

**DOROTHY M. SAKAZAKI ENVIRONMENTAL ENDOWMENT FUND  
AD HOC BRANDING COMMITTEE  
AGENDA**

1:30 P.M., AUGUST 23, 2018

MT. VIEW SANITARY DISTRICT  
CONFERENCE ROOM  
3800 ARTHUR ROAD  
MARTINEZ, CALIFORNIA

NOTICE: Members of the public may address the Board of Directors on any item of interest that is within the subject matter jurisdiction of the Board. Individuals who wish to speak should furnish their name and address to the secretary and the agenda item number. Individuals will be heard during the Board's consideration of the item. If the item is not listed on the agenda, the individual should describe the subject matter to the secretary, and it will be called under agenda item "Public Comment." Time limit is three (3) minutes subject to reasonable modification by the Chairman. If you have a physical impairment that requires special accommodations to participate, please call the Board Secretary's office at least 24 hours in advance of the meeting at 925-228-5635.

Any writings or documents provided to the majority of the Board of Directors after distribution of the agenda packet regarding any item on the Agenda will be made available for public inspection in the Mt. View Sanitary District Office at 3800 Arthur Road during normal business hours.

1. ROLL CALL OF DIRECTORS
  
2. PUBLIC COMMENT
  
3. NEW BUSINESS
  - A. [WEBSITE \(SITEMAP, WIREFRAMES, DRAFT SITE CONTENT OUTLINE + SEO TERMS\)](#)
    1. RECEIVE REPORT FROM STAFF
    2. GENERAL DISCUSSION
    3. PROVIDE DIRECTION
  
  - B. [BRAND \(LOGO UPDATES \(NAME, REFINEMENTS + COLOR\)](#)
    1. RECEIVE REPORT FROM STAFF
    2. GENERAL DISCUSSION
    3. PROVIDE DIRECTION

C. NARRATIVE (DRAFT BRAND STORY, DRAFT MESSAGES)

1. RECEIVE REPORT FROM STAFF
2. GENERAL DISCUSSION
3. PROVIDE DIRECTION

D. NEXT STEPS (FINAL LOGO, FINAL WEB CONTENT, DRAFT WEB MOCKUPS,  
FINAL MESSAGING/BRAND STORY)

1. RECEIVE REPORT FROM STAFF
2. GENERAL DISCUSSION
3. PROVIDE DIRECTION

4. ADJOURNMENT