

MINUTES OF THE SPECIAL BOARD OF TRUSTEES MEETING  
BETHLEHEM PUBLIC LIBRARY  
Wednesday 17 February 2010

PRESENT Aaron Baldwin  
Joyce Becker  
Yolanda Caldwell  
Penelope Koburger  
Nancy Smith  
John Sobiecki  
Tamra Wright

Nancy Pieri, Director  
Louise Grieco, recording secretary  
Libby Post of Communication Services

The meeting was called to order at 6:30pm.

#### MARKETING PRESENTATION

Libby Post reviewed her company's work to date, outlining focus group results and introducing five logo/tagline choices. Focus groups revealed that the library is generally regarded as a source of lifelong learning and a gathering place or destination at the "heart of the community."

While pleased with marketing information developed from the focus groups, the board agreed that the logos and tagline presented did not meet expectations. Board consensus was to explore outsourcing the logo design; this item was tabled for further discussion at a working group meeting on March 22. Tagline ideas were solicited from all board members; trustees will share suggestions via email; N. Pieri will compile them for later examination.

#### BUDGET REVIEW

N. Pieri presented a revised proposed budget for board review and approval, as well as an outline of potential savings of hiring an additional IT technician instead of an IT department head; in this scenario, Assistant Director G. Kirkpatrick would continue to oversee the IT department. On a MOTION by T. Wright with a second by P. Koburger, the board unanimously approved the proposed budget for presentation to the public.

#### TRUSTEE CANDIDACY BROCHURES

N. Pieri distributed a draft brochure devised by L. Grieco to market board candidacy, for trustees to offer to interested parties. This brochure would also be made available at the information desk. Brochure will be printed and copies mailed to trustees tomorrow (Thursday February 18).

On a MOTION by T. Wright with a second by Y. Caldwell, the meeting adjourned at 8:35pm.

Prepared by  
Louise Grieco, recording secretary

Cosigned by  
Aaron Baldwin, board president