

Silver City Public Library

Library Board Meeting Minutes 4:15 PM, Wednesday, Jan 11, 2017

Meeting held at the Public Library, 515 W. College Ave., Silver City NM

Present: Ted Lynn Hannah Wecks
Eileen Sullivan, Mike Dowd, Judy Brown-
Lawson, Lynda Aiman-Smith, David Krisch

Absent: None
Public/Guests present: Laura Howell (Graphic
Designer),
Dave Thompson, Kim Clark, Nick Seibel (all
on Foundation board)

Call to order at 4:17pm

Approval of Minutes from Nov 9, 2016 board meeting – approved by affirmation

Approval of Agenda – approved by affirmation

Public Input

Reports

A. Memorial Report – Eileen noted that the staff will be looking at some furniture replacement, and choosing an online language program

B. Friends of the Library Report – things are going well

C. Foundation Report – the Foundation board is working on the bylaws; looking at signing a contract for insurance. Ted will be working with library staff on the mobile hotspot lending program to identify and record actual connection spots. Trying to come up with some smart ways to come up with the money.

D. Librarian's Report – Hotspot checkout is vigorous. Library concert kicked off Friday 1/6/2017 and was packed. Grant awarded from Walmart for \$2500 for summer reading program. Nova science film series started, good turnout. Upcoming talk by Dede Feldman.

Old Business

Update on "Branding the Library" & logo work – Laura Howell

Laura ran through a few draft designs. Judy asked questions about the primary colors, the density of colors, the font, the use of colors in fonts. Ted talked about "breaking the border" and how that captures the eye. Eileen asked how strongly people feel about that Mimbres quail, and keeping it vs moving toward another image. Some discussion about legibility of designs when they are shrunk to fit smaller spaces, how fonts look on digital and print media. Asked Laura to work on the concepts of movement, learning, paths leading forward, energy; try other colors; and different fonts. She agreed to do so.

Taglines – sounds like some organizations use taglines as part of a logo, others use for specific marketing. The options looked at were pretty similar, maybe need to put out choice survey with potential taglines that are really different. Mike suggested Books and Beyond. Eileen will take some other taglines, that are different, and put into a quick survey and get out.

New Business -none

Adjournment – at 5:14pm

Minutes approved at 2-8-2017 Library board meeting. Respectfully submitted by Lynda Aiman-Smith, Secretary.