Ida Public Library

Board of Trustees Marketing Committees Meeting Wednesday, June 19, 20198

Ida Public Library Board Meeting Room

Meeting called to order at 10:45 am by Kim Hohf. The following Trustees were present: Kim Hohf, Michelle Rappuhn, Jan Knutson, and Renee Keeney. Absent was Nancy Razon. Also present were Ida Library Director Ashley Bryant and Assistant Director Laurie Mann and Youth Services Manager Angela Bennett.

**Public Comment**: None.

New library cards will need to be ordered soon, and they will need to order at least 2500. If a new logo will be used, it needs to be approved soon, so it can go on the new library cards. Trustee Michelle reported that the logo project stopped progress over the fall. The committee’s idea of using Ida’s signature in the logo was deemed to be less legible than desired. Michelle would still like to offer her services as a graphic designer to create a logo, if the committee and all involved can agree on a direction. Jan prefers to keep the current logo, with Ida’s face in the lowercase “d”, using the colors inspired by the stained glass windows of the library. Unfortunately, files have not been found, so the original photographic art is lost and cannot be replicated except in very small size. Ashley, Angela, and Laurie would like something more modern, in navy blue, that can be easily replicated, and prefer not to use imagery of Ida. A trustee suggested using an image of the library building, but that was rejected as it shows an entrance that’s no longer used.

Ashley noted that the general public doesn’t know who or what Ida is, and many think it’s an acronym for something else. She’d like to see “Belvidere, IL” be included prominently in the logo. An option floated was to use a more modern illustration of Ida, or perhaps something abstract, or simply typography. Michelle agreed to create and show some sketches at the next board meeting.

**Adjournment**: Motion to adjourn by Renee, second by Michelle. Meeting adjourned at 11:07am. Respectfully submitted,

Michelle Rappuhn

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