



**Approved Minutes  
Iowa County Library Committee  
Monday, November 18, 2019 – 3:00 PM  
Health and Human Services Center – Room 1001  
303 W. Chapel Street  
Dodgeville, Wisconsin**

**Iowa  
County  
Wisconsin**

For information regarding access for the disabled please call 935-0399.

***Any subject on this agenda may become an action item unless otherwise noted.***

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| 1 | Call to order. Chair, Vickie Stangel called the meeting to order at 3:01 pm.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 2 | Roll Call:<br>Members Present: Vickie Stangel, Carol Anderson, Mark Storti, Linda Gard, Diane Palzkill, and Shari Sailing.<br>Absent: Alex Ray, Beverly Harris, Kate Franzman.<br>Also Present: County Administrator Larry Bierke and David Kranz                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 3 | Minutes of 8/19/2019 and 11/18/19 Agenda: Storti <u>moved</u> , Gard seconded to approve the minutes and agenda. Motion carried.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 4 | Reports from committee members followed.<br>Bierke reminded the members present that they could be compensated for miles traveled by Iowa County and that the Committee members needed to contact the County Clerk's Office. Storti reported on a change from publisher McMillian allowing only one ebook to be purchased per library system starting November 1.                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 5 | Iowa County 2020 Budget Funding. Bierke reported that the Committee's request to increase funding by 2% to for marketing was approved.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 6 | Kristin Mitchell Design Branding Proposal. Palzkill noted that she had been working with Kristin Mitchell Design and distributed several draft logos for the Committee to consider. The plan is to develop an awareness campaign to alert residents to the existence and services offered by County Libraries. Sailing <u>moved</u> , Anderson seconded to select option F with the phrase "Discover. Connect. Inspire." Added on a new line at the bottom of the logo. Motion carried.<br><br>The Committee next discussed the colors. Sailing <u>moved</u> , Anderson seconded to use black and gold as the two colors with the door being gold in color. The Committee further asked for Kristin Mitchell Design to provide the logo in both black and white and in color. Motion carried. |
| 8 | Advertising. Harris forwarded information on to the group in her absence. The Committee reviewed the information on billboards. Yard signs were also discussed as an option. It was decided that the first thing needed was a handout for residents to receive during the 2020 elections and when people participate in the 2020 census. The handout should have the 8 libraries listed on it with hours of operations for each.                                                                                                                                                                                                                                                                                                                                                              |
| 9 | 2020 Census: Libraries are being contacted by the Census effort and they are using libraries to collect names of people willing to volunteer for the Census. Storti asked that Chair Meyers create a Complete Count Committee to help. Storti, Stangel, and Sailing volunteered to be on the committee. It was further suggested that Head Start, Meal Sites, and ADRC may be willing to participate.                                                                                                                                                                                                                                                                                                                                                                                         |

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| 10 | Next Meeting Date: The next meetings were set for February 17 at 3:00 PM in room 1001 of the Health and Human Services Center. |
| 11 | Adjourn: Gard <u>moved</u> , Storti seconded to adjourn. Motion carried at 4:27 PM.                                            |