

Library Board Meeting

MINUTES

August 8, 2024 at 2:30 p.m.

Conducted in-person at WSPL, 2 Park Drive, Stouffville, ON.

Present: Sandra Liaros, Margaret Wallace – CEO, Dina Simon, Councillor Hugo Kroon, Colin Whitebread, Rocco Priore
Guests: Mayor Iain Lovatt – Town of Stouffville
Regrets/Absent: Councillor Maurice Smith, David Parmer, Nadine Williams, Carol Hughes
Staff: RM Pucci (secretary)

1. **CALL TO ORDER: 2:30 PM**

The Chair welcomed Board Members and called the meeting to order at 2:30 p.m.

LAND ACKNOWLEDGEMENT:

Board Chair, Sandra Liaros, recited the formal Land Acknowledgement which recognizes that the work of the Library and its community partners takes place on traditional Indigenous territories.

2. **INTRODUCTION OF ADDENDUM ITEMS**

There were no additions to the agenda.

3. **ADOPTION OF AGENDA**

MOTION - #024-052

Moved by Dina Simon, seconded by Colin Whitebread
THAT the Library Board adopt the Agenda of August 8, 2024.

CARRIED.

4. **ERRORS & OMISSIONS: Minutes of Regular Board Meeting: June 20, 2024**

There were no matters arising from the Minutes of the previous Board meeting.

MOTION - #024-053

Moved by Rocco Priore, seconded by Councillor Hugo Kroon
THAT the June 20, 2024 Minutes of the Board Meeting be accepted.

CARRIED.

5. PRESENTATION – Library Logo Presentation – By Stephen Weir, Jeannette Hanna, and Blair Francy (Trajectory Brands Inc.)

Board Chair Sandra Liaros welcomed Mayor Iain Lovatt to the Board Meeting, and introduced Stephen Weir from Trajectory Brands Inc.

Stephen Weir spoke enthusiastically of their agency’s love for libraries, their business relationship with the Town of Stouffville, and of their anticipation of rolling out the new WSPL logo. He noted that the logo was not viewed as only a visual identity and branding project, but rather more of creating an awareness of the community and to recognize the Library as a welcoming place for all. Trajectory worked at capturing a specific vision that would lead to the Library being viewed as an innovative and inspirational hub for the Stouffville community, leading to a positive impact on the quality of life for Library users.

Trajectory noted WSPL’s strengths as part of their logo development process: values, service excellence, literacy, accessibility, life-long learning, and opportunities for the community. Their objective was to develop a new and contemporary visual identity and platform for WSPL that would create a strong connection to our current offerings, and work as a brand across all mediums. Stephen Weir and his team also researched neighbouring libraries. They also considered WSPL’s current and recurring themes: positive energy, vitality, fun, a place for enjoyment for patrons. WSPL exemplifies diversity, vibrancy, and community; this resonated with Trajectory, and they strived to create a colourful, compelling logo.

The new logo “idea portal” presented by Trajectory expresses promises of the Library and what it can unleash in dynamic and colourful ways. The Library is a never-ending universe of ideas, experiences, and learning opportunities, representing personal experience and exploration.

The colour palette was fine-tuned to include the red from the Latcham Art Centre’s logo, and blue to mimic the Town of Stouffville. The confetti was utilized as the “fun” aspect of the Library, creating an “explosion” to playfulness and celebration. The confetti pieces can be pulled and used in various applications. Trajectory demonstrated the versatility and flexibility of the new logo through visuals of tote bags, mugs, water bottles, library cards, stationery, and digital applications. This flexibility will keep the logo fresh, adaptable, and interesting; it will be workable with limited resources yet will allow expansion and growth.

The Library Board was impressed with the logo, specifically the circular and colourful graphic as a symbol of a Library that is continually evolving, ever changing and full of endless possibilities. They enjoyed the use of the logo through the various applications and agreed that the font was clean and crisp.

CEO Margaret Wallace thanked Trajectory Brands Inc. for their hard work, diligence, and support in creating a new Library logo. She was pleased with the results and would like the community to see the joy and possibilities the Library offers. The CEO will present the logo at the next Council meeting in September. She also noted that with the recent hire of the Library’s Coordinator of Marketing & Communications, a PR plan will be created as soon as possible. With the new Library website launch scheduled for November/December this year, the opportunity to create awareness through teasers and storytelling before the launch is exciting.

The Board Chair also thanked Stephen Weir, the Trajectory team, and Mayor Iain Lovatt for attending.

6. **BUSINESS ARISING**

6.1 WSPL Logo

MOTION - #024-054

Moved by Councillor Hugo Kroon, seconded by Dina Simon.
THAT the new Stouffville Library logo and brand identity be approved.

CARRIED.

13. **NEXT MEETING:** September 5, 2024

14. **ADJOURNMENT**

MOTION - #024-055

Moved by Colin Whitebread, seconded by Rocco Priore,
THAT the Library Board meeting be adjourned at 3:02 p.m.

CARRIED.

Signed: _____
Sandra Liaros, Library Board Chair

Date: _____