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**Lapeer District Library  
Special Meeting of July 6, 2017  
Metamora Branch Library  
Minutes**

**17R.07.01 CALL TO ORDER:** Mrs. Watz, Chairperson, called the meeting to order at 4:30 p.m.

**17R.07.02 ROLL CALL:**

Glenn Alverson	City of Lapeer	12/31/2018	Present
Charlotte Babb	County (Burnside Township)	12/31/2020	Present
Kim Hill	County (Hadley Township)	12/31/2019	Present
Gary Phillips	County (Deerfield Township)	12/31/2019	Excused
Karen Rykhus	Lapeer Township	12/31/2020	Present
Perry Valle	County (Metamora Township)	12/31/2017	Present
Janet Watz	Mayfield Township	12/31/2017	Present

Quorum is 4. There are 6 Board members present.

Also present are Melissa Malcolm, LDL Director; Emily Caswell, The View Newspaper Group; Pat Presby, recorder

**17R.07.03 ADDITIONS/DELETIONS/APPROVAL OF AGENDA** - Mr. Alverson moved to approve the agenda as printed with the exception of changing New Business to follow Public Comments. Seconded by Ms. Hill. Motion carried.

**17R.07.04 PUBLIC COMMENTS** - None

**NEW BUSINESS**

- 17R.07.05** Ms. Caswell from the View Newspaper Group gave a presentation along with a written Brand Plan for the LDL. Questions and information followed.
1. Time frame for rebranding – about six months
  2. Possibility of launching rebranding at the same time as the bond campaign – yes
  3. Necessity of consistency of the brand among all LDL branches
- 17R.07.06** A request was made for Ms. Caswell to present two separate proposals for branding and for marketing for the Board’s consideration that would include fees.

## UNFINISHED BUSINESS:

### Building Project

#### **a. Capital campaign/fundraising**

- 17R.07.07** Grants- There may be grants available including Lapeer County Community Foundation. Ms. Malcolm will speak with Ms. Boxey about having LCCF Board give special consideration for retaining LDL money in their carryover LCCF account until it is needed for the new building.
- 17R.07.08** Political advocacy – Ms. Malcolm submitted the written report from Anne Seurnyck on compliance with the Michigan Campaign Finance Act responding to questions given to her concerning the bond campaign. John Chrastka of EveryLibrary will be at the August 3 meeting. He will be able to assist both the Board and “Say Yes” committee. The Board received an excerpt from his book to read.
- 17R.07.09** Informal fundraising – Pledges can be made contingent on the passing of the bond.

#### **b. Specific program spaces and how they will work in the new facility –**

- 17R.07.10** Ms. Seurnyck submitted a lease agreement that will function as a working draft for FLC and LDL. The Board noted possible concerns on numbers 6, 10, 12a, 16 and 19. It was decided to send the draft to the FLC for their perusal and comments.
- 17R.07.11** The Building Committee submitted a written report that recommended that the Friends’ area should be on the main floor. Concern was raised about having 1000 square feet for a room that would be used only for book sales.

#### **c. Bond work/committee**

- 17R.07.12** Case statement – Not discussed
- 17R.07.13** View plan proposal – Recognizing the need to avoid redundancy in LDL’s logo and mission statement, it was the Board’s consensus that a new logo could be combined with a slogan for the bond issue. Mrs. Rykhus made a motion to authorize Ms. Malcolm to contact The View Newspaper Group for formal branding and marketing proposals to be presented at the July 20 Regular Meeting. Seconded by Mr. Valle. Motion carried.
- 17R.07.14** Suggested co-chairs – Mrs. Watz asked for names of community members to be involved in the bond campaign. These names need to be brought to the July 20 meeting so they can meet with Mr. Chrastka on August 3.
- 17R.07.15** Bond consultation presentation – Mr. Chrastka will attend the August 3 Special Meeting.

- 17R.07.16** Political advocacy opinion – Not discussed

#### **d. Community input/involvement –**

- 17R.07.17** Plan for community presentations – The presentations will be done in September and October. Rep. Gary Howell may attend the July 20 meeting to receive his “thank you” for supporting libraries.

- 17R.07.18** Using questions/answers from Bob Wick and Jay Zrimec. – This is information so that everyone has the same answers for questions the community may have.
- 17R.07.19** Monthly column - Ms. Malcolm is waiting for response from *The County Press*.
- 17R.07.20** **e. Bond counsel—Nothing to report.**
- 17R.07.21** **f. Building committee** – Minutes from Building Committee – A written report was submitted from the 5/25/17 meeting.
- 17R.07.22** Circulation needs/flow – All the people involved have not met. Some staff have visited other libraries; more visitations are scheduled.
- 17R.07.23** Minutes from Friends’ meeting with architect – A written report was submitted from the 5/11/17 meeting.
- 17R.07.24** Future meetings – The committee will not meet again until September.
- 17R.07.25** **g. Key topics for next meeting**
- Political advocacy
  - Proposal from The View Newspaper Group
  - Possible discussion on lease with FLC
  - Names of people to meet with Mr. Chrastka
- 17R.07.26** Public Comment – None
- 17R.07.27** Adjournment – Mr. Alverson made a motion to adjourn. Seconded by Mr. Valle. Meeting adjourned at 6:18 p.m.

**Regular Meeting:**  
**Marguerite deAngeli Branch Library**  
**July 20, 2017**  
**Finance Committee 1 p.m.**  
**Full Board 2 p.m.**

**Special Meeting:**  
**Metamora Branch Library**  
**August 3, 2017**  
**4:30 p.m.**