

Ad-Hoc Branding Committee

NAME: BASD Branding Committee

TERM: Present through December 2026 or completion of a district branding guide.

CHARGE: To engage all stakeholders and provide feedback and recommendations to the district in pursuit of trademarks and a complete branding guide. More specifically, to make recommendations to the Board on a district Logo, Moniker, Artwork, and Color Schemes that will eventually be incorporated into a district wide branding guide.

To develop and follow an open & transparent process in pursuit of the committee charge.

FORMAT: Meetings will align with policy 005 and 006 for ad hoc committees and written minutes of meetings shall be presented in a report to the Board of Directors at least once each month. Needed exceptions will be made for virtual meetings during the current order of school closures.

COMMITTEE MEMBERS:

Jon Guizar – Committee Chair

Donna Smith — Board Member

Tim Kessling – Board Member

Holly Hopkins — Board Member

Roy Rakszawski — Superintendent