



TACOMA HOUSING AUTHORITY

BOARD OF COMMISSIONERS MEETING MINUTES STUDY SESSION MINUTES WEDNESDAY, November 7, 2008

The Commissioners of the Housing Authority of the City of Tacoma met in Study Session at 902 S. L Street, Tacoma, WA at 12:00 PM on Friday, November 7, 2008.

1. CALL TO ORDER

Chairman Miller called the meeting of the Board of Commissioners of the Housing Authority of the City of Tacoma (THA) to order at 12:15 PM.

2. ROLL CALL

Upon roll call, those present and absent were as follows:

PRESENT

ABSENT

Commissioners

Ken Miller, Chairman
Arthur Banks, Vice Chair
Janis Flauding, Commissioner
Greg Mowat, Commissioner
Stanley Rumbaugh, Commissioner - arrive 4:10p

Staff

Michael Mirra, Executive Director
Lorrie Pierson, Executive Administrator
Ken Shalik, Finance and Administration Director

Roy Sowerby, Real Estate Management and
Housing Services
Janet Rice, Real Estate Development Director
Mike Fait, Community Services Director
Barbara Tanbara, Human Resources Director

Nancy Vignec,

Chairman Miller declared there was a quorum present @ 12:15 and proceeded.

2. GUEST COMMENTS

Kurt Jacobson from JayRay presented the Board of Commissioners with preliminary findings for its Corporate Identity Project it is conducting for THA. Executive Director Mirra reviewed how THA is growing in new ways i.e. wider array of clients and activities. This project will assess how THA can communicate its mission to its various constituents.

As of the study session date, JayRay had conducted 25 interviews of members from the broader community, THA Executive Director, staff, clients and commissioners. The observations from THA's constituents were that they would like THA to communicate more effectively i.e. "Tell our story better". The words that many of the interviewees associated or wished to associate with THA are "green", "hybrid", "technology", "large capacity", and "efficient". JayRay will now take the interviews along with comments from the commissioners and tailor a corporate identity based upon THA's 3 P's: promise/position/personality that is clear, simple, memorable, versatile and in line with THA's Vision, Mission and Values and future endeavors.

3. ADJOURNMENT

There being no further business to conduct, the Board of Commissioners meeting adjourned at 2:11 PM.

APPROVED AS CORRECT

Adopted: December 17, 2008



Ken Miller, Chairman