

Hamilton East Public Library

Library Board Meeting Minutes
January 22, 2015

Members Present	Bill Crandall, John Dierdorf, Chris Jeter, Brian Meyer, Marita Oilar, John Partlow, and Deb Yadon
Members Absent	None
Others in Attendance	Library Director Edra Waterman, Legal Counsel Anne Poindexter, Amy Hauptert of Midwest Deferred Comp, Jason Hutcheson, Carolyn Byard and Ana Zukova of Iconic Digital Marketing, and Library staff members Cheryl Jurgens, Kelly Oles, Jessica Jaworski, Kelsey Hadler, Lynn Ischay, Beth Meyer, and Diane Krall.
Convene	President Brian Meyer called the meeting to order at 4:02 p.m. in the North Meeting Room at the Noblesville Library.
Consent Agenda	Consent agenda included minutes of December 16, 2014 meeting, claims and warrants, personnel approvals, request to encumber 2014 funds for outstanding purchase orders, and resolution for year-end transfer of appropriations between major categories. Hearing no requests for removal of items for further discussion or action, a motion was made by Bill Crandall and seconded by Chris Jeter to accept the proposed consent agenda. Motion passed unanimously.
HEPL Deferred Compensation	At the Board's request, Amy Hauptert gave an overview of the Library's current 457(b) plan through OneAmerica and the services that Midwest Deferred Comp provides, including competitive analysis and meetings with staff. The Board agreed to proceed with an independent review of the current plan and Hoosier S.T.A.R.T., and asked Edra Waterman to contact Shaun Knoch to arrange for this analysis.
Temporary Adjournment	The regular meeting of the full Library Board temporarily adjourned.
Board of Finance Meeting	The meeting of the Library Board of Finance was called to order by Board President Brian Meyer.
Officers	Brian Meyer was nominated to serve as President and John Dierdorf as Secretary of the Board of Finance. Bill Crandall made a motion to accept the nominations. John Partlow seconded the motion and the motion passed unanimously.
Overview of Investments	Library Director Edra Waterman reported on the status of the Library's investments in 2014. Investments earned \$4,685.
Publicizing Newspapers	It was recommended that <i>The Times of Noblesville</i> and <i>The Indianapolis Star</i> remain as qualified publications for the Library to publish notices. Motion was made by John Partlow and seconded by John Dierdorf. Motion passed unanimously.
Adjournment	Motion was made by Chris Jeter and seconded by Debra Yadon to adjourn the meeting of the Board of Finance.
Reconvene	The regular meeting the full Library Board was reconvened.

**Website
Recommendation**

Community Relations and Marketing Manager Cheryl Jurgens introduced Jason Hutcheson, Carolyn Byard and Ana Zukova of Iconic Digital Marketing. Jason Hutcheson presented a proposed new visual identity developed from the strategic plan. He introduced two logo concepts and the Board offered feedback on the imagery, color palette and messaging that will accompany the new brand. The Board preferred one of the concepts and asked Iconic to proceed with finalizing that design and continuing with development of a tag line, collateral materials and the website.

**Director's
Report**

Library Director Edra Waterman asked for questions or feedback to the written report she had provided prior to the meeting.

**Other Old or
New Business**

Old Business – Edra Waterman provided an update on the 2015 insurance renewal, which is within budget and on track for ratification by the Board at the February meeting.

New Business – Edra Waterman requested a director's committee of Board members to work with her on beginning the process of space planning at the library. Board members John Dierdorf and Marita Oilar volunteered to serve as Board representatives in this process.

Adjournment

John Partlow made a motion to adjourn the meeting at 5:34 p.m.

Respectfully submitted,

John Dierdorf
HEPL Board Secretary
(kso)