



Board of Directors' Special Meeting

July 13, 2020
12:00 p.m. – 1:00 p.m
Via Zoom Video Conference

Name	Attended	Regrets
Alisha Michiels, Director	X	
Amanda Stevens, Director		X
Brett Bigger, Director	X	
Doug Laginskie, Treasurer	X	
Julia Bloom, Director	X	
Karen McIlroy, Vice Chair	X	
Lori Prospero, Executive Director	X	
Paul Botros, Director		X
Sarah Willey-Thomas, Chair	X	
Teresa Godglick, Director	X	
Tracey Murray, Secretary	X	
Xenios Ioannou	X	

Guests:

- None

1. Call to Order

- Sarah Willey-Thomas, Chair of the board, welcomed directors to this special meeting of the board of directors.
- The meeting was called to order at 12:05 pm.
- The meeting agenda was approved as presented.

2. Confirm quorum

- Quorum was confirmed

3. Declarations of Conflicts of Interests

- No conflicts of interest were declared for this meeting

4. New Logo and Tagline

- Teresa Godglick lead the discussion on the new logo and tagline. It was noted that the first round was the development of a number of options; 4 logo and 3 tagline options were presented to the Brand Champions on June 11 for input. An overview of each initial design was provided.
- During the first review, 3 logos and 2 taglines were selected to be presented to the transition team. Lori provided the justification for that method.
- Teresa noted that one tagline was removed as it was similar in nature to the current vision statement used by the Owl brand.

- Based on the brand strategy, the Transition Team narrowed it down to 2 logos and a single tagline for input by staff and members.
- A survey was sent out to staff and members to seek input to identify any red flags for consideration. The responses to the survey were also outlined and it was noted they were discussed by the Transition Team at the June 30 meeting.
- Sarah opened the floor for comments and discussion.
 - Discussion took place regarding the logo options and specifically the strategy behind not including a tree. Management reported that this was intentional as we want to differentiate within the category. The agenda support material included an overview of competitor logos of which several include a tree.
 - The recommended logo is comprised of a book to represent learning and the butterfly is developed from the image of an oak leaf.
 - Discussed the colour palette. Directors indicated it would be good to incorporate green if possible in the expanded colour palette. Some noted that the colour of the tagline was not overly dominate. Management suggested that different colours might help with that and will discuss with the designers.
 - Directors discussed the survey results, including the comments regarding the butterfly and whether there might be a trademark concern with Butterfly Learning Centres. Management noted that an online trademark search was done and no red flags emerged.
 - Directors wondered if the butterfly image could be even more leaf like.
 - Management noted that the several different colours have been reviewed, but that we do plan to add green into the expanded colour palette. Regarding the butterfly and if it can be more leaf like, management is asking for approval of the logo as is; with the caveat that management will explore these things further to see if such changes would work.
- The Board was polled and everyone was comfortable with approving the proposed logo.

7. Confirm Decisions and next steps

- **Motion:** *It was moved and seconded that the board of directors approves the following new logo and tagline, in principle, for the organization.*
Status: All in favour. Motion Carried
- It was noted that there may be slight changes to the final files as management works with Ramp on the final brand guidelines.



- Regarding next steps, management will follow up with the designers to share the board's feedback for final tweaks and noted the communications plan development and the roll out to follow.

8. Adjournment

- There being no further business, the meeting was adjourned at 12:46 pm.