

**Whitefish Bay Public Library
Library Board Meeting
Tuesday, March 7, 2017
Minutes—Approved**

ATTENDANCE:

Name	Attended	Name	Attended	Name	Attended
Anne Burroughs (AB)	X	Elaine Griffin (EG) President	X	Nyama Marsh (NM) Director	X
Jay Saunders (JS) Village Board Rep	X	Karen Plach (KP)	X	Paul Smith (PS)	Excused
Tammi Giesen (TG)	X	Krista Hutley (KH) Librarian	X	Pam Woodard (PW) School District Rep	X

ALSO PRESENT: Gary L., Peter M., and London B., Whitefish Bay High School students; Oscar Gregg, WFB Boy Scout, and Robb Gregg, WFB resident.

CALL TO ORDER: President Elaine Griffin called the Whitefish Bay Public Library Board meeting to order at 7:03 p.m.

1. **STATEMENT OF PUBLIC NOTICE:** Duly noticed by NM.
2. **PUBLIC COMMENT:** None
--In respect for presenter Oscar Gregg's time, Agenda Item 5 was discussed first, after which the Agenda outline was followed.--
3. **DISCUSSION & APPROVAL of Minutes February, 2017:** No corrections.
Moved: JS; Seconded: KP; Approved: unanimously
4. **DISCUSSION & APPROVAL of Financial Reports Through February 28, 2017:** NM summarized the financial reports through end of February. Revenue in 2017 is still slightly up thanks to early donations and a larger than expected MCFLS reciprocal borrowing payment.
Moved: PW; Seconded: AB; Approved: unanimously
5. **DISCUSSION & APPROVAL of Eagle Scout Garden Project:** Boy Scout Oscar Gregg presented his plan to renovate the library's south side garden space as his Eagle Scout candidate project, which must be a community service project. His plan includes adding native Wisconsin plants and flowers, butterfly attractors, and changes in elevation with raised mounds and rocks. Maintenance of the project will be conducted by a hired landscaper out of the library's operating budget, same as the rest of the garden. Milwaukee Landscape & Design is sponsoring this project with \$5,000 in labor and equipment, and Oscar Gregg has included fund-raising the remaining \$4900 in his plan.
Moved: PW; Seconded: AB; Approved: unanimously, as described in NM's memo and attachments in the Board packet.
6. **DISCUSSION & APPROVAL of Library Brand:** EG and NM thanked the Design Committee for their work and thanked the Library Board for their patience in waiting to see the final design of the library's new logo. They expressed their excitement over the final product. TG did a full presentation of the new brand, starting with a recap of the importance of branding and an explanation of the philosophical and design elements that make up the brand; and moving to showing the WFBPL's new brand, including the main logo, several extensions and sub-logos, and examples of promotional material. TG explained the next steps, after Board approval, would be to finalize the additional brand extension work and begin on the web site design with Byte Studios. AB, JS, and PW, who were not on the Design Committee, took turns expressing their thoughts.
Moved: AB; Seconded: KP; Approved: unanimously
7. **DISCUSSION of Informational Items:** NM summarized key aspects from the department reports from adult services staff, youth services staff, and circulation staff.

ADJOURNMENT: Meeting adjourned at 8:46 pm.

Respectfully submitted, Krista Hutley, Adult & Administrative Services Librarian