



**CEP COMMITTEE MEETING  
2.28.2017  
MEETING MINUTES**

**CALL TO ORDER**

Chairman Scott Diggs called the meeting to order at 3:05pm.

The following members of the CEP Committee were present: Julianne Beason, Greg Bowman, Betsy Brennan, Tim Canon, Scott Diggs, Marc Stanworth, Christina Takara, and Jason Wood.

The following members were not in attendance: Ashley Gosal

The following DSDP were in attendance: Lana Harrison, Alicia Kostick, Aimee Newman and Mari Katherine Urtasun.

The following guest was present: Chad Peace.

Chairman Scott Diggs called for any non-agenda public comment - there were none.

**SPEAKER: CHAD PEACE, IVC PRESIDENT**

Chad gave an update on the analytics to-date of the digital launch of the branding campaign. Efforts so far have included understanding the audience and the strength and weakness of existing messaging.

**SPEAKER: LANA HARRISON, DSDP**

Lana provided an update on the status of the utility box art program. The program is looking to work with Visual and will start with 20 boxes in the Columbia District.

**SPEAKER: MARI KATHERINE URTASUN, DSDP**

Mari Katherine discussed the overall status of the branding campaign. Branding materials will be given to local community partners to start utilizing in their efforts.

**BUDGET**

Chairman Scott Diggs provided an update on the budget expenditures.

**DISCUSSION**

Committee members discussed ongoing priorities including: implementation of the branding campaign, beautifying entrances and exits, strategic activation, responding to concerns about Downtown, communicating messaging to tenants and businesses.

The meeting adjourned at 4:02pm.

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