



LAKE COUNTY FOREST PRESERVES  
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Preservation, Restoration, Education and Recreation

**DATE:** January 9, 2017

**MEMO TO:** Craig Taylor, Chair  
Operations Committee

**FROM:** Nan Buckardt  
Director of Education

**RECOMMENDATION:** Provide Policy Direction regarding naming the relocated Lake County Discovery Museum.

**STRATEGIC DIRECTIONS SUPPORTED:** Organizational Sustainability; Communication, Education and Outreach; and Public Access and Connections

**FINANCIAL DATA:** The project is funded in the FY17 budget.

**BACKGROUND:** The District has retained a consultant for visual brand creation and message development for the new Museum, in preparation for its move to Libertyville in late 2017.

The first step in the branding process is the evaluation of the Museum's name. After much discussion and consideration, staff proposes that the new Museum name refer to an important historical figure from Lake County, specifically Bess Bower Dunn (1877-1959). This choice not only gives us a meaningful story to tell, it would make the Museum uniquely connected to Lake County. It allows us to celebrate the County's rich heritage-while engaging the community in an entirely new way. It underscores that the relocation of the Museum is more than simply moving to a new location—it is refocusing the way the District interprets the connection of Lake County's people and the land.

Bess Bower Dunn has done more to preserve, document and promote Lake County's history than any other historical figure by:

- being a founding member of the Lake County Historical Society (LCHS), now defunct.
- collecting many of the items in the LCHS collections. Many of these items are currently in the Museum collections
- being named the County's first and only official historian (awarded this title by the Lake County Board prior to her death in 1959)
- being a 60-year employee of the County
- being one of the first women to appear in a motion picture (filmed in Waukegan by Edward H. Amet).

It is very common for a museum to be named for an individual. These names are often associated with a significant benefactor (not just monetary). Bess Bower Dunn's early work preserving Lake County's history laid the foundation for the historic collections currently owned and cared for by the District on behalf of Lake County residents.

Staff is seeking policy direction on naming the new Museum as The Bess Bower Dunn Museum. Work will continue on developing taglines that will be associated with the name, and that help articulate and convey the interpretive focus of the new Museum.

**REVIEW BY OTHERS:** Executive Director, Chief Operations Officer, Corporate Counsel

**PRESENTER:** Susan Hawkins and Andrew Osborne