



PIERCE COUNTY HOUSING AUTHORITY

603 South Polk Street, Tacoma, WA 98444 | 253-620-5400

MINUTES FOR THE NOVEMBER 5TH, 2024, SPECIAL MEETING OF THE BOARD OF COMMISSIONERS

Date: NOVEMBER 5TH, 2024
12:05 PM

Location: Virtual Meeting via Zoom

In Attendance: Chairperson Mark Martinez
Commissioner Narva Walton
Commissioner Blaksley
Commissioner Stewart
Commissioner Winship

Also in Attendance: Jim Stretz, Executive Director
Tamara Meade, Deputy Executive Director
Christina McLeod, Director of Operations
Tammy Moter, Director of Finance
Sean McKenna, Director of Project Management
Victor Lovelace, Director of Maintenance
Riley Guerrero, Planning, Policy, and Community Engagement Manager
Ney Calhoun, Human Resources Manager
Business Development Coordinator, Darcy Erwin

*In Attendance Via Zoom/Phone

CALL TO ORDER

Chairperson Martinez called the Special Meeting of the Board of Commissioners to order at 12:05pm PM to discuss the development of a new logo and DBA.

Planning, Policy, and Community Engagement Manager Guerrero presented PCHA Branding and Logo Discussion. Manager Guerrero presented the staff opinion after staff were surveyed for their preferences of PCHA brand identity, provided insights into the market research that was completed, and revised logos per Commissioners request in the October 2024 Regular Board Meeting. Commissioner Stewart inquired about the cost of printing between the different logo types. Commissioner Winship inquired about the revised logos translating into black and white. Manager Guerrero confirmed that the logo colors appeared well in black and white with modified contrast and shared information about the color-blind testing. Commissioners requested insights into the quotes received by staff. Manager Guerrero presented on the quotes received. Commissioner Blaksley expressed her support to move forward with a consultant. Executive Director Stretz commented that PCHA will take direction from the Board on this activity. Commissioner Walton commented on the colors utilized and provided recommendation. Commissioner Stewart stated that his preference would be to go with Revision 4 and conclude the discussion. Commissioner Winship provided recommendation. Commissioner Blaksley confirmed that if PCHA hired a consultant, the logo process would restart. Manager Guerrero provided additional

information for the consultation process. Commissioner Walton expressed her support to move forward with a consultant. Commissioners identified the need for a ribbon cutting or grand opening ceremony upon completion of rebranding project. Commissioner Winship expressed his support to move forward with Revision 4. Commissioners decided to move forward with an external consultant with a design committee comprising of PCHA Commissioners and staff.

Resolution 1952

Chairperson Martinez called for a motion to approve Resolution 1952, to adopt a new DBA for Pierce County Housing Authority. Commissioner Winship so moved. Commissioner Blaksley seconded the motion. With no further comment, a vocal vote was taken with the following result:

	In Favor	Opposed	Abstain	Absent
Commissioner Blaksley	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commissioner Stewart	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Commissioner Winship	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vice Chairperson Walton	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chairperson Martinez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Resolution was so approved.

ADJOURNMENT

Having no further business to come before the meeting was adjourned at 1:02pm.