

American Heritage Charter School
Minutes of Special Board Meeting
September 21, 2012

Time: 12:00pm

Roll Call:

Board of Directors

Chairperson Debra Infanger

Secretary Sara Schofield

Director Trent VanderSloot

Absent: Vice Chair James Dalton, Treasurer Mike Batt, Director Tappia Infanger,

Excused: Director Gayle DeSmet

Visitors: none

Founders

Chris Schofield

Tony Lima

Special Meeting:

A motion was made by Director Trent VanderSloot and seconded by Secretary Sara Schofield to approve the agenda posted. Motion carried unanimously. Founder Tony Lima gave a presentation with new design ideas for the school logo. Dave Childs, V.P. of creating marketing at Melaleuca with a team of designers chose from their favorite designs created to present to the board. Tony explained their philosophy of design and ideas of old world historical meets modern. He discussed the way larger schools such as UVU go about branding their school, carrying themes into school logos and into headers and athletics where the look stays consistent. Four designs were presented; 1- an quill with thirteen stars forming a half circle, 2- an old world bell, 3- a banner with a bell, and 4- a patriot set in a circle pattern. The favorites of the board were the quill and patriot. Some members preferred the look of the quill suggesting scholarship, while others preferred the patriot which represented the patriotic americana quality of the school. It was suggested that maybe a hybrid of both designs be made- for example a simplified patriot with the flag in hand and no background except the red thirteen stars outlining him (similar to the quill design). All agreed on the font they liked best, and Tony left the boards to be viewed by other board members and founders.

***Action Items:**

Tony Lima will ask the Melaleuca creative team to create some more simplified versions of the patriot/quill designs.

Respectfully submitted,

Approved,

Sara Schofield
Board Secretary

Deby Infanger
Chairperson of the Board