



## **Board of Directors Agenda Report**

MEETING DATE: SEPTEMBER 24, 2020 ITEM NUMBER: 10C

**SUBJECT:** Branding Project Update and Discussion of Next Steps

**DATE:** September 18, 2020

**FROM:** Michele Richards, CEO

**PRESENTATION BY:** Michele Richards, CEO and Director Aitken

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### **RECOMMENDATION**

Information item only.

### **BACKGROUND**

Director Aitken and CEO Richards will provide a review to the Board of the branding project with a presentation of the last branding recommendations presented earlier this year.

The Board will provide feedback so the committee can bring back final recommendations for approval at a later Board meeting.