

# KENNETT PUBLIC LIBRARY

216 East State Street • PO Box 730 • Kennett Square, PA 19348

## REGULAR MEETING OF THE BOARD OF TRUSTEES

Tuesday, April 19, 2016, at 5 p.m.

At The Market at Liberty Place Board Room

### Public Comments

#### **\*\* Approval of March 15, 2016 meeting minutes – Tom – 2 minutes**

Carl Francis – EnvisianStrategic – Name Process Review & Path Forward - 15 minutes

**\*\*AFFIRMATION:** Based on the enthusiastic support of community leaders during our three April 12, 2016 presentations and subsequently, The Board of Trustees affirms the following:

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- Our support for proceeding forward on Phase I of the branding plan presented by Carl Francis, including:
  - Changing the official name of our Library to “Kennett Library.” (To be submitted for approval at our May 17 meeting and implemented as soon thereafter as feasible).
  - Integrating Bayard Taylor into the branding plan as a primary element – including being part of the name of the new library property and in additional design, messaging and communication elements as outlined in the plan and presentations.
  - Proceeding to the design phase to create a new logo and artwork for the initial phases. The estimated cost for phase I design is \$7,500, to be paid through Envisian.
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Director’s Report – Donna – 5 minutes

Staff Report, T-Mobile Hot Spots – Ivy – 10 minutes

### Committee Reports

- New Building Committee – Carolyn – 5 minutes
- Personnel Committee – Jeff – 5 minutes
- Adult Literacy Committee – Filomena – 10 minutes
- Communications and Marketing – Jeff – 5 minutes
- Finance – Bill – 5 minutes
- Board Development – Karen – 5 minutes
- Policy Committee – Bill – 5 minutes

### Adjournment

**\*\* Denotes agenda items requiring a vote**