

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

1:00 P.M., JUNE 19, 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. BRANDING STRATEGY INTRODUCTION
    1. RECEIVE REPORT FROM STAFF
      - i. Purpose of brand strategy
      - ii. Branding process
      - iii. Branding outcomes
    2. GENERAL DISCUSSION
    3. PROVIDE DIRECTION
  
  - B. GOALS OF DMSEEF BRAND
    1. RECEIVE REPORT FROM STAFF
      - i. Awareness and purpose of DMSEEF
      - ii. Call to Action?
      - iii. Priority brand applications

- iv. Required elements? (colors, iconography)
- 2. GENERAL DISCUSSION
- 3. PROVIDE DIRECTION

#### C. AUDIENCE

- 1. RECEIVE REPORT FROM STAFF
  - i. Donors (corporate, community)
  - ii. Education (schools)
  - iii. Parents, community leaders
  - iv. Environmental groups (Ducks Unlimited, Audubon Society, Sierra Club, others?)
  - v. Regional audiences
- 2. GENERAL DISCUSSION
- 3. PROVIDE DIRECTION

#### D. COMPETITIVE LANDSCAPE REVIEW

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

#### E. SCHEDULE

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

#### F. NEXT STEPS

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

#### 4. ADJOURNMENT