

Lake Bluff Public Library Board of Trustees
Building and Grounds Committee Meeting Minutes
Tuesday, February 16, 2016 at 6:00 pm
123 E. Scranton Ave, Lake Bluff, IL 60044

I.&II. **Call to Order and Roll Call:** Meeting was called to order at 6:02 pm by committee chairman Carl Schons, also present were Janie Jerch, Cal Stroh, and Eric Bailey, Amy Van Goethem, and Martha O’Hara; Kathy Meierhoff was absent.

III. **Approval of Minutes:** Stroh moved, Schons seconded a motion to approve the Minutes of the 1/29/2016 meeting; all voted aye.

IV. **Discussion of Library Branding:** O’Hara gave background on the branding initiative. Bailey had formed a committee last summer consisting of himself, Van Goethem, O’Hara, and LaValle to investigate. They used a survey to discover key words that library patrons associate with the Lake Bluff Library, as well as the Village branding process. O’Hara and Van Goethem showed images of the original logo, the geese, and more recent logos, which have been inconsistent over the past several years. Sailboat? Open book? Library building from the side? There are problems with all of these designs because of the requirements that a good logo must be scalable both to larger and much smaller images as well as printable in both color and black-gray-white values. Van Goethem showed us the three finalists in the design process, using “99designs”, noting that all are still works in progress. There were many opinions expressed by the committee members about these designs. It was decided that we will continue to tweak these designs until we are satisfied with the results.

V. **Other Business:** There was none.

VI. **Adjournment:** Stroh moved and Schons seconded a motion to adjourn the meeting; all voted aye. Meeting adjourned at 6:53 pm.

Respectfully submitted,

Janie Jerch