

# ***EASTSIDE RAIL CORRIDOR REGIONAL ADVISORY COUNCIL***

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## **MEETING SUMMARY**

November 29, 2018 – 1:30 PM

Kirkland City Hall – Council Chambers

**Advisory Council Members Present:** Claudia Balducci, King County Councilmember (Chair); Jay Arnold, Deputy Mayor, City of Kirkland (Vice-Chair); Angela Birney, Council President, City of Redmond; David Hoffman, Local Government Affairs & Public Policy Manager, Puget Sound Energy; Kathy Lambert, King County Councilmember; David Patton, Eastside Greenway Alliance; John Stokes, City of Bellevue Councilmember; Ariel Taylor, Government and Community Relations Officer, Sound Transit; Tom Teigen, Parks, Recreation and Tourism Director, Snohomish County; and Christie True, Director, King County Natural Resources and Parks.

### **Welcome and Introductions**

Chair Claudia Balducci called the meeting to order at 1:10 p.m., welcomed all in attendance and asked the Regional Advisory Council (RAC) members to introduce themselves.

### **Branding Scope and Project Plan Refresh**

David Saint John, Government Relations Administrator, King County Department of Natural Resources and Parks, provided an overview of the branding project. The project is jointly funded among the members with \$75,000 being allocated for this work. The expectations from ICON is to conduct brand research, develop a brand statement and brand name, design a visual treatment (logo), develop design guidelines for how the logo will be applied, a tagline and supporting information. This is what is currently funded.

Subsequent to that, brand activation and implementation strategies will need to be developed. Funding resources will be needed for these.

ICON will present brand name ideas today. Members should process that information and arrive at the meeting on January 25, 2019, with a conclusion. ICON will stand down until a decision is made, then the logo work will begin.

### **Branding Presentation**

Blake Tannery, Executive Creative Director, ICON, provided introductory comments. Juliet D’Ambrosio, Project Lead, ICON, provided a presentation related to the activities of ICON as they pursued branding ideas for the Eastside Rail Corridor. Topics covered included:

- The process that was used to develop the branding ideas
- Where we are currently
- Where we are going

The four proposed names are:

- The Eastway
- The 425
- The Eastrail
- The E

Discussion ensued regarding these four options and ways to get feedback. Members will take these four options back to their bodies of origin for input. Feedback should be shared with David St. John and the PST group, who will act as a conduit to ICON.

### **Next steps**

The following options will be pursued to get feedback from the public:

- Focus group
- Social media
- A survey
- A potential web-page based approach

### **Public comment**

Jason Lin requested clarification on the pronunciation of Eastrail. The emphasis is on “Eas”.

### **Member Progress and Success Updates**

#### Redmond

Council President Birney invited all to attend the Redmond Lights.

#### Bellevue

Councilmember Stokes invited all to the Garden Delights at the Bellevue Botanical Garden, the downtown skating rink and snowflake lane.

### **Next steps and adjournment**

The meeting adjourned at 3:00 p.m.