

**From:** cball@ashevillenc.gov <cball@ashevillenc.gov>  
**Sent:** 10/6/2015 2:53:38 PM  
**To:** Jon.Creighton@buncombecounty.org  
**Cc:**  
**Subject:** Re: The City would love to hear from you regarding Innovation Districts!

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That would be awesome. Just let me know who?

Are we still on for breakfast in the morning?

Cathy  
Mobile (828) 691-4623

On Oct 6, 2015, at 2:51 PM, Jon Creighton <[Jon.Creighton@buncombecounty.org](mailto:Jon.Creighton@buncombecounty.org)> wrote:

Iâ€™m sorry but Iâ€™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? Weâ€™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 Cityâ€™s Innovation Districts (River Arts District, Downtown and the South Slope Extension, and the Charlotte Street Corridor). Stakeholder meetings are the Cityâ€™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