



LAKE COUNTY FOREST PRESERVES
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Preservation, Restoration, Education and Recreation

DATE: February 6, 2017
MEMO TO: Craig Taylor, Chair
Operations Committee
FROM: Nan Buckardt
Director of Education

Agenda Item# 9.6

RECOMMENDATION: Recommend approval of a resolution changing the name of the District’s relocated Museum to “Bess Bower Dunn Museum of Lake County”.

STRATEGIC DIRECTIONS SUPPORTED: Leadership; Communication, Education and Outreach; and Public Access and Connections

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

BACKGROUND: The first step in the branding process for the District’s relocated Museum is to evaluate the Museum’s name. After much discussion and consideration, staff has recommended 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. Amat).

Staff presented its recommendation to the Operations Committee at its January 2017 meeting. After discussion, the Operations Committee gave staff policy direction to propose a name for the Museum that incorporates both the name “Bess Bower Dunn” and the words “Lake County,” as a reference to the location.

Subsequently, staff has discussed options both internally and with our branding consultant. As a result, staff recommends that the full name of the Museum become: “Bess Bower Dunn Museum of Lake County”.

Staff will work with our branding consultant on the representation of the name and taglines that convey the interpretive focus of the new Museum and provide the widest public appeal that does not limit our audience to only Lake County residents. A broader reach will help to maximize revenue and future support for Museum’s membership.

REVIEW BY OTHERS: Executive Director, Chief Operations Officer, Superintendent of Educational Facilities, Public Affairs Manager, Corporate Counsel.

STATE OF ILLINOIS)
) SS
COUNTY OF LAKE)

**BOARD OF COMMISSIONERS
LAKE COUNTY FOREST PRESERVE DISTRICT
REGULAR FEBRUARY MEETING
FEBRUARY 14, 2017**

MADAM PRESIDENT AND MEMBERS OF THE BOARD OF COMMISSIONERS:

Your **OPERATIONS COMMITTEE** present herewith "A Resolution naming the Bess Bower Dunn Museum of Lake County" and requests its approval.

OPERATIONS COMMITTEE:

Date: 2/16/17 Roll Call Vote: Ayes: ___ Nays: ___
 Voice Vote Majority Ayes; Nays: 0 -

**LAKE COUNTY FOREST PRESERVE DISTRICT
LAKE COUNTY, ILLINOIS**

A RESOLUTION NAMING THE “BESS BOWER DUNN MUSEUM OF LAKE COUNTY”

WHEREAS, the Lake County Forest Preserve District (the “District”) owns and operates the Lake County Discovery Museum (the “Museum”); and

WHEREAS, the Museum’s collections and exhibitions are being relocated to the General Offices in Libertyville and the move provides an opportunity to celebrate the County’s rich heritage and engage the community in an entirely new way; and

WHEREAS, a name change for the Museum will underscore 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; and

WHEREAS, Bess Bower Dunn has done more to preserve, document and promote Lake County’s history than any other known historical figure; and

WHEREAS, it is in the best interest and serves the purposes of the District to change the name of the Museum to “Bess Bower Dunn Museum of Lake County”;

NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners of the Lake County Forest Preserve District, Lake County, Illinois **THAT**:

Section 1. Recitals. The recitals set forth above are incorporated as a part of this Resolution by this reference.

Section 2. Approval of Museum Name. The District hereby changes the name of the Museum to “Bess Bower Dunn Museum of Lake County”. The Executive Director, or his designee, is hereby authorized to take any and all actions necessary to effectuate such name change.

Section 3. Effective Date. This Resolution shall be in full force and effect from and after its passage and approval in the manner provided by law.

PASSED this ____ day of _____, 2017

AYES:

NAYS:

APPROVED this ____ day of _____, 2017

Ann B. Maine, President
Lake County Forest Preserve District

ATTEST:

Julie Gagnani, Secretary
Lake County Forest Preserve District

Exhibit No. _____