



**Date:** Wednesday, February 03, 2021  
**Time:** 1:30 PM  
**Location:** Hearing Room, 1st Floor, 200 West Oak Street, Fort Collins

## WORK SESSION

### **Discussion Item: Naming/Branding for new Behavioral Health Facility**

Item Description: We would like to orient you to the naming/branding project for the new behavioral health facility. We will share the agency doing the work, summarize the phased approach, and the review the timeline. Because the facility is the result of a voter-approved ballot initiative, there is emphasis on community and stakeholder engagement. We will share more detail about the research/engagement to ensure alignment of expectations on our approach.

Laurie Stolen, Director and Jennifer Wolfe-Kimbell, Communications & Media Specialist - Behavioral Health Services

---

Per the Americans with Disabilities Act (ADA), Larimer County will provide a reasonable accommodation to qualified individuals with a disability who need assistance. Services can be arranged with at least seven (7) business days' notice. Please email us at [bcc-admin@larimer.org](mailto:bcc-admin@larimer.org), or call (970) 498-7010 or Relay Colorado 711. "Walk-in" requests for auxiliary aids and services will be honored to the extent possible but may be unavailable if advance notice is not provided.