed quarterly
  - Marketing collaboration with PBS Reno

# Explorer

## Promoting library events & resources year round

- Downtown Reno - Jena Molina
- Incline Village - Russell Dorn
- North Valleys - Carly Hume
- Sierra View - Jessica Fanaselle
- Sparks - Rachel Inglis



**RECURSOS PARA HISPANOHABLANTES**  
[washocountylibrary.us/espanol](http://washocountylibrary.us/espanol)

**Aprenda inglés con Mango Languages**  
 Washoe County Library hace alianza con Mango Languages, la única experiencia personalizada y adaptable de aprendizaje de idiomas que se proporcionala las herramientas y la orientación necesaria para ampliar sus habilidades lingüísticas en cualquier lugar y de la mejor manera.  
 Visite [washocountylibrary.us/espanol](http://washocountylibrary.us/espanol) para comenzar, o descargue la aplicación de Mango de forma gratuita desde App Store o Play Store.

**Clases de adquisición del idioma inglés y ciudadanía**  
 inscribirse en clases en línea con Northern Nevada's Library Council. Visite [www.nnlc.org](http://www.nnlc.org) o llame a NNLC al 775-784-1111 para más información.

**Fall is full of activity at Washoe County Library!**  
 Registration is recommended for all events. Register online and find additional event details at [washocountylibrary.us/events](http://washocountylibrary.us/events).

<p><b>Calendario del Día de los Muertos en las bibliotecas</b></p> <p>9 de noviembre 2:30 pm - 3 pm</p> <p><b>Festival del Día de los Muertos con Letinoarte.org</b></p> <p>30 de octubre (viene en artesanal)</p>	<p><b>Thursday, September 1</b></p> <p>3 pm <b>Three, Two, One, Glow</b> Downtown Reno Get ready for the Great Reno Balloon Race by constructing your own hot air balloon.</p> <p>3 pm <b>IV Quad Makerspace: Make a Cooler or Mug</b> Incline Village</p> <p>3 pm <b>Maker Back to School</b> Sparks Springs Create 3D printed bookmarks, duct tape pencil pouches, backpack buttons, and more!</p> <p>3:30 pm <b>STEAM: Climbing Ink</b> Sierra View</p> <p>4 pm <b>Discover Thursday: PBS Reno</b> Curiosity Classroom presents Ship, Cook, and Jam!</p> <p>4 pm <b>STEAM Thursday: "NASA"</b> Northwest Reno</p>	<p>11 am <b>Family Saturday: LEGO Mania</b> Sparks Race car tracks.</p> <p>2 pm <b>Encore IV Quad Makerspace: Make a Cooler or Mug</b> Incline Village</p> <p>2 pm <b>Film Classics of the Fabulous 1950's: The African Queen (1951)</b> South Valleys Screening and brief discussion.</p> <p><b>Sunday, September 4</b></p> <p>10-5 <b>Family Games Day</b> Sparks Springs</p> <p>11 am <b>Sunday Funday: Building Activities</b> Northwest Reno</p> <p>1 pm <b>Film Classics: Old M.F. Fur Murder (1954)</b> Sparks Springs</p> <p>1 pm <b>Maker Back to School</b> Sparks Springs</p>	<p>4 pm <b>Afternoon Adventures: Comic Book Creation</b> Sparks</p> <p><b>Wednesday, September 7</b></p> <p>2 pm <b>Teen Zone: Board Games and More</b> Sparks</p> <p>2:30 pm <b>Mini Maker Wednesday: Salt Dough</b> Sparks</p> <p>3:30 pm <b>Game on!</b> Downtown Reno</p> <p>4 pm <b>Collaborate &amp; Co.</b> Incline Village See page 6 for details.</p> <p>4 pm <b>Craftroom: Fall Color Dot Tray</b> South Valleys</p> <p>4 pm <b>Code It, Build It</b> Sparks Springs</p> <p>6:15 pm <b>Art &amp; Talk: Luke Brison's</b></p>
--	--	--	--



# New Projects

- Community stakeholder/tax initiative brochure and promotion
- Increased cross-promotion of events and the collection in newsletters and the catalog
- New bookmobile design
- New library card design

# Follow us on social media!



@washoecountylibrary



@washoecountylibrary



@washoecountylibrary



@WashoeLibrary



@washoecountylibrary