

**From:** Jon Creighton <Jon.Creighton@buncombecounty.org>  
**Sent:** 10/6/2015 2:51:31 PM  
**To:** Cathy Ball <cball@ashevillenc.gov>  
**Cc:**  
**Subject:** RE: The City would love to hear from you regarding Innovation Districts!

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I'm sorry but I'm on vacation. Can I send someone?

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**From:** Cathy Ball [mailto:cball@ashevillenc.gov]  
**Sent:** Tuesday, October 06, 2015 2:47 PM  
**To:** Jon Creighton  
**Subject:** The City would love to hear from you regarding Innovation Districts!

Hi Jon,

Can you attend one of these meetings? If it is in the afternoon, I can attend the same one.

Cathy

**Can you help us think about Innovation Districts? We'd appreciate having one hour of your time.**

The City of Asheville is working with Vitalink, a communications and marketing consultant, to develop branding and better public information about the City's Innovation Districts (River Arts District, Downtown and the South Slope Extension, and the Charlotte Street Corridor). Stakeholder meetings are the City's first step to engage and build consensus. In the hour-long session the Vitalink team will ask each stakeholder to share their thoughts on the Innovation Districts initiative, good and bad. This will help them understand the opportunity and develop a brand that truly represents the project.

If you are willing and able, we have four sessions to choose from:

- ☛ Friday October 9 at 11:00 am- noon
- ☛ Friday October 9 from 1:00-2:00 pm
- ☛ Friday October 9<sup>th</sup> at 2:30- 3:30 pm
- ☛ Friday October 9<sup>th</sup> from 4:00- 5 pm.

Sessions will be held on the 5<sup>th</sup> floor of Asheville City Hall in downtown Asheville, and light refreshments will be served.

**Please RSVP, noting which session you prefer, to Melissa VanSickle at 828-232-4555**

Or, if you have questions about the project, contact Communications Specialist Joey Robison at 828-232-4517