MINUTES OF THE CHURCHILL COUNTY LIBRARY BOARD OF TRUSTEES

155 N. Taylor St., Fallon, NV 89406
April 24, 2025

Call to Order:

The regular meeting of the Library Board of Trustees was called to order at 3:00 PM on April 24, 2025.

Pledge of Allegiance:

The Pledge of Allegiance was recited by the board and public.

Public Comment:

Chair Rowe asked if there was any public comment but there was none.

Roll call of members:

PRESENT: Trustee Jessica Rowe, Chair
Trustee Ryan Swirczek, Vice-Chair
Trustee Sari Koehler, Secretary
Trustee Dr. Sue Segura
Trustee Mattie Serna
Deputy Clerk Crystal Muschetto
ABSENT: Deputy Clerk to the Board Pamela D. Moore

Verification of the Posting of the Agenda:

It was verified by Crystal Muschetto, Deputy Clerk, that the Agenda for this meeting was posted on the 21st day of April, 2025, between the hour of 8:00 and 9:00 AM at all of the locations listed on the Agenda, in accordance with NRS 241.

Consideration and possible action re: Approval of Agenda as submitted or revised:

Trustee Ryan Swirczek made a motion to approve the Agenda as submitted. Trustee Sari Koehler seconded the motion, which carried by unanimous vote.

Consideration and possible action re: Approval of Minutes of the meeting held on:

A- March 26, 2025 Special Meeting.
The Minutes of the special meeting held on March 26, 2025 are submitted for the board's consideration and approval.
FISCAL IMPACT: N/A
EXPLANATION OF IMPACT: N/A
FUNDING SOURCE: N/A
ACTION REQUESTED: Accept

Trustee Sari Koehler made a motion to approve the Minutes of the special meeting held

on March 26, 2025 as presented. Trustee Mattie Serna seconded the motion, which carried by unanimous vote.

B- March 27, 2025.

The Minutes of the meeting held on March 27, 2025 are submitted for the board's consideration and approval.
FISCAL IMPACT: N/A
EXPLANATION OF IMPACT: N/A
FUNDING SOURCE: N/A
ACTION REQUESTED: Accept

Trustee Ryan Swirczek made a motion to approve the Minutes of the meeting held on March 27, 2025 as presented. Trustee Sue Segura seconded the motion, which carried by unanimous vote.

Library Board of Trustees' Report:

Trustee Segura shared her excitement about receiving the local newspaper, explaining that it helps her stay informed about things that are happening in the community. During a recent trip to pick up her mail, she also grabbed a copy the paper and was thrilled to read that all events were free and open to the public. Grateful for the newspaper's efforts, she expressed her appreciation, encouraging others to check it out, as well. Trustee Segura also described her experience attending the Bookmark event, where she had the opportunity to vote. She spent about 45 minutes in a lively and detailed discussion with Mr. Patterson, the IT specialist, asking for various data and information. She praised Mr. Patterson for being very helpful throughout their conversation.

Trustee Koehler explained that she was unable to attend the Bookmark event in person because she had to leave for Arizona a week earlier. After receiving an email from Ms. Thorsen with the voting details, she frantically replied, hoping to participate that evening. However, by the time her email was seen, she was already en-route to Arizona. Trustee Koehler asked if it was possible to virtually judge the bookmarks and, thanks to the efforts of Ms. Thorsen and Mr. Patterson, she was able to vote remotely. She expressed her excitement and admiration for all the bookmarks, noting how impressed she was with everyone's work and how difficult it was not to award everyone perfect scores. She sincerely thanked Ms. Thorsen and Mr. Patterson for making it possible. Trustee Koehler also took a moment to praise the library staff, Lilliana Smith, Tom Patterson, Maria Gill, Magdalena Biar, and Ms. Thorsen, highlighting their kindness and the welcoming atmosphere they create, which she believes plays a significant role in strengthening the community.

Trustee Serna shared that she also greatly enjoyed judging the bookmarks, describing the experience as a lot of fun.

Trustee Rowe praised the Bookmark event, calling it an excellent initiative. She expressed her appreciation for the high level of participation and the impressive artistry displayed by the community. Trustee Rowe also noted the growing attendance and energy she has observed at recent events, sharing that it is clear the community is enjoying and responding positively to the activities and programs being offered.

Library Director's Report:

A- The Library Director will provide an update on staffing, statistics, calendar, and other matters pertaining to Library functions.

The Library Director will provide an update on staffing, statistics, calendar, and other matters pertaining to Library functions.
FISCAL IMPACT: N/A
EXPLANATION OF IMPACT: N/A
FUNDING SOURCE: N/A
ACTION REQUESTED: None; Informational Only

Library Director Cathy Thorsen shared a detailed update on recent activities, beginning with the success of the Bookmark judging event. She noted that the board members were invited to vote on April 7th. When the library first partnered with the school district for this project, they didn't know what to expect but the results were amazing. Discussions are already underway about how to grow and improve the event for next year. The staff has been enthusiastic and plans are in place to have the winning bookmarks printed and awarded at the next board meeting, where winners will be recognized publicly.

Ms. Thorsen also reported on her attendance at a department head meeting and a Churchill County Partnership meeting at the William N. Pennington Center. As a newcomer to the community, she was impressed by the wealth of local resources and is working to bring some of those services into the library to broaden community awareness. She mentioned partnering with Robyn Jordan, the new director of the Churchill County Arts Center, to collaborate on future projects.

Regarding the library's Strategic Plan, Ms. Thorsen announced the launch of a community survey on April 21st, with QR codes placed throughout the library, the museum, the William N. Pennington Center, and on social media. Seventeen responses were received on the first day, far exceeding her expectations. The survey will continue through May 11th, gathering data to inform the strategic planning process. At Trustee Segura's suggestion, Ms. Thorsen agreed to have the QR code published in both local newspapers and mentioned that a reporter was already planning to write an article about it.

Ms. Thorsen also described a joyful visit with the Northside preschool class, where she read stories, led activities, and introduced the children to the library's automatic book drop machine, delighting them with a hands-on demonstration. She expressed hope to expand this partnership next year with additional classrooms and programming focused on early literacy.

Finally, Ms. Thorsen shared that she attended a Director's meeting with the Nevada State Library System and the Co-Operative Library Organization but has not yet committed to committee work as she continues finding her niche. There will be a CLA meeting on Monday.

She concluded by reiterating her plan to bring the Bookmark contest winners to the May board meeting.

Trustee Rowe expressed her appreciation for all of Ms. Thorsen's hard work, noting how evident it was that she had been very busy. She asked for clarification on how the public, including those watching remotely, could access the library's survey to participate. Ms. Thorsen explained that the survey is available on the library's website right on the front page with an easy-to-find button. Additionally, QR codes are posted throughout the library for mobile access, and printed copies are available at the front desk. Trustee Rowe commented that this accessibility would be helpful for encouraging broader community participation.

Set date and time of regular board meeting on May 22, 2025 at 3:00 PM:

The next meeting was confirmed for May 22, 2025 at 3:00 PM.

New Business:

A- Consideration and possible action re: Approval of the monthly Budget Reports for March 2025.

The monthly budget reports for March 2025 will be presented for the board's consideration and approval.

FISCAL IMPACT: N/A
EXPLANATION OF IMPACT: N/A
FUNDING SOURCE: N/A
ACTION REQUESTED: Accept

The Budget Reports were reviewed by the board.

Trustee Ryan Swirczek made a motion to approve the budget reports as presented. Trustee Sue Segura seconded the motion, which carried by unanimous vote.

B- Consideration and possible action re: Approval of the Library Gift Fund Report for March 2025.

The Library Gift Fund Report for March 2025 is provided for the board's consideration and approval.

FISCAL IMPACT: N/A
EXPLANATION OF IMPACT: N/A
FUNDING SOURCE: N/A
ACTION REQUESTED: Accept

The Library Gift Fund Report was reviewed by the board.

Trustee Sari Koehler made a motion to approve the Library Gift Fund Report as presented. Trustee Sue Segura seconded the motion, which carried by unanimous vote.

C- Consideration and possible action re: Approval of the Strategic Plan survey and timeline for the survey to be used in developing goals and a mission statement for the Churchill County Library.

Staff will present a Strategic Plan survey questions and a timeline for the surveys to be used to develop goals and a mission statement for the Churchill County Library. The board will be asked to consider and approve the survey questions and timeline. Staff will later analyze the results of the survey and presents goals developed from the surveys and bring that back to the board for approval.

FISCAL IMPACT: N/A

EXPLANATION OF IMPACT: N/A

FUNDING SOURCE: N/A

ACTION REQUESTED: Accept

Ms. Thorsen elaborated on the launch of the Library Community Survey, explaining that the goal is to build the library's service model based on community feedback. She emphasized the importance of creating specific, attainable, and sustainable goals that reflect what the community truly needs and wants. To ensure transparency and collaboration, the preliminary goals were included in the board packet for review. Ms. Thorsen invited board members to suggest revisions or raise concerns, noting that the Strategic Plan Committee had worked diligently to shape the draft. She explained that the proposed plan would cover the years 2025 to 2030, allowing for long-term data collection and achievement tracking. Ms. Thorsen clarified that this is still a rough draft, not yet released to the public and stressed that the plan is flexible at this stage, open to major changes based on board feedback.

Trustee Rowe commented that the strategic planning process gives Ms. Thorsen and her team the opportunity to articulate core goals that can be used to measure the library's success and effectiveness. She appreciated that the goals were thoughtfully developed through observations of community needs, staff input, and historical strategic documents, rather than being created arbitrarily. Ms. Rowe noted that making the goals public and involving the community in the survey process ties directly into the mission of the library and helps ensure that the goals reflect the community's voice.

Trustee Segura offered additional feedback, suggesting that while setting goals is important, it would be even more valuable to outline clear steps for achieving them, create a rubric for evaluating progress and prioritize a few key goals within each group. Ms. Segura emphasized the importance of being able to track measurable progress with data. Ms. Thorsen agreed and thanked her for the suggestion.

Trustee Koehler asked for clarification about whether the draft goals were accessible online for the public. Ms. Thorsen clarified that only the Strategic Plan questions are available publicly through the Google survey, not the full list of goals currently being reviewed by the board.

Trustee Koehler also inquired about the newly repurposed meeting room in the library. Ms. Thorsen explained a small space is now being transitioned into a new small meeting room. She said it had recently been reserved for the Kite Program and upcoming classroom tours and it will be fully open after the next staff meeting. Regarding capacity, Ms. Thorsen estimated the room comfortably seats four people and noted that she is awaiting an official occupancy number from the Fire Marshal. She added that this room, along with the annex, will help expand quiet study space options.

Trustee Serna shared her excitement about the launch of the survey. Trustee Rowe encouraged everyone to spread the word to the community, reminding them that the draft goals and planning materials are included with the public agenda packet. Trustee Segura emphasized the need for widespread participation in the survey, noting that with a county population of 25,000, a 25% response rate would be ideal for accurately capturing community input.

Trustee Koehler made a motion to approve the survey and the draft goals presented, requesting that a footnote be included to allow for future editing if necessary. Deputy District Attorney, Mr. Weed clarified that, since the Strategic Plan and goals are a work in progress, a formal approval of the goals might not be needed at this point. Trustee Rowe, appreciating the clarification and stating that the board's focus was on supporting the process, survey, and overall timeline rather than approving a final document. Trustee Segura expressed hesitation about approving the materials without the inclusion of specific steps and a rubric for evaluation, noting the importance of being able to measure progress clearly. Trustee Rowe explained that the current document was still a draft and that the survey would provide community feedback. Once the feedback is collected and incorporated, the committee will develop steps and a rubric for final approval.

Ms. Thorsen added that the Strategic Plan Committee would meet again to work on the suggestions and an updated draft, including the requested steps and evaluation rubric, which would then be brought to the May 22nd board meeting. She emphasized that the process is fluid and evolving based on board feedback. Ms. Thorsen also shared the members of the Strategic Plan Committee includes Jessica, Ryan, representatives from the Churchill Library Association (Zip Upham and Terry Mackedon), Myles Getto, Mel Glover, Carrol Lloyd, Jessica Hawn (Library Page), J Hodnett from Youth Services, and herself. Ms. Thorsen explained that she intentionally built a well-rounded team, even consulting with Mel Glover for his experience with survey development.

Mr. Weed reminded the board that, although the item was agendized for possible action, no formal action was required unless the board chose to do so.

Trustee Serna asked if the board should weigh in on whether the Strategic Plan should be a three-year or a five-year plan. She voiced her support for a five-year plan, believing it sounded appropriate. Trustee Swirczek added that any trustee with comments or suggestions could meet directly with Ms. Thorsen, who would then bring those ideas to the committee for consideration.

Trustee Rowe expressed appreciation for the open communication, frequent updates, and community involvement throughout the strategic planning process. She affirmed that she was comfortable with the current timeline and the plan to finalize a more complete document after community feedback is reviewed. Trustee Segura also stated her support for adopting a five-year Strategic Plan.

There was no formal action taken.

D- Consideration and possible action re: Discussion about Hoopla costs and caps.
The board will be asked to discuss the Hoopla costs and caps.
FISCAL IMPACT: N/A
EXPLANATION OF IMPACT: N/A
FUNDING SOURCE: N/A
ACTION REQUESTED: Accept

Ms. Thorsen reported on the status of the library's Hoopla service. She praised Hoopla as an amazing resource but expressed concern about its long-term financial sustainability under the current unlimited usage model. She proposed that, starting May 1, the library implement caps: limiting patrons to 15 checkouts per month, with specific cost controls, \$2.84 for audiobooks and \$1.99 for eBooks, the two most heavily used formats. Ms. Thorsen explained that Hoopla costs have risen significantly, with \$3,100 spent in March alone. Although February and January were slightly lower, March was considered an anomaly. She noted that about 1,300 unique users had checked out items through Hoopla in March. She shared that \$11,661.00 of state collection development funds had been allocated to Hoopla for this fiscal year, combining a one-time \$5,000 fee and a \$6,661.00 grant. Without caps, she warned, the library would exhaust these funds quickly. Ms. Thorsen asked for the board's support to institute the proposed caps as a 30-day trial beginning May 1 and promising to bring usage data back to the board in May, then make a more informed decision in June. Trustee Segura requested a comparative analysis with other rural libraries like those in Winnemucca, Yerington, and Lyon County. Ms. Thorsen responded that Churchill County is currently the only library in its consortium offering Hoopla. Other libraries mainly invest in Libby. She also shared insights from calls with larger systems like Clark and Douglas Counties, both of which reported similar concerns over digital service costs. For example, Douglas County had capped Hoopla usage at 10 items per month.

Trustee Segura inquired about the number of users reflected in the statistics and how multiple checkouts were counted. Ms. Thorsen clarified that individuals were counted once, regardless of how many items they checked out. She further explained that approximately \$8,000 remained in the Hoopla budget until July 1. With the current spending pattern, the library could potentially need \$36,000 annually to maintain the service at current levels, an unsustainable figure without budget adjustments. Trustee Rowe acknowledged that Ms. Thorsen had previously alerted the board about the financial challenges and that this request to implement caps was a logical acceleration of her earlier projections. Trustee Koehler asked if Ms. Thorsen had a "magic number" in mind for a sustainable monthly budget for Hoopla. Ms. Thorsen replied that previous directors had varied between capping at \$1,500 and leaving the service open but current data showed heavy growth when no limits were applied. Trustee Segura noted the impressive participation - 1,340 Churchill County residents used Hoopla in March alone and asked about library walk-in traffic for comparison. Ms. Thorsen pointed out that digital usage is rising significantly, as seen in survey responses.

Trustee Segura suggested the board may need to re-evaluate the overall budget in response to changing user needs. Ms. Thorsen agreed, explaining that digital purchases avoided additional physical storage, cataloging, and staffing costs. Trustee Rowe complimented Ms. Thorsen's thoughtful, responsive approach to balancing evolving community needs with fiscal responsibility, noting that offering generous caps (15 checkouts versus the lower limits at other libraries) helped ease the transition for users. Trustee Segura asked if capping usage at $1,500 per month would leave surplus funds. Ms. Thorsen said she hoped so but emphasized that once the $11,661 was spent, additional funding sources would need to be identified. Trustee Koehler noted that while Hoopla funding might not disappear immediately, future uncertainties made it important to plan conservatively.

Trustee Rowe pointed out that, with the Strategic Plan survey currently gathering community input, patrons had a chance to voice their needs if they anticipated larger-than-average Hoopla usage. This flexibility, she said, would help the library tailor its services appropriately.

Trustee Koehler and Trustee Segura raised concerns about whether "super users" might disproportionately impact costs. Ms. Thorsen confirmed that about five users were checking out up to 25 items per month. The proposed 15-item cap would address this imbalance and help preserve access for the broader community.

Ms. Thorsen reiterated that she was not seeking a final decision today but asked for the board's support to proceed with implementing the caps on May 1 as a trial, with a full review after 30 days of data collection.

Trustee Sue Segura made a motion to support placing a caped limit of 15 checkouts per patron to include books, e-books and audiobooks. Trustee Sari Koehler seconded the motion, which carried by unanimous vote.

Public Comment:

Trustee Koehler added a personal note of appreciation, sharing that the library has been a vital resource for her daughter, who is currently in college. She expressed gratitude for the library's role in providing a safe and supportive environment for students to study and succeed academically. Trustee Rowe echoed the sentiment, noting that her students have also greatly benefited from the library's offerings, both physical and digital, including the Hoopla service.

Adjournment:

The meeting was adjourned at 3:51 PM.

Approved: ________________________
Jessica Rowe, Trustee, Chair

Approved: ________________________
Ryan Swirczek, Trustee, Vice-Chair

Approved: Sari Koehler, Trustee, Secretary

Approved: Dr. Sue Segura, Trustee

Approved: Mattie Serna, Trustee

ATTEST:
Linda Rothery, Clerk/Treasurer

Crystal Muschetto, Deputy Clerk