



# BRAND DEVELOPMENT COMMITTEE MEETING

PORT OF KENNEWICK

MARCH 23, 2011 MINUTES

---

## CALL TO ORDER

Commission President Skip Novakovich called the Brand Development Committee meeting to order at 3:30 p.m. in the Port of Kennewick Commission Chambers located at 350 Clover Island Drive, Suite 200, Kennewick, Washington 99336.

### The following were present:

**Board Members:** Skip Novakovich, President  
**Staff Members:** Tana Bader Inglima, Director of Governmental Relations & Marketing  
Bridgette Scott, Secretary/Special Projects  
**Committee Members:** Adam Fyall, Benton County  
Lloyd Carnahan, City of Benton City  
Terry Walsh, City of Kennewick  
Gary Ballew, City of Richland  
Brent Gerry, City of West Richland (ABSENT)

## PLEDGE OF ALLEGIANCE

Terry Walsh led the Pledge of Allegiance.

## PUBLIC COMMENTS

No public comments were made.

## INTRODUCTIONS

Mr. Novakovich welcomed the committee and thanked them for their participation. The Port of Kennewick recently celebrated its 96<sup>th</sup> anniversary. The district was established with five square miles and has grown to 485 square miles, and now includes many cities besides Kennewick.

## DISCUSSION OF PURPOSE & OBJECTIVES

Ms. Bader Inglima stated the “Port of Kennewick” may not adequately represent everyone in district. The selected agency will look at the brand name and determine if it is still appropriate for the district; and if not, provide potential examples. The Port desires community-wide involvement with this project, with support and buy-in from all jurisdictions involved. The Port would like to keep community and stakeholders informed throughout the process and not surprise them at the end. Ms. Bader Inglima requested committee members help reach into their jurisdictions to provide information and updates.

As the project moves forward, the Commission will have to vote whether or not to accept and adopt the agency’s recommendation. This could include implementation of a new name and logo on letterhead, business cards, signs at parks, etc. If the color scheme is changed, that could affect things too.

Mr. Carnahan stated if the name is changed, it may create an identification problem with agencies, the legislature and possible grant opportunities. The group agreed this is exactly what the consultant will need to hear to help with the evaluation.



# BRAND DEVELOPMENT COMMITTEE MEETING

PORT OF KENNEWICK

MARCH 23, 2011 MINUTES

---

## ROLE OF BRAND DEVELOPMENT TEAM

The selected agency will carry out brand development and will determine if the company name needs to be the same as the brand name. There is a two-fold audience (1) outside customers and (2) tax payers within the district. The committee should not pre-dispose the agencies to any ideas for names.

The budget for the project is \$30,000; however, all proposals will be accepted. If an agency can justify that there is a greater value to spend more, the Port would be interested. Each proposal should address the goals listed in the RFP.

Ms. Bader Inglima stated that \$30,000 may not be an adequate budget, but the Port wants to see what comes in – it might be that we have to go back to the Commission for additional funding, or toss the RFP's and start over.

The committee will provide contacts to the agencies for investigation purposes. The Port requests committee members help facilitate meetings in their area for the agencies to conduct their inquiries.

## REVIEW OF RFP AND CONSULTANT SELECTION PROCESS

Proposals are due April 1, 2011 and will be distributed to the committee on April 4, 2011. The RFP's will be ranked on April 13, 2011 at 3:30 p.m.

## REPORTS, COMMENTS AND DISCUSSION ITEMS

Please discuss the project with your entities and the public and bring any feedback back to the April 13, 2011 meeting.

## SCHEDULE FUTURE MEETINGS

- a. Proposals will be distributed April 4, 2011
- b. Ranking of Proposals April 13, 2011 at 3:30 p.m.
- c. Oral Presentations will be scheduled late April or early May 2011
- d. Commission Recommendation: May 2011

## PUBLIC COMMENTS

No public comments were made.

## ADJOURNMENT

With no further business; the meeting was adjourned at 4:09 p.m.

**APPROVED:**

**PORT of KENNEWICK  
BOARD OF COMMISSIONERS**

  
\_\_\_\_\_  
**Skip Novakovich, President**