METROLINA LIBRARY ASSOCIATION

MINUTES OF THE BOARD MEETING

THURS. APRIL 18TH, 2013, 2 P.M. -- 3:15 P.M.

Central Piedmont Community College, Harris Campus, Building I room 1222

3210 CPCC Harris Campus Drive, Charlotte

***With corrections made Fri. 5-24-2013 (underlined)***

**Board Members Present:** Doug Short (presiding), Brenda Almeyda, Denelle Eads, Valerie Freeman, Jo Henry, Ursula Jacobs-Guidry, Beth Martin, Frank Newton, LaJuan Pringle, Sherrill Shiraz.

**Board Members Absent:** Joli McClelland (maternity leave), Rebecca Freeman, Katy Hill, Melinda Livas, Julie Obst.

**Guest Presenter at Meeting:** Trey Bates (Gammel David Bates, III) of GB3 Design, a student in the graphic arts program at Central Piedmont Community College.

Because our usual venue (conference room 1226) had been reserved by another group, we met in a classroom, 1222.

**1. New Board Member.** Doug introduced Ursula Jacobs-Guidry to the Board. She has volunteered to be an at-large member of the Board, and Doug appointed her as such effective January 2014. Her preferred E-mail for Metrolina business is ujguidry@gmail.com .

**2. Minutes of Last Board Meeting (Frank).** Minutes of the March Board meeting were approved.

**3. Treasurer's Report (Jo).** Jo reported we have $11,019 in the bank.

**4. Updating Metrolina Logo and Designing Conference T-Shirts (Trey Bates).**

**(a) Introduction.** Trey Bates, CPCC graphics design student with whom Julie has been working, presented the Board with three possible Metrolina logos and two possible T-shirt designs which he designed for the Board's consideration. The estimated price for 150 T-shirts is between $1,000 and $1,400. This estimate includes conference logo printed on the front, and sponsor logos printed on the back. It will be towards the lower figure if the colors of the T-shirt design are limited to two: one background color and one printing color; and towards the higher figure if we decide to bring in a third color (one background color and two printing colors). Also, a higher quantity of XXL's and 3XL's will increase the total cost. He has drafted a contract and sent it to Julie; she will share it with the Board. Trey stated that his plan allows the Board up to three revisions for the logo design and three revisions for the Conference T-shirt design. He asked if our current website colors of orange, black, and tan were an official Metrolina color scheme. We said no. The color scheme or palette he proposed is navy blue, light blue, light green, and black. Trey does business under the firm name of GB3 Design.

**(b) Metrolina logo.** Our current logo as it appears on our website this month looks roughly like this:

METROLINA

L I B R A R Y

(Also, the E and the O lean a little bit at an angle.) Trey presented three new designs for the Board's consideration:



(i) METROLINA *[Secretary's*

 LIBRARY all sans serif *renderings are*

 ASSOCIATION *approximate!]*

#i includes a silhouette of 3-4 books nestled inside the capital L. Trey indicated that he wasn't sure if librarians still favored logos emphasizing or referring to books.



(ii) METROLINA

 LIBRARY all serif

 ASSOCIATION

(iii) **METROLINA** <==serif [No special acronym treatment for #iii]

 LIBRARY <==sans serif

 **ASSOCIATION** <==serif

**(c) Conference T-shirt logo.** Trey presented two candidate designs for the 2013 MILC T-shirt. One design shows a half-circle of squares and circles to the left of

 METROLINA

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(circles and squares look like a logo of people sitting at a round table). The other design is a silhouette of the Charlotte skyline. The Board approved the Charlotte skyline design. The T-shirt logo for the Conference can be printed either on the left front chest or full front chest of the shirts. -- Our Conference sponsors need to provide camera-ready art for the back of the T-shirt (JPEG at least 300 DPI).

**(d) Conclusion.** The Board thanked Trey for his design work, and proposed to set a May 1st deadline for finalizing the design. Trey said that would be doable if the Board gives him a camera-ready version of our chosen design two days before May 1st, and distributed copies of his business card to the Board.

**5. Program Feedback -- Spring Program (April 4th).** The April 4th technology summit program at Hickory Grove Library went well. Doug thanked the four presenters.

**6. Social Event in June.** We reaffirmed our get-together at VBGB (Very Big German Beer) in Charlotte the evening of Thurs. June 6th (a week before MILC). Thursday is VBGB's trivia night. Some other members of the North Carolina Library Association may also be present.

**7. Program Planning -- 2013 Metrolina Information Literacy Conference (June 13th).**

**(a) Readiness (Valerie).** Valerie has completed the scheduling of the talks. We should be ready to enable online registration for the conference on our website.

**(b) In lieu of bags (Beth).** We are almost out of our supply of bags to hold the materials given to the registered attenders at the beginning of the day of the conference. Beth showed a sample of a transparent blue plastic 9" x 12" envelope with a fold-over closure on the long edge, which UNC-Greensboro is prepared to donate to Metrolina in a sufficient quantity. It will not hold as many items as a bag, but we don't think this will be a problem. The Board approved with thanks.

**8. MLA Keychains (Doug, based on Melinda's E-mail).** Before the meeting, Melinda sent out to the Board an E-mail in which the contractor for the keychains offered us a choice of four different fonts for our name (Metrolina Library Association) which will be stamped or otherwise printed on the carabiner (the open-shut device on the keychain). We voted for font #3.

**9. Upcoming Board Meetings.** Our next two Board meetings will be:

Thurs. May 23rd, 2-4 p.m. -- should be back in room 1226, the conference room, but Doug will check and confirm.

Thurs. Aug. 15th, 2-4 p.m.

Respectfully submitted,

Frank Newton

MLA Secretary

5-23-2013 -- 5-24-2013