

Minutes of the South Summit School District Board of Education Work Session Meeting held on October 8, 2015, beginning at 5:30 p.m. in the District Office Board Room at 285 East 400 South, Kamas, UT.

Present: Craig Hicken, President; Suni Woolstenhulme, Vice President; Steve Hardman, Debra Blazzard, Jim Snyder, Superintendent Shad Sorenson, Business Administrator Kip Bigelow  
Guests: Shanna Atkinson

1. President Hicken called the work session to order at 5:30 p.m.
2. Shanna Atkinson explained the process of updating the District website and logo. She said that the current logo is unprofessional and too busy. She displayed several examples for the Board to view that displayed clean, crisp lines and worked well digitally.
3. Mrs. Woolstenhulme mentioned that previously the Board had decided to stay with the mountain logo to stay with tradition.
4. Mr. Snyder stated he would like to stay with the mountain logo. He also mentioned he would like the "S-S" since it has been consistent throughout time.
5. Mr. Hardman asked if they might be able to turn it into a contest for the students to submit designs.
6. Mrs. Woolstenhulme would like to look at some of the old logos and see if they would work. She would like to take the vintage look and add our twist to it.
7. Mr. Hicken stated that the Board is in agreement that it needs to be changed.
8. Mrs. Atkinson said, 'The direction you want us to move is looking at vintage, keeping the "S-S", try to keep clean lines, and to make it work digitally. Keep it simple so that it will stand the test of time.'
9. Mr. Hicken stated with so many colors and wildcats available it would be nice to have a guideline for those who use and create logos for the District.
10. Superintendent Sorenson presented a marketing guide to see if this is the direction that the Board would like him to take when talking with administrators, coaches, etc. It would give guidelines as to which colors, logos, and designs would be allowed for use for the District.
11. Mr. Hicken would like to see the guide come into the play so that there is a consistency throughout the District.
12. Superintendent said he believes the Board wants symbols and logos that are identifiable, with very little variation and not all over the map.
13. Meeting was adjourned at 5: 55 p.m.

  
Board President

  
Business Administrator