

**H I G H L A N D S C O U N C I L**  
**B U I L D I N G C O M M U N I T Y A T I S S A Q U A H H I G H L A N D S**  
Board of Trustees  
Meeting Minutes

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**Meeting Date:** October 5, 2021

**Meeting Time:** 12:00 p.m. – 1 p.m.

**Meeting Location:** Video Conference

**Board Members in Attendance**

Kimberly Kapustein, President  
David Ngai, Treasurer  
Anna Preyapongpisan, Secretary  
Phil Nored  
Jimmy Ochiltree  
Zach Hall  
Chris Beaudoin

**HC Staff Members in Attendance:**

Christy Garrard

**Guests in Attendance:**

Jeremy Fallt, HFN General Manager  
Howard Kapustein, HFN Board Director

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**Meeting Minutes Taken By:** Anna Preyapongpisan

**Call to Order:**

Who: Kimberly Kapustein  
Time: 12:04 p.m.

**Approval of Consent Agenda:**

- May 4, 2021 Meeting Minutes (No meetings June – September 2021)
- Financials

Motion to approve – Chris Beaudoin. 2<sup>nd</sup> – Jimmy Ochiltree. Motion carried.

**Old Business/Committee Reports:**

1. **Officer Appointment** – Nominate Zach Hall for Vice President. Please refer to consent calendar below.
2. **Branding Update**
  - a) Collaboration Assessment – Christy and Kimberly met with Lisa Schaures to identify areas of the rebranding that may need to be addressed with ICHA when working on the

administrative agreement. They will be requesting for subcommittees to come together with Executive Directors and Board Presidents to continue the collaborative work and finalize agreements by the end of the year.

- b) Website – Outmark is designing page templates using the new color palette and marks. Vicki is updating content and sending over to Outmark for use in the new templates. Contracting with a drone photographer for updated beauty shots with a focus on west Highlands areas and images that really say “urban village”.
- c) Trademarks – Registering the new marks with the state of Washington. Updating the administrative agreement with IHCA to continue HC authorized use of the current “grassyman” logo. Drafting authorizations for HFN and IHCF to use the new branding in compliance with the official Brand Guidelines documentation provided by Outmark.
- d) Organizational DBAs – Branding committee will be discussing with Outmark this week – what goes under the **H**
- e) Brand Launch – Preparing for launch in January 2022, including a feature in the winter issue of Connections, new template for the weekly ENews, headers and profile images for social media, ordering signage and swag, tentatively planning a combined in-person event at Blakely Hall in January – brand launch/volunteer appreciation party.

## Consent Calendar:

**1. Resolution: Nominate Zach Hall for Vice President of Highlands Council Board of Trustees.**

Motion to approve: David Ngai. 2<sup>nd</sup>: Chris Beaudoin, Kimberly Kapustein – approve, Anna Preyapongpisan – approve, Phil Nored – approve. Jimmy Ochiltree – approve. Motion carried.

Board meeting adjourned at: 12:30 p.m.

Respectfully Submitted:

Date: October 7, 2021

Anna Preyapongpisan

Secretary – Highlands Council Board of Trustees