

REVISED Pine Ridge Elementary Rebranding Committee

Meeting Minutes

Date: April 17, 2025

Time: 6:05 PM – 6:44 PM

Location: Virtual

Chairperson: Diijon B. DaCosta

1. Welcome and Introductions

- Meeting called to order at 6:05 PM by Diijon DaCosta.
- Noted that approximately ~~13~~ participants were present. ~ **12 participants**
- 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 a 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**

9. Attendees:

Diijon 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**