

**Library & Events Center Task Force
March 2, 2018**

The meeting was called to order at 8:00 a.m. at the Rachel D. Murrah Civic Center, 1050 W. Morse Boulevard.

Members present: Leslie O'Shaughnessy, Tom McMacken and Sam Stark

Staff Members present: Brenda Moody, Troy Attaway, Leif Bouffard, Clarissa Howard and Michelle Neuner

Others present: Mark Calvert, Regina Cargill and Sara Mansfield with Evolve Design Group, Inc.

Public comment – None.

Action item

a. Naming and Branding Process

Mayor Leary opened the meeting and provided a brief overview. It was noted that on February 12 the City Commission unanimously approved to have a branding expert lead the task force through a naming and branding exercise so they can bring back recommendations for the City Commission to vote on. Mayor Leary advised that a local firm, Evolve Design Group, Inc. has volunteered to assist with this exercise.

Mark Calvert, Regina Cargill and Sara Mansfield with Evolve Design Group, Inc. facilitated the naming and branding exercise. During today's meeting, the task force members were directed to provide approximately twelve significant words for each of the four specific topics: future, place, people, and history. Each task force member was then directed to select their top six word choices in an effort for Evolve Design Group, Inc. to prepare and finalize their recommendations which will be presented at the next task force meeting scheduled for March 7, 2018 at 8:00 a.m. at the Rachel D. Murrah Civic Center, 1050 W. Morse Boulevard.

The meeting adjourned at 8:43 a.m.