

## Minutes of August 20, 2018

### Record of Proceedings

Special meeting of the Washington Township Board of Trustees was held at the Washington Township Administration Building, 6200 Eiterman Road, Dublin, Ohio, on August 20, 2018, at 6:00 p.m. Meeting was called to order by Ms. Denise Franz King, Chair, and the meeting opened with the Pledge of Allegiance.

Roll call – Ms. Denise Franz King, Chair – Present  
 Mr. Charles Kranstuber, Vice Chair, - Present  
 Mr. Gene Bostic, Trustee – Present

#### Branding Project Update:

Ms. Haley Boelening with Storyforge was present to update the Board of Trustees on the Branding Project as they were assigned to do and as outlined in the RFP as follows:

To Create a brand for Washington Township (in story, positioning and visual identity) that:

1. is meaningful (consistent, authentic, relevant, emotional and simple)
2. reflects a shared set of beliefs and values among staff and residents.
3. clarify and strengthen the Township's brand message
4. builds understanding of purpose and highlights the necessity of levy
5. ensures those responsible for telling and living the story of the Township are engaged with it and can use it as a filter for their thinking, actions and communication

A discussion was held, the project and the time line was reviewed and how they will get this project completed. The Brand Attributes and Benefits were reviewed, along with A Strategy Worksheet.

Next steps:

August 22: leadership meeting #3 (framework and brand audit)

August 28: Initial Logo Design, Final Framework + Story Feedback

TBD: Staff Alignment Meetings

Brand Guidelines and Brand Implementation Strategy

Motion by Ms. King, seconded by Mr. Bostic, to accept and move forward with the Storyforge Strategy Workshop with the strategies and changes as discussed in this meeting. Motion passed.

Noting: Meeting information materials appended to the meeting minutes. #2018.08.20.001

Append #001

### Adjourn Meeting:

Meeting of July 10, 2018, adjourned at approximately 7:03 p.m.

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Ms. Denise Franz King, Chair

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Ms. Joyce E. Robinson, Fiscal Officer