

**SPECIAL VILLAGE BOARD MINUTES  
WEDNESDAY, AUGUST 11, 2021  
7:00 PM  
MEETING ROOM, HARTLAND PUBLIC LIBRARY, 110 E. PARK AVENUE**

Call to Order: 7:02 PM

Roll Call

Present: Trustees Anson, Dorau, Meyers, Wallschlager, Ludtke, President Pfannerstill

Others Present: Interim Administrator Bailey

1. Discussion related to Village logo submittals.

President Pfannerstill outlined the procedure intended suggesting that each Trustee select their top two favorites. He stated that if the group does not select one of the submitted logos, there is the potential of working with the High School art department.

Trustee Dorau stated that she felt more direction should have been provided to contestants. She stated that the Board needs to consider what brand the Village wants; what represents Hartland's story. Additionally, she stated that a listing should be created of what items with the logo would need to be changed. She stated that she felt department head buy in on a logo is important. Also, she stated that the launch of a new logo would need consideration as to what it would entail.

Trustee Wallschlager raised concerns that the logos may not work well when shrunk for usage and asked whether the Village would be able to work with the individual(s) to modify what was submitted. Trustee Ludtke commented that she is very concerned about the cost of implementing a new logo particularly during the Village Board room project.

President Pfannerstill stated that he had received complaints on the font used in the current logo and felt that due to the transition in the make up of the Village Board, it may be an appropriate time for a new logo. He commented that the existing logo has been in place since at least 1972. President Pfannerstill suggested that "gathering place" be considered in potential rebranding.

Trustee Ludtke commented that she is not concerned with a logo being a legacy but rather that she does the things she said she would do as a board member including advocating for residents and being fiscally responsible. She stated that she felt the Village Board is reactive but instead, needs to govern. She stated that she has not received any comments from residents about the Village's logo and further stated that she felt that funds need to be spent on something residents are concerned about.

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President Pfannerstill commented that perhaps the meeting should be adjourned. Trustee Anson commented that governing as well as handling projects such as creation of a new Village logo are all encompassed in the position of Village Trustee. President Pfannerstill agreed that the Board can do both.

Trustee Dorau commented that the Board members are to represent the Village residents and should not take issues personally. She agreed that a new logo be created but questioned whether this should be done by the Village Board. She commented that the Board is to set policies and that consideration be given to what the purpose of the Village Board is. She suggested that the Village Board not be so reactive.

2. Adjournment.

Motion (Dorau/Anson) to adjourn at 7:42 p.m. Carried (6-0).

Respectfully submitted,

Darlene Igl  
Village Clerk