

# Linn Benton Lincoln Early Learning Hub Identity Work Group Meeting Minutes

<b>MEETING COMMENCED</b>	3:00pm, March 13, 2015 Madison Avenue Collective, Corvallis
<b>MEETING CALLED BY</b>	Kristi May
<b>MEMBERS PRESENT</b>	Jeff Davis, Jeff Jimerson, Anne Peltier, Kristi May, LeAnne Trask
<b>VERSION</b>	Final

## Agenda topics

<b>DISCUSSION ITEM</b>	Review of Governing Board Report (Jeff Davis)	
	Jeff outlined what he told the Governing Board about the progress this Committee is making:	
	MAC has given us a list possible Hub names, based on input from Hub Stakeholders and input from MAC personnel.	
	Our process is to whittle this list down to the best 2 or 3 choices, send a SurveyMonkey of those selections (including the current name of the Hub) to Hub Stakeholders for their voting selection, and then the Identity Group will present the favorite to the Governing Board for final approval.	
	Jeff Jimerson recommended finding a “marketing-friendly” name, one that sounds interesting, memorable, and that has an available domain name.	
	Identity Group promised MAC that we would have a final name selection to them by Wednesday, March 25.	
	MAC will then create the following deliverables for us: (3+ weeks out)	
	“Blank-you” cards (blank cards w/envelopes)	
	Stationary – including word doc versions	
	Identity Guide	
	Annual and Quarterly Report templates	
	Letterhead	
	Website (3-4 months out):	
	WordPress platform	
	No Spanish translation (this site is for partners, not end-users)	
	Deadline – we believe that our financial funding is good through Dec. 31, 2015 – need to nail down costs	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Review financial funding with Julie Manning to see if our funding will roll-over or must be completed by Dec. 31, 2015.	Jeff Jimerson/Kristi May	ASAP

<b>DISCUSSION ITEM</b>	Discovery Brief (Jeff Jimerson)	
	Jeff Jimerson handed out a document summarizing MACs input to the EL Hub:	
	What does the Hub do?	

Who are the Hub members?
Who is the Hub's target audience?
Deliverables
Website Functional Requirements
Timeline
Next Steps
Jeff also recommended having a roll-out session to make the public aware of the final product.
The Discovery Process is now complete, and MAC is awaiting our naming decision.

<b>NEXT MEETING</b>	Kristi May
No meeting scheduled. Waiting for MAC to notify us that it is ready to unveil the deliverables.	
<b>MEETING ADJOURNED</b>	
4:10PM	