

**Sales & Marketing Task Force Meeting**

Wednesday, February 7, 2018 – 2:00PM-3:15pm

YA Conference Room OR Via Conference Call

**\*\*NEW DIAL-IN #\*\***

**NUMBER: 719-394-0424**

**PIN: 72902**

**MEMBERS**

Barbara Coe (Chair) Sebastian Clarke Steve Runk Linda Kinsey

Belinda Roll Michele Siekerka Michelle Thompkins M’lou Walker

**STAFF**

Denyce Mylson Michele Russo

**AGENDA**

1. Oxford Project Update – Insight Report and Revised Schedule
2. Discuss Answers to Questions Regarding Brand Positioning Statement
3. Review and give feedback on initial designs of logo refresh
4. Tagline Brainstorm Activity
5. Discuss Oxford Presentation at Board Staff Retreat
6. New business / other

Support Materials:

* Oxford Research Insight Report
* Brand Positioning Statement
* Revised Timeline
* Initial Designs of Logo Refresh
* Initial Options for new logo Taglines

Insight Report

* Please share 1 or 2 reflections on the report

Brand Positioning Statement

* What makes YA different from other arts education organizations?
* Does the brand position statement draft effectively communicate that differentiation?
* Which words and/or phrases from the brand positioning statement are most relevant?
* How does this statement make you feel about YA?
* What is your main take away from this statement?