

WORKSHOP MINUTES – Approved

Mission

Marine Area Community School will utilize the natural resources, history, arts, and civic stewardship of the community as a foundation for the study of language arts, mathematics, science, social studies, physical education, art, and other curriculum subjects. The place-based learning environment will be student-centered, designed by teachers, and reinforced and supported by the local community.

1.0 Call to Order 9:00 a.m.

1.1 Roll Call: Lisa White, Kristina Smitten, Glen Mills, Jon Dettmann

2.0 Approve Agenda

3.0 Discussion related to a marketing plan and the brand/logo next steps.

3.1 Board member Dettmann introduced name and logo ideas from Ultra Creative, who worked on a pro-bono basis. The name suggested is Grove Elementary. Director Dettmann noted that the name is unique, short, memorable, has apropos connotations (learning, growing, community, outdoors). The design group went through many ideas associated with the river/outdoors and determined that “Grove” is the first choice.

Ultra Creative also tried out many iterations of logo design. Criteria included simplicity of design and color, with tree imagery incorporated into the design. Board members discussed the different logo ideas presented.

Comments: Director White noted that it is important to have “elementary” and “Marine Area Community School” in the name/tagline, and felt that the logo presented was very strong, likes typeface very much. Chair Smitten added she liked the clean and simple design and echoed Director White’s comments: it is important to have the “entity” of “Marine Area Community School” as part of the name.

Board members discussed use of color: Director Dettmann said that Ultra Creative advised use of logo should be consistent. Community member Stephanie LeGros noted that, as far as printing t-shirts at Heritage, each additional color costs more. Director Dettmann asked Stephanie to check into pricing of t-shirts. Marketing advisory committee Ele Anderson will make a list of the pieces that the school is likely to print and get estimates for key pieces. Community member Win Miller suggested having a color version of the logo, and an all-black version to use for photocopying, etc. He also suggested having a rectangular version and a square version so that logo works in various placements.

Chair Smitten asked if Ultra would provide electronic files of the logo (Director Dettmann said yes).

Director Dettmann will take feedback back to Ultra and get input about pricing and color.

Chair Smitten said that the name/logo/brand will be unveiled in January as part of an overall marketing effort.

4.0 Adjourn 9:30 a.m.