



Lombard Branding Meeting
 March 18, 2009 - 7:00PM to 8:30PM
 Historic Kenton Firehouse

Committee:

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|-----------------|------|--|--|
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This is the first meeting of the branding committee. The purpose of this cross functional committee is to brand the both sides of Lombard Street between Woolsey (on the east) and Carey (on the west). We intend to use the branding to better promote our businesses to others by directing them to a specific geographical portion of Lombard. Furthermore, we will later seek funding to install signage that denotes the district.

During the first portion of the meeting, Greg Wilhelm led the team through a brainstorming activity to come up with possible names. All suggestions were recorded and the team had a chance to describe the positive and negative attributes of each. We tried to keep the name to ideally less than three words. Next, each team member was given three votes that they could distribute to signify their preference. Some team members put all three votes on one name, while others distributed them among several choices. The following table lists all proposed names and the number of the votes each received.

| PROPOSED NAME | VOTES |
|--------------------------|--------------|
| University Park District | 10 |
| Dawson District | 8 |
| Lombard District | 4 |
| Historic Dawson | 1 |
| Historic Dawson District | 1 |
| Portsmouth District | 1 |
| The Peninsula | 1 |
| Two Rivers | 1 |
| College Crest District | |
| Columbia District | |
| Columbia Park District | |
| Confluence | |
| Dawson District | |
| Historic Peninsula | |
| MidLo | |
| Park Cut | |
| Willomba | |

Based on the voting, the team agreed that University Park District, Dawson District (or some derivation using “Dawson”) and Lombard District would be proposed to the businesses/non profits/residences along Lombard. Additionally, we would accept write in suggestions. The NPBA would target their members along Lombard, and the APNBA would target those establishments not part of the NPBA.

We plan to review the results of the survey and plan future actions on April 8, 2009 at 7:00 to 8:30 PM at a location to be announced.

Reported by: Greg Wilhelm, PNA Chair