

Branding and Mascot Committee

2/26/15 meeting

Present: Steve Aldred (staff member), Kat Landrum (chair/guidance counselor)

Absent: Cathy Emmert, Kelli Franklin, Lisa Kindwall, Bonnie Nicolai, Amy Roberts

After multiple attempts to secure a time/date for an official first meeting failed, the committee picked a day and time to meet in order to be able to start actions towards our goals.

1. Kat updated Stephen:

In order to make our mascot selection process known by and involving the community, she has been working to collaborate with USCB and TCL.

So far, Kat has successfully contacted Dr. Christopher Maraffi, USCB media arts professor and Dr. Lynn McGee, Director of Outreach at USCB. Every fall Mr. Maraffi teaches a graphic design class. The proposal from Kat is that his class adopts the Bridges logo/mascot creation as a class project, with individual USCB students submitting their concepts. Ideas such as having our student council members present to the class, inviting USCB students to tour Bridges and experience our culture, interview students, teachers and admin, and to create a nomination and election process for selecting the winning logo design.

At present, Dr. Maraffi is interested in working with Bridges in the exact manner stated above this coming Fall 2015 semester. The only problem being that he is not yet sure whether the class will be offered in the fall due to enrollment and department restructuring.

Kat has also reached to TCL to determine if they offer a graphic design related course and would be interested in the same type of collaboration. She has yet to receive a response and will look into other ways of contacting the school.

2. Stephen supported all of the above steps, indicating that his primary concern is getting some sort of logo shirts for the remainder of the Sports season. His suggestion is that we use one of the logos already submitted and use that temporarily until the more formal, public process comes to a conclusion.

Stephen suggested that grades 4-7 be allowed to vote on their favorite logo and the winner will become our temporary sports logo.

3. Kat said she would like to make one more attempt to hold a meeting that is more representative of the committee before making any steps forward. Without better attendance, discussing the items on the agenda is not feasible or fair. Will share this info with admin and be open to further direction. Second meeting TBD.