



**PCCS Board of Directors
SUBCOMMITTEE ON BRANDING -
COMMUNICATIONS/PUBLIC RELATIONS
& FUNDRAISING
AGENDA**

Monday, December 7, 2009

6:15 PM

**Kennicott Building
1531 Jones Point Road
Grayslake, IL 60030**

Call to order

Discussion Items

- Branding Initiative Overview – Gary Mitchiner
- Discussion of Identity Standards – Elizabeth Stearns
- Discussion of Established Color Palette for Logo and Branding Plan
- Confirmation of School Colors for Athletic and Activities Identity – Brian Greene
- Discussion of Business Cards, for Whom, Correct Titles, etc. – Myron Dagley

Public Comment

Future Agenda Items

- Topics to Guide Agendas

Adjourn

Thank you for attending the meeting of the PCCS Board of Education. You are asked to limit your remarks to the Public Comment opportunities and to under four minutes. Respect and courtesy toward everyone present is expected. Public comment by any person acknowledged is not to be interrupted by anyone else. Individual board members do not respond to public comment, nor does the board at its business meeting engage in discussion with the public.

For questions or comments, please e-mail the Board at board@pccs.ws. Board e-mails are received and responded to by the Board President as soon as possible, usually within a week. Other board members are also informed of these correspondences prior to each monthly board meeting. The PCCS Board of Directors:

Steve Achtemeier, Treasurer	Eric Hebert	Elizabeth Stearns
Geoff Deigan, President	Tom Keenan	Dean Thorson
Mark Dybas, Secretary	Barb Provost, Vice President	John Wylie