

Subject: Update on Branding Exemption and New Nickname Selection Process

Dear Stakeholders,

I hope this memo finds you well. I am writing to provide you with an update regarding the branding exemption request we filed with the state's tribal nations for our current nickname, "Braves." In August, we sent out a letter to all 11 tribal nations, as well as an oversight committee, seeking their input and support. This was in response to new mandated legislation from our state politicians, (Section 121A.041 - American Indian Mascots Prohibited).

Last week, we received a communication from one of the tribal nations expressing their opposition to our exemption request. We respect their decision.

As a result, we now have an opportunity to choose a new branding name that aligns with our core values, belief statement, mission, and vision. We understand the importance of maintaining continuity while also being sensitive to the concerns raised by the tribal nations.

In the upcoming weeks, we will be sharing the process that we will be using to select a new nickname for our district. We value your input and involvement in this decision-making process and will ensure that it is inclusive and transparent.

We appreciate your understanding and support during this transition period. If you have any questions or suggestions, please do not hesitate to reach out to me or the designated team members who will be leading this initiative.

Thank you for your continued commitment to our district and its values.

Kindest regards,

Jay Kjos