

**Jack London Improvement District
 Minutes of the Special Board of Directors Meeting
 Minutes of Wednesday June 4, 2014 – 3:00 p.m.
 The Ellington, Community Room – 222 Broadway**

Present: Bill Stotler, Sara May, Gary Knecht, Paul Thyssen, Vivian Kahn

Absent: Barry Pilger, Michael Carilli

Staff: Savlan Hauser/Executive Director, Fiona Simms/Marketing & Administrative Assistant

Guests: Karen Wertman/Branding Consultant

Discussions held and decisions made by the Board of Directors

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
Call to order and introductions	The meeting was called to order at 3:12 p.m.	
Brand/Identity Workshop with Karen Wertman a. Creation of a Brand Brief	Karen guided the board through a series of informational and brainstorming sessions around the topics of Mission, Vision, Core Values, Brand Essence, Brand Personality, Brand Voice, Brand Promise/Experience, and Brand Positioning.	
Public comment and announcements	None	
Next regular meeting	June 9, 2014	
Adjournment	The meeting adjourned at 5:23 p.m.	

Minutes taken by: Fiona Simms/Marketing & Administrative Assistant