

Pine Ridge Elementary Rebranding Committee

Meeting Minutes

Date: April 17, 2025

Time: 6:05 PM – 6:44 PM

Location: Virtual

Chairperson: Dijon DaCosta, Sr.

1. Welcome and Introductions

- Meeting called to order at 6:05 PM by Dijon DaCosta.
- Noted that approximately 13 participants were present.
- Encouraged members to reach out to any community members who expressed interest but had not joined.

2. Purpose of Rebranding

- Pine Ridge Elementary was originally built in 1988 and opened in 1989.
- School was developed to relieve crowding at nearby schools and has historical ties to community integration efforts.
- Due to close proximity to Stephenson High and Middle Schools, rebranding seeks to build consistency in:
 - School colors (royal blue & black)
 - Mascot (Jaguar)
 - School programs and identity across the cluster

3. Community Engagement Recap

- Public notices and surveys were distributed via:
 - *Champion Newspaper* (March 20)
 - District website
 - Social media platforms
 - DCSD text alerts
- 281 participants engaged through surveys and Direct Exchange
 - 73.55% supported the name change to *Stephenson Elementary*
 - Feedback emphasized pride, alignment, and stronger identity

4. Logo Design Feedback

- Two logo concepts shared, both featuring a baby jaguar

- Committee members responded positively, particularly to the younger design being age-appropriate for elementary students
- Suggestions:
 - Match mascot evolution with grade levels (baby jaguar)
 - Refine colors and typography
- Graphic team will revise concepts based on feedback

5. Name Change Considerations

- Majority of participants favored renaming to *Stephenson Elementary*
- A few expressed desire to retain *Pine Ridge* for historical reasons
- Final vote to occur in upcoming meeting
- Historical items will be preserved and displayed in a dedicated space at the school

6. PTSA Updates

- Committee member provided update on steps to reinstate PTSA:
 - State registration complete
 - Awaiting 501(c)(3) approval and 990 form
- Discussion about how donations should be processed (PTSA vs. direct to school)

7. Community Feedback and Alignment

- Comment from parent Jamila Rivers raised question about Pine Ridge's historical value
 - Principal Scott confirmed commitment to preserving key artifacts
- Committee emphasized the broader vision:
 - Aligning academic programs (STEM, Fine Arts, CTE)
 - Strengthening student experience from elementary to high school

8. Next Steps

- Graphic team to provide 2 updated logo options
- Committee will vote on school name at final meeting
- Notes and presentation slides will be distributed by Monday

Attendees:

Dijon DaCosta (Chair)

Marcia Coward

Kalisha Sackey

Lauren Scott
Clarissa Blackmon
Glenda Barner
Michelle Elias
Deyanna Hartsfield
Erick Hofstetter
Jamila Rivers
Frederico Rowe
Lisa McGhee
Lindsay Scott

Adjournment

- Meeting adjourned at 6:44 PM
- Members were encouraged to share notes with anyone interested in joining the final meeting