

## MUSKEGON AREA DISTRICT LIBRARY

A work session of the Muskegon Area District Library Board was held on Wednesday, November 15, 2023, at 4:00 p.m. at the Muskegon Area District Library, 4845 Airline Road, Muskegon. Staff present: M. Chandler-Nash, J. Endres, B. Hall, M. Higginbottom-Johnson, S. Rinsema-Sybenga, N. Schaner, R. Suszek and K. Wisniewski. Also present, M. Anderson, Legal Counsel, and D. Kalisz and A. Vickers of Kindred Marketing.

D. Hughes called the meeting to order at 4:02 p.m.

### ROLL CALL

Present: Hodges, Richards, Hughes, Aerts, Vanaelst

Excused: Cruz, Scolnik

Absent: Root

### Agenda

The Chair stated the purpose of the meeting was to review logo and re-branding options.

### MADL Logo & Re-Branding Presentation by Kindred Marketing

Don Kalisz presented three (3) logo options as well as the brand story and strapline.

### Board Discussion

The board discussed logo design options and considered possible risks and benefits of the proposed plan. Additional discussion of the design options is scheduled for November's board meeting.

### Adjournment

**Motion by Hodges, Second by Vanaelst**

**That the MADL Board meeting adjourned at 4:44 p.m.**

**Motion Carried**

Reviewed and Approved by Linda Aerts, Region 5 Trustee.