

# HINSDALE PUBLIC LIBRARY

Ad Hoc Meeting of the Board of Library Trustees  
1 p.m., January 5, 2016  
Board Room, Main Floor

**Present:** Kathleen Wilson, Trustee; Callie Revord, Trustee; Laura Tortorello, Trustee; Karen Keefe, Executive Director, Molly Castor, Marketing and Outreach Manager

**Also Present:** Kim Cardosi, Cardosi Kiper Design Group, Inc.

The meeting was called to order at 1:04 p.m.

Kim Cardosi, President of the Cardosi Kiper Design Group, Inc. provided an overview of her firm's history and design process.

She explained that they have done work for libraries as part of larger university projects.

In discussing priorities for a sign program, she explained that her firm would address both ADA compliance and wayfinding. Effective signage sends the right message to the right audience at natural decision points.

The firm's process has six phases, as provided in her proposal. During the schematic phase, they would typically present three concepts for the Project Team to review and give feedback on.

At phase three, the firm would bring in mock-ups of proposed signage to evaluate.

Cardosi Kiper Design Group, Inc. would supervise the bid process. Prototypes of the signs could be a requirement of the bids.

At the request of Laura Tortorello, Cardosi confirmed that after installation, Cardosi's firm would do a walkthrough and work with the fabricators/installers on items that needed adjustment.

Cardosi explained that the pool of fabricators interested and capable of taking on a project of this size should be adequate. Cardosi explained that depending on the ultimate size of the project, fabrication could be implemented in phases. Digital printing, for example, could be broken out. But, in many cases, having a more robust bid package increases the field of interested bidders.

The budget for the project will depend on the number of signs needed—which will be based on the number of decision points that require signage.

Kathleen Wilson asked how Cardosi prioritizes wayfinding with the Library's interest in theming and brand support. Cardosi explained that those would be another layer, after signage and wayfinding.



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She defined theming as a way of telling the organization's story. It demonstrates the character of the institution. Laura Tortorello observed that there was also an opportunity to convey personality with the kind of language used on signage.

Cardosi told the group that the first four phases of the planning process typically took about 3 ½ months. At that time they would be ready to get the bid package out. The bid process would take about a month. After a fabricator is selected, it would typically take two weeks for shop drawings and then an additional six to eight weeks for production.

Callie Revord asked Cardosi about the benefits of digital versus traditional signage. Cardosi said that, in her experience, digital signage was most effective in places where the visitor has a moment to pause. They are not good in corridors or places where visitors are moving quickly.

When asked about repairs, Cardosi explained that the warranty for manufactured pieces is typically two years. Items damaged by the Library would not be covered, but the Library would have the opportunity to work with the fabricator on a piece by piece basis on any new signs. Cardosi normally asks that fabricators lock in a price for new or replacement pieces.

Cardosi thanked the group for their time and left the meeting at 2:26 p.m.

The Board members present appreciated Cardosi's experience, breadth of knowledge, and understanding of project management.

Executive Director Keefe will get a revised proposal from Cardosi that includes a proposed schedule and ask her, if awarded, when she would be available to start working on the project.

On a motion by Callie Revord and seconded by Laura Tortorello, the Board members present unanimously agreed to recommend that the Board approve the revised Cardosi Kiper Design Group, Inc proposal for interior signage.

There being no further business, the meeting was adjourned.

Approved: March 22, 2016

