

DRAFT

Board Members Present: Joyce Hogan – Chair, Thomas Bingham – Vice-Chair, Doug Allred, Charles Hansen, Paul Ogilvie, Aaron Peterson, Marvin Shafer, Kathy Taylor, Dave Ulery

Staff Present: Scott Snelson, Kent Thygerson

Excused: Dave Haskell, Matt Potter, Jennifer Van Cott

Welcome

Chair Joyce Hogan welcomed Board members. Ms. Hogan expressed appreciation for those in attendance and excused Dave Haskell, Matt Potter and Jennifer Van Cott. Ms. Hogan indicated that the Board needs to take formal action regarding the three separate items, as staff are eager to transition to the institutions new name.

Action Items

1. **College Logo.** Ms. Hogan confirmed the logo selected by the Board at the June 7, 2017 meeting. Dave Ulery moved to approve the logo located on the upper-left corner of the document, second by Kathy Taylor. **Motion passed unanimously.**
2. **College URL.** Ms. Hogan reviewed the letter from Scott Snelson, dated June 15, 2017 – specifically the “Rationale for tooletech.edu URL” section. She also reviewed the email from Firefox regarding Search Engine Optimization (SEO). The Board entered into a healthy discussion regarding the appropriate URL to use for SEO. After much discussion, Tom Bingham moved to reaffirm tooletech.edu as the URL for Tooele Technical College, second by Aaron Peterson. **Motion passed unanimously.**

Scott Snelson indicated that the institution would utilize Tooele Technical College for all official documents, correspondence and institutional signage.

3. **Branding the Tooele Technical College.** Tom Bingham stated that branding should be the responsibility of college administration. Joyce Hogan expressed appreciation to the Board for their continue passion and ownership of the institution. Aaron Peterson moved to allow college administration to direct all branding / marketing efforts, second by Dave Ulery. **Motion passed unanimously.**

Charles Hansen requested that the Board allow him to cast an aye vote on each of the motions. Tom Bingham moved to grant the request. **Motion passed unanimously.**

Other Business

Joyce Hogan congratulated Dave Ulery on his reappointment to the UTECH Board of Trustees. Scott Snelson indicated that the Senate will confirm his reappointment this afternoon.

Dave Ulery motioned to adjourn, second by Aaron Peterson.

Meeting Adjourned at 12:20 pm.