

**FREDERICK COUNTY PUBLIC LIBRARIES BOARD OF TRUSTEES
MINUTES OF MEETING
MAY 11, 2016**

The Frederick County Public Libraries Board of Trustees Meeting convened at 7:00 p.m. on May 11, 2016 at the C. Burr Artz Library, Frederick, Maryland.

BOARD MEMBERS PRESENT: C. Greenway, D. Kiser, T. Kutz, G. Laugelli, S. Manny, and C. Smith.

BOARD MEMBERS ABSENT: B. Poteat and Council Liaison, T. Chmelik.

STAFF PRESENT: D. Batson, Director; J. Kelly, Associate Director; S. Lauchner, Coordinator/Library Collections; J. Vogel, Youth Services Coordinator; D. Bannwolf, Public Relations Manager; J. El-Zeftawy, Development Officer; B. Hissong, Community Services Coordinator; S. McCoy, Branch Administrator – C. Burr Artz Library; T. Lebherz, Branch Administrator – Brunswick Library; A. Whitney, Branch Administrator – Urbana Regional Library; E. Dingle, Branch Administrator – Emmitsburg/Thurmont Libraries; D. Gee, Assistant Branch Administrator – Urbana Regional Library; E. Bowen, Librarian – C. Burr Artz Library; M. Andros, Library Communications Specialist; J. Earp, Administrative Aide-Fiscal; and L. Tibbs, Recording Secretary.

CITIZEN REMARKS: None.

APPROVAL OF MINUTES: S. Manny made a motion to approve the Minutes of the April 6, 2016 meeting of the FCPL Board of Trustees Meeting; seconded by D. Kiser. No discussion. VOTE: Unanimous.

CHAIR'S REPORT: Ms. Smith thanked G. Laugelli for representing the Library Board last month at the budget hearings. She noted that his support was appreciated.

G. Laugelli noted that there were several other people at the budget hearings from Walkersville and they were very persuasive.

DIRECTOR'S REPORT:

a. FCPL – Update: Mr. Batson noted that Councilman Chmelik's office contacted our office today and advised that Councilman Chmelik was not feeling up to par and may be unable to attend tonight's meeting. Mr. Batson further noted that Sheila McDuff, Associate Director, is not here this evening due to the fact that she is attending a conference. Thereafter, Mr. Batson announced that FCPL received the resignation of Alisa McLeish, our Finance/Office Manager. She had been with FCPL for approximately two weeks. She accepted another position at Walter Reed dealing with finances and left FCPL somewhat abruptly. At this time, staff is checking on some of the other fine candidates that had been interviewed to see if they are still available. If no one is available, the procedure to re-hire will take a period of time. Mr. Batson thanked Linda Tibbs and Julie Earp for their support during this transition period.

Mr. Batson thereafter reviewed statistics. March was not one of FCPL's banner months for circulation. Although circulation was down 4%, visits were up by 5%, registrations were up by 14%, public computer usage was up by 7%, wi-fi usage was up 19%, children's programs were up 18% and attendance at children's programs was up 19%. For the year, circulation is only down 1%. He noted that the last quarter coming up (April, May and June) is usually a very solid quarter because it is the beginning of summer reading. It is expected that the 1% drop will be recouped and numbers will increase.

Mr. Batson noted that nationally the trend is libraries are decreasing slowly by 1% - 2%. FCPL is the exception to the rule and FCPL would like to continue being the exception to the rule. FCPL has expanded into a lot of different areas from passports to non-traditional programming and staff will continue to look for ways to keep the library a vital part of our community as it has been in the past. The State of Maryland is not giving the overall decreases to libraries that are happening in other states. Maryland is a very strong library state.

Ms. Smith noted that Inter-Library Loans are up 50% this month and 43% for the year. She inquired if this is a trend or is it because other counties don't have the materials that FCPL has. Sharon Lauchner stated that FCPL is now lending DVDs. In the past, FCPL did not lend DVDs via Inter-Library Loans. It was encouraged that all systems within the State start lending DVDs via Inter-Library Loans and FCPL has a very solid collection of DVDs (especially TV series) and those DVDs are very popular. This is the reason for the increase. Mr. Laugelli inquired whether the DVDs float back to FCPL. Ms. Lauchner responded that the DVDs are returned to FCPL. Mr. Batson noted that all the libraries in the State of Maryland are part of the reciprocal borrowing program so a patron's library card is not only for Frederick County but it is for use within the entire State of Maryland. This provides a huge body of material to be loaned.

Ms. Greenway inquired about the 634,716 check-outs listed year-to-date for circulation and the in-house figure that reflects 33,426 and asked for clarification. Mr. Batson advised that the check-outs are materials that actually leave the building. The in-house figure pertains to those materials that patrons pull out and read and leave on tables, etc. Ms. Greenway further inquired if the statistics could include materials that are checked out electronically. She was advised that

materials that are checked out electronically are listed under the category of Virtual Branch (e-content) at the bottom of the column she was looking at. Ms. Greenway thereafter inquired whether there is a way to break down the electronic check-outs by branch. Mr. Batson advised that materials that are checked out electronically do not go through a particular branch. Each branch does not have a virtual collection. The library system as a whole has a virtual collection. An electronic book is not assigned to a particular branch. Ms. Greenway inquired if patrons are tracked by branch. Mr. Batson stated that a patron's library card is in the library system. Wherever the card is used creates the number for a particular branch but where a patron received their card initially is not factored in. Staff can track by zip code as to where the usage is coming from. For example, 40% of Walkersville circulation numbers come from the 21701 zip code. This tells us that a lot of patrons are going out of Frederick to Walkersville. The Emmitsburg Library is a lovely library that serves patrons living in Adams County, PA. Ms. Greenway inquired whether a lot of patrons from Mt. Airy utilize the Carroll County Library. Mr. Batson stated that those circulation figures belong to Carroll County and FCPL does not get those figures. Mr. Batson added that about 10 years ago, approximately 45% of Mt. Airy residents in Frederick County were utilizing the library in Carroll County, Maryland. Mr. Batson noted that FCPL has not received any updated information.

D. Kiser inquired whether the in-house count for e-content is for patrons that are checking out a book and reading it in the library. Ms. Lauchner stated that it is basically when a patron downloads something like Value Line while at the library. Ms. Kiser noted that when she first came on board, there used to be numbers included for volunteer hours but those hours do not appear on the statistics now. Mr. Batson advised that volunteer statistics are kept and noted that FCPL averages about 500-600 volunteer hours per month throughout the system. Mr. Batson stated that this information will be provided on the monthly/annual statistics from now on.

b. Budget/CIP – Update: Mr. Batson stated that staff went before the County Council to defend our appeals. Mr. Batson stated that he explained why the three Librarian I positions were needed at the three regional libraries. Right before the vote, Council President, Bud Otis, and Council Member, T. Chmelik, both stated they were kicked out of a meeting the other night because there was not enough time. Our appeal was won by a 5 to 2 vote. FCPL's Liaison supported our appeal. Mr. Batson further noted that he received a letter from Council President, Bud Otis, thanking FCPL staff for appearing before the County Council and making its presentation. Mr. Batson shared a copy of the letter with members of the FCPL Board of Trustees.

Mr. Batson thereafter advised that the County's CIP must go before the Planning Commission each year to be sure everything is compliant. Staff from every department that is included in the CIP is invited to attend the meeting. Mr. Batson stated a member of the Planning Commission requested that he speak about the libraries. There was a nice discussion about the size of the proposed Myersville Library, Middletown Library and Walkersville Library. A question was asked as to how many bathrooms were proposed for the new libraries. Mr. Batson advised that two bathrooms were proposed for each of the libraries. He noted that in some libraries there is a family bathroom but as of right now two bathrooms are proposed. Mr. Batson wanted to let members of the FCPL Board of Trustees know about this in case this issue arises in the future.

Mr. Batson advised that a lot of FCPL staff go to conferences and they present to our management team what they learned. Thereafter, he introduced James Kelly and requested that Mr. Kelly make a presentation about the last conference he attended.

Mr. Kelly stated that a few weeks ago he attended the South by Southwest Conference in Austin, TX. He thereafter reviewed one of the sessions he attended while at the conference, Heads and Hearts – Consumer Engagement Where it Counts. The panel presenting the program consisted of three panel members: 1) James Thompson, Chief Technology Officer of Evoke Neuroscience; 2) Melody Lee, Director of Brand Strategy for Cadillac and 3) John Brickner, Creative Director of Gensler. Mr. Kelly showed two videos from the session. The first video was from an ad campaign in 2014 and the second video was from an ad campaign in 2015. He noted that the videos shown displayed two different types of advertisements. The second advertisement definitely speaks to more people. In summary, branding is built on the values we hold. This is a very exciting time to work in the library. He noted that staff is working on a number of initiatives: branding, core values, website redesign and the strategic plan. After attending this conference Mr. Kelly noted that it was inspiring to know that FCPL is on the right track

NEW BUSINESS:

a. Logo: Donna Bannwolf stated that logos are the face of an organization. Design, color, fonts and images are used to lend information which will allow customers to identify with what the core brand is. The FCPL work group was comprised of administrators and front-line branch staff. The group looked at 15 firms, met with 3 firms and narrowed it down to 1. Tribe was the only firm that 1) outlined a strong process-driven approach to identify FCPL's branding needs, 2) required collaboration with and input from FCPL staff as part of their process; 3) was committed to a time-sensitive approach and promised deliverables on a timeline which integrated with other major initiatives that James Kelly mentioned that staff were working on including a website redesign and strategic plan development; 4) included consulting on our dated mission statement and first-ever vision statement. This is work FCPL would have had to pay a separate firm to walk us through for more money; and 5) had previous experience working with a government agency and showed results from the work that they did. Tribe has won awards for their work. Ms. Bannwolf noted that as a result of all of this, FCPL staff believes there are two very strong logo marks to select from. She thereafter introduced Seth Sirbaugh who is the principal of the design group, Tribe. Seth is going to unveil the two logo samples and present them for a vote from the Board.

Seth Sirbaugh thanked everyone for giving him the opportunity to speak at tonight's meeting. Mr. Sirbaugh walked everyone through the process of developing a logo. To start a logo process, one of the first things you need to know is where you have been and where you are going. Tribe staff also spoke to the logo committee and received their feedback regarding specific needs that the team wanted to address regarding the logo. Some of the directives that Tribe received regarding the logo are: 1) the logo needs to represent the library now and in the future (unique and different from other libraries); 2) the logo needs to be immediately recognizable as the

library logo; and 3) the library is more than books. Some other specifics Tribe was given was that the logo be geometric (very clean design), allow flexibility, and a limited color palette. Mr. Sirbaugh stated that, as was discussed in James Kelly's presentation, we are talking about branding. Your brand is who you are and your identity is your logo and when your logo is out there everyone else knows who you are. As a result, Tribe staff did some research and went through a survey process. As a result, some of the characteristics that were developed were: trustworthy, personable, knowledgeable, passionate and innovative. The library promotes community, interaction, exploration, and imagination. He stated that all of these things describe FCPL very well. Thereafter, a visual tile exercise was conducted with committee members. The committee then narrowed things down as to what they would like to see visually interpreted with the identity of FCPL. The tiles were narrowed down to 15 from 250. Sometimes you learn more about things from the items that are not chosen than what is chosen. Characteristics and attributes are always considered when developing a logo. Next, he reviewed the color theory. He stated that the color was based on innovation and community (the two biggest things that were talked about over and over again). Blood orange was chosen as the main color with a neutral color palette. This color is very bold and very flexible and will allow multiple things to be done in a multitude of different ways. He noted that typography is very important. The typography that was chosen is very clean. Typography also allows a lot of flexibility. Thereafter, Mr. Sirbaugh displayed Concept 1 and Concept 2 to members of the FCPL Board of Trustees.

Mr. Kutz inquired if he was correct that the bright orange color would be used. Mr. Sirbaugh stated that the color is blood orange and that would be the main color. Mr. Kutz further noted that the designs presented do not bring forth historical references to the area and they do not put anything in his mind. He noted that the designs are very abstract and he doesn't feel that they connect to Frederick County. Mr. Batson advised that, in all fairness to Tribe, staff did not ask Tribe to do that. The instructions that were given to Tribe were based on the fact that libraries are always changing and evolving and staff wanted a symbol to reflect that. It is not Tribe's fault for the way they did it; it was the instructions that were given to them by the library staff. Mr. Kutz inquired as to why the orange color was chosen. Mr. Sirbaugh stated that it is a very bright and inviting color. This color is something that people tend to gravitate to and it is very modern.

Mr. Laugelli inquired why the logo would be limited to one color. He further added that when looking at the color palette, he would assume that because of different circumstances, different colors could be used. Mr. Sirbaugh stated that the color used would depend on the usage at the time. The logo color can be changed to fit the circumstances. He added, however, that blood orange is a very unique color and what is wanted is that when patrons see this, they know it is the library. Blood orange is being used to set the library apart from everyone else and to make the library be noticed. Ms. Smith inquired how the secondary palette would be incorporated. Mr. Sirbaugh stated that whenever a circumstance would warrant the use of another color, the color palette could be used.

Ms. Kiser stated that the colors are secondary. If the logo is to represent what FCPL is now, the people that would see the logos presented are not going to have the benefit of the explanation that the Board received this evening as to what they represent. The library is so much more than

books and she noted that she feels the Concept 1 looks antiquated (books on a shelf) and Concept 2 looks like a snake-type thing. She noted that she gets everything after the presentation but it is just too abstract. She noted that she likes the blood orange color.

Ms. Greenway inquired whether Tribe actually developed the two logos. Mr. Sirbaugh stated that they did develop the two logos. Ms. Greenway stated that she went out to Google images and she noted that there are at least 30 libraries with the same logo (books on a shelf). Mr. Sirbaugh stated that the other logos are probably not exactly like the ones displayed this evening. She noted that what was presented is not an original piece of artwork, if she could find it in five seconds or less on the Internet. Ms. Greenway further added that the second logo that was presented means absolutely nothing to her. She noted that there is no feeling of nostalgia or any connection whatsoever. Ms. Greenway further stated that neither one of the logos presented reflects what FCPL is at all. She noted that she does not care what the firm was asked to do. One of the reasons that Frederick is so special is because Frederick is a historical place and that is part of its charm. She stated that there should be a way to incorporate the old with the new. FCPL staff work on so many projects including numerous children projects and there is nothing in either of the logos presented that suggests anything about children. In summary, Ms. Greenway stated that she does not like either one of the logos that were presented and could care less about the color. She noted further that there is not a person in this world that could feel a nostalgic connection to either one of those logos ever. She added that she is terribly disappointed. She further inquired whether these two concepts are the only ones available to choose from. Mr. Batson advised that the FCPL Board of Trustees can make whatever decision the Board wishes. The logos can be accepted or rejected or FCPL can go back to the old logo or start over from square one. This is a decision that needs to be made by the Library Board.

Mr. Kutz inquired how much Tribe was paid to develop the logo. Mr. Batson replied that Tribe was paid approximately \$18,000. Ms. Smith noted that the FCPL Board of Trustees approved the budget for this initiative. FCPL has purchased this product that was presented this evening. It is not a question of going back with the same funds and doing it all over again. The budgeted funds have been used and the logos presented this evening are what FCPL has and a decision needs to be made. Ms. Smith reiterated what Mr. Batson stated earlier, that if the FCPL Board of Trustees does not accept it, FCPL cannot go forward with anything else. Ms. Greenway inquired whether all of the money budgeted for the logo was spent and Mr. Batson stated that is the case.

Mr. Laugelli stated that he was not going to question the process; it is what it is. He noted that he has never been in a room where everyone liked a proposed logo. He added that a logo cannot be all things to everyone. It is a brand. The best logos are simple and direct. It is a visual thing. He added that it is his opinion that too much weight is put on a logo. He noted that he prefers Concept 1 (books on a shelf). He stated that Concept 2 is too abstract. Mr. Laugelli added that a logo is suppose to be simple and he has no idea how you would incorporate everything that everyone wants in a logo. Ms. Greenway stated that a discussion was just had about how important a logo is. Mr. Laugelli stated that a logo has a job to do and it is important. He noted that he has been in discussions like this before and they tend to go on and on because you can't make everyone happy. A logo provides a consistent brand.

Ms. Smith inquired whether the two choices have been presented to FCPL staff and, if so, which logo does the staff prefer. Mr. Batson stated that the logos have not been presented to staff. He noted that from his past experience, if you take a concept to 200 people, you will get 200 answers. Some will love a particular logo and others will not like it at all. Mr. Batson stated that this is a logo and FCPL wants it to mean something and be distinctive. The bottom line is no matter what is decided (even if we spend another five years on it), the end result will be that 50% will like it and 50% will hate it. Everyone has different viewpoints. Mr. Batson noted that this was our best effort at this point in time to bring the concepts to the Library Board based on the instructions staff gave Tribe. Based on the information FCPL staff gave Tribe and the various exercises that were performed, Tribe produced what they heard staff say. Whether everyone agrees with it or not, Tribe went through the process and produced the two concepts presented this evening. If members of the FCPL Board of Trustees do not think that this is something that can be lived with, then our fall-back position is to go back to the old logo. Another option would be to start over at square one but more money would need to be allocated in the next year's budget in order to go forward. Any logo that would be presented is not going to make everyone happy.

Ms. Manny asked Mr. Sirbaugh to explain the type-face differences. She noted that she feels that Frederick County should be in bold print rather than Public Libraries. Mr. Sirbaugh stated that type-faces are very visual. If Frederick County would be in bold print, it would be very top heavy. He added that the goal was to drive forward that it was a public library. He further noted that two different type-faces were used although they are very similar.

Ms. Greenway inquired why \$20,000 was spent on developing a new logo when, as stated earlier, 50% will like it and 50% won't like the logo. Mr. Batson stated that over time people become used to the logo and they start identifying with the logo and it doesn't matter whether they like or dislike the logo. Ms. Greenway further inquired whether a tag line was ever considered versus a picture as a brand. Mr. Batson stated that people like visuals. A lot of time people don't read something like a tag line. A symbol is what pops out to everyone. Ms. Greenway stated that the library system is not in retail or competing with other libraries to get someone's business. Mr. Batson stated that FCPL is competing out in the market. FCPL's competition is every movie theater, every bookstore, etc. FCPL is information, recreation, education, etc. and FCPL is in that marketplace. FCPL does not have a product to sell but it has a service to sell. FCPL needs to sell itself as the public library that has the services or the product a patron wants, and if FCPL doesn't get out there, it loses. It is definitely a competition. In order for FCPL to stay part of the community, it has to sell itself. Mr. Laugelli stated that sometimes too much weight is put on a logo but he noted that, in his opinion, a logo needs to immediately register that it belongs to the library.

Ms. Smith stated that there is a lot more impact in the logos that have been presented here tonight compared to what FCPL has used in the past. The past logos do not represent any historical heritage. Ms. Greenway stated that FCPL didn't pay anyone \$18,000 for the past logos either. Mr. Batson stated that the past logos have been a tree, a geometric square with a ribbon coming

out of it and a dancing man. Logos have a limited life span and it needs to be refreshed. The logo will be put on wraps for the library bookmobiles and the courier truck. Ms. Greenway stated that it terrifies her as to the cost to get this brand integrated throughout the libraries. Mr. Batson stated that FCPL will utilize whatever materials it has in stock and when things run out, the items are then replaced with new items. Mr. Batson stated that the only thing FCPL will need to change soon, whether FCPL changes brands or not, are the wraps on the bookmobiles and courier truck because they are ripping apart. Ms. Greenway inquired whether the bookmobiles will be driving around with this big orange thing on it. Mr. Batson stated that the logo will be somewhere on the wraps just like the old logo is on the current wraps. Wraps are used on vehicles so that they can be changed on a regular basis.

Ms. Greenway noted that she would feel more comfortable if the staff had been considered when choosing the logo. Ms. Smith stated that there was a committee that worked on the logo and she noted that she believes the committee has a preference as to which logo they prefer. Ms. Smith inquired whether a member of the logo committee will be making a recommendation. Mr. Batson stated that there was a presentation made to members of the logo committee as well as administration and it was unanimous that either one of the logos presented were acceptable. Ms. Greenway inquired how many people actually saw the presentation. Mr. Batson stated that approximately 25 people were shown the presentation.

Mr. Kutz inquired what the basis was for selecting the color for the logo. Mr. Sirbaugh stated that orange represents innovation. In addition, he noted that it was the intention to make the logo stand out. Mr. Kutz stated that you don't see many orange cars. You don't see many orange things other than oranges.

Ms. Smith stated that she showed the two proposed logos to her 22-year old son and he said they look high-tech but he still sees books. Ms. Greenway inquired which logo he was referring to and Ms. Smith stated the first logo (books on a shelf). Ms. Smith thereafter asked for the recommendation from a committee member since there were two choices presented this evening. Mr. Batson stated that his personal preference (and not the committee's preference) is Option 2. It is very innovative and has a lot of flexibility and it takes FCPL to another step where it hasn't been. That being said, Mr. Batson stated that a good portion of the committee prefers the first option that was presented. Mr. Batson further added that he could live with either logo that was presented this evening. Both of them do what the design team set forth and they both work. Colors are a very personal thing and blood orange is something that is really, really different but that is exactly what the firm was trying to do so the logo does not fade into the huge mass of whites and blues that are everywhere out there. No one is going to see a lot of blood orange out there but everyone that sees it will know it is the library. The palette is a very flexible palette and provides FCPL with a lot of options.

Ms. Greenway inquired as to what it means to have a flexible palette and if it would it be possible to have the same design in any one of those colors of the palette. Mr. Batson stated that the palette contains the colors that Tribe is recommending for FCPL to use for the logo depending on what is needed. As an example, Mr. Batson stated that if FCPL would want to

have the logo on Bookmarks, the library's publication, and due to the color of the page, the blood orange may not be appropriate, FCPL would be able to utilize another color for the logo. Ms. Greenway noted that the color is then not necessarily part of the branding. Mr. Batson stated that the majority of the time the color of the logo would be blood orange and then the additional palette would be used, as needed.

Mr. Laugelli inquired whether members of the FCPL Board of Trustees need to make the final decision or does the Board just say that both logos presented are great and let staff figure it out. Mr. Batson stated that the FCPL Board of Trustees can do whatever it so desires. Mr. Batson noted that a decision was not going to be made on a brand new logo without the input from the Board. Mr. Batson stated that staff followed a process and brought it to the FCPL Board of Trustees. Mr. Batson advised that all members of the committee are not in love with it but they can all live with it. Mr. Batson noted that it is up to the Board to accept it or reject it; it is a decision for the FCPL Board of Trustees.

Ms. Smith stated that the FCPL Board of Trustees needs to vote first on whether to accept a new logo and go forward with one of the proposed new logos and then choose which one of the logos the FCPL Board of Trustees wants to go forward with. She also opened up the meeting to anyone else that might have a proposal. Ms. Greenway inquired whether the FCPL Board of Trustees could choose to stay with the old blue guy. Mr. Batson advised that it is an option that is available. Mr. Batson stated that he has heard comments that the blue dancing man is getting dated. He added that it is up to the Library Board to decide what logo it wants to represent the library.

Mr. Laugelli inquired if he was correct that FCPL paid for the two logos that were presented this evening and that they can be used by FCPL. Mr. Batson stated Mr. Laugelli is correct that FCPL paid for them but whether the Board wants to utilize them as the logo is up to the Board. Mr. Laugelli stated the logos presented are the two choices and he prefers Option 1. He noted, however, that if the Board is canvassed, there will be some that like Option 2 and some that don't like either one. Ms. Greenway noted that the choices are to stay with the dancing man or the FCPL Board of Trustees would pick Option 1 or 2. Mr. Kutz stated that there is another option and that is have the company go back and do something else. Ms. Smith stated that there is no money available to do that. Mr. Laugelli stated that the FCPL Board of Trustees could authorize spending the money and be right back where it started with this one. Ms. Greenway noted that she does not know why the FCPL Board of Trustees is being asked to make this decision. This, in her opinion, is an operational aspect of the library. Mr. Batson stated that if it is the decision of the FCPL Board of Trustees to pass it back to staff, staff will be glad to choose the logo but the Board will need to make that decision. Ms. Greenway stated that if FCPL paid \$18,000 to people that are professionals and they know what they are doing, it is her opinion that members of the FCPL Board of Trustees, who are not brand experts, should not make the decision. Ms. Smith stated that this is something that can be voted upon. Mr. Batson stated he would be glad to talk to FCPL staff and make a choice, if that is what the FCPL Board of Trustees wants to do.

Ms. Smith stated that in all fairness to Darrell Batson, if Darrell Batson came to the Board and

said here is the new logo that you approved money for, there would be a lot said by members of the FCPL Board of Trustees. Ms. Smith stated that she feels like a fresh brand will be very impactful in the community and it is a good time to do it. She added that deferring this issue to another budget cycle, together with the money that FCPL has already spent, is not an option. She noted that there is no guarantee that there would be any different outcome, if FCPL would go back and start all over again. Mr. Kutz stated that he does not agree that just because FCPL spent the money that the FCPL Board of Trustees has to accept what was presented, if the Board doesn't like it. That is not a good rationale. Mr. Laugelli stated that he does like one of the logos presented. Mr. Kutz stated that he does not like either one and staff should go back to square one.

Ms. Smith stated that a motion needs to be put forth by the Board to vote on whether the FCPL Board of Trustees should move forward with rebranding and a new logo. Thereafter, a vote could be taken on which logo to be used.. Ms. Greenway made a motion based on the language suggested by Ms. Smith. Ms. Manny seconded the motion. Ms. Smith wanted to make it clear as to what is being voted on. She noted that if the vote is "yes", then the FCPL Board of Trustees is agreeing for FCPL to go forward with a new logo. Ms. Greenway stated that the decision was already made and that is why the \$18,000 was spent on developing the logo. Ms. Smith asked for a vote from all members of the Board that are in favor of one of the new logos. Ms. Kiser stated that the motion was to accept a new logo but not necessarily one of the logos that were presented this evening. Ms. Greenway stated that this is not what was said in the Motion. Ms. Greenway stated that the Motion that she made was that the FCPL Board of Trustees agree that FCPL needs a new brand. Ms. Smith stated the Motion that was made by C. Greenway was seconded. Ms. Greenway stated that the Motion she made did not include the acceptance of one of the logos presented.

Ms. Smith further noted that the motion presented is that FCPL wants to adopt a new logo.
VOTE: For – G. Laugelli, S. Manny, C. Greenway, D. Kiser and C. Smith. Against – T. Kutz.
Ms. Smith noted the results as 5 for "yes" and 1 for "no".

Ms. Smith suggested that a motion be made that the FCPL Board of Trustees agree to adopt one of the logos that has been presented this evening and the decision as to which logo will be left to staff. Ms. Greenway suggested that the decision be put back in the hands of Darrell Batson and FCPL staff. She noted that she does not like either of the two logos presented and she wants the decision back in the hands of the experts.

Mr. Laugelli stated that a motion was just passed to approve a new logo and now the members of the FCPL Board of Trustees want a motion to state that it is OK for FCPL staff to choose which logo.

Mr. Laugelli made a motion to accept one of the logos presented and that the decision on which logo to be chosen will be made by FCPL staff; seconded by D. Kiser.
VOTE: For – G. Laugelli, S. Manny, C. Greenway, D. Kiser and C. Smith; Against – T. Kutz.
In summary, Ms. Smith noted that there were 5 votes in favor of the motion with 1 vote that was

opposed.

Mr. Batson stated that the decision by staff as to which logo will be used will be brought back to the FCPL Board of Trustees at the June meeting for their information. Mr. Batson thanked members of the FCPL Board of Trustees for their input and discussion. In addition, Mr. Batson thanked Seth Sirbaugh for his presentation this evening.

b. Strategic Plan: Mr. Kelly stated that back in February he spoke about the process in developing a Strategic Plan and advised at that time that he would be back for the Board's approval. Community conversations were conducted, surveys were taken, there were discussions with staff and members of the FCPL Board of Trustees and the results have been incorporated into the strategic plan. Mr. Kelly thereafter noted that a Vision Statement should be a one sentence statement that is clear and inspirational and should last longer than five years. FCPL's Vision Statement is "an informed, empowered and vibrant community." The Mission Statement is a one or two sentence statement that states why FCPL exists, what it does and how it does it. FCPL's Mission Statement is "By facilitating the public's freedom to explore, to invent, and to transform, FCPL connects people to ideas and to each other, helping to foster individual and community growth." Mr. Kelly stated that FCPL has never had a vision statement and FCPL's mission statement was rather dated. Mr. Kelly advised that the next step of the strategic plan was to develop priorities. He thereafter reviewed the priorities that staff came up with: 1) Inspire a culture of learning; 2) Strengthen Community Connections and 3) Cultivate the library as a destination. He further noted that in the packet that was distributed to members of the FCPL Board of Trustees, it not only shows the priorities but the goals developed by staff.

Mr. Kelly stated that he is looking for the approval of the FCPL Board of Trustees for the vision statement, the mission statement and the priorities/goals. The next step will be outlining activities, infrastructure and defining success. He noted that another 3-year plan would be developed after 2019.

Mr. Laugelli stated that after reading the material, it seems right. Ms. Greenway inquired whether members of the FCPL Board of Trustees are voting on the Vision and Mission Statement tonight. Mr. Kelly stated that the FCPL Board of Trustees would be voting on everything that was discussed this evening including the Priorities/Goals. Mr. Kelly noted that the priorities and goals will be reviewed in three years but the Vision/Mission Statements are more long-term.

Ms. Smith stated that the priorities are great and feels that they really encapsulate a lot of what FCPL does every day in three very brief statements. She noted that she especially liked the third priority regarding the library as a destination.

Ms. Greenway made a motion to accept the Strategic Plan as presented; seconded by G. Laugelli.
VOTE: Unanimous.

c. Staff Development Day: Mr. Batson noted that Staff Days used to be conducted on an annual basis and they were extremely productive for not only giving information and trainings but also

for staff morale. One of the last Staff Days that FCPL had was a visit to the Library of Congress and everyone enjoyed it. Thereafter, the economy changed and it was just not viable to do Staff Day. As things have improved, staff has requested that FCPL do Staff Day once again. It was great to get to know each other. Mr. Batson noted that he will present some staff awards at Staff Day. Mr. Batson recommended that Staff Day be held on Columbus Day, October 10, 2016. A few years ago, the library was closed on Columbus Day, however, that was changed by the previous County Commissioners. Libraries, as well as the County, are now open on Columbus Day. Mr. Batson stated that he is asking members of the FCPL Board of Trustees to close the library on Columbus Day for a staff training day on October 10, 2016. Mr. Batson stated that he has spoken to other staff at library systems throughout the State and most of them shut down one day a year for staff training.

C. Greenway made a motion to accept Staff Development Day on October 10, 2016; seconded by S. Manny. No discussion. VOTE: Unanimous.

Mr. Batson advised that members of the FCPL Board of Trustees will be receiving invitations to Staff Day.

d. Board Member Recommendation: Ms. Smith stated that there will be two vacancies on the FCPL Board of Trustees as of July 1, 2016. Mr. Kutz stated the Nominating Committee of the FCPL Board of Trustees consists of him, Blanca Poteat and Candy Greenway. Since Candy Greenway was an applicant for her second term, she excused herself from the Committee. Based on interviews, Mr. Kutz stated that on behalf of the Nominating Committee, they recommend that C. Greenway serve for a second term and the other vacancy would be filled by Kyle Kane.

Ms. Smith stated that the new candidate, Kyle Kane, is a lawyer. He went to Mount St. Mary's College, University of Notre Dame London Law Center in London, England and University of Notre Dame Law School in South Bend, Indiana. Mr. Kane currently works for the Frederick County State's Attorney Office in the Juvenile Division. He is very young and energetic and will be a great addition to the FCPL Board of Trustees. Mr. Laugelli stated that he seconds the nominations. No further discussion.

VOTE: Unanimous.

Ms. Smith welcomed C. Greenway to a second term. Ms. Smith noted that a letter needs to be drawn up to Joyce Grossnickle outlining the recommendations for approval by County Executive Gardner.

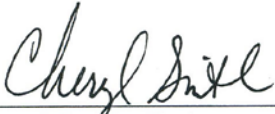
BOARD QUESTIONS AND COMMENTS: Ms. Smith invited Jessica El-Zeftawy to speak about the flyer that she distributed to members of the FCPL Board of Trustees. Jessica thereafter advised that in partnership with Talbots, there is a fundraiser on May 26, 2016 whereby FCPL will receive 10% of the sales that evening from 4:30 – 7:30 p.m.

OTHER CITIZEN REMARKS: None.

The next meeting will be held on Wednesday, June 1, 2016 at 7:00 p.m. at the C. Burr Artz Library – 110 E. Patrick Street, Frederick, MD.

D. Kiser made a motion to adjourn the meeting; seconded by G. Laugelli. No discussion.
VOTE: Unanimous.

The meeting adjourned at 8:45 p.m.



Cheryl Smith, Chair
Frederick County Public Libraries Board of Trustees