

A meeting of the Ad Hoc Branding Committee was held at City Hall in the City of Black River Falls on March 5, 2025 at 2:00 P.M. In attendance were committee members Mayor Jay Eddy, City Administrator Brad Chown, Amanda Gunn, Al Chaney, and Nora Young.

1. The City Administrator called the meeting to order at 2:04pm.
2. The City Administrator gave a brief background of what has been done to date for logo design and explained the roles and responsibilities of the committee in setting parameters for designing a logo and whatever parameters the Committee can put together for current and future branding campaigns.
3. The City Administrator provided an overview of open meetings law and open records law as they pertain to the committee. Information provided included the requirement to notice meetings at least 24 hours in advance, not to discuss committee business outside of properly noticed committee meetings with more than one other committee member which includes text messages, emails, and in person conversations, and all electronic and written records are subject to open records requests.
4. The Committee discussed the process for designing a new logo and activities that could be considered to re-brand the City. The logo design needs to be simple, recognizable, authentic, and represent the assets and benefits of the community. The Committee began drafting a list of community assets and a list of the benefits these assets provide. Next step will be to draft a concise survey and distribute it to community members for their feedback. It was agreed the survey would be available for approximately two weeks at which time the results will be tallied analyzed. The Committee developed a short survey, and Amanda Gunn was tasked with polishing the survey which will be reviewed at the next meeting.
5. The next meeting was set for Monday, March 17, 2025 at 2:00pm at City Hall.
6. It was moved by Mayor Eddy, seconded by Al Chaney to adjourn. Motion carried at 3:25pm

A. Brad Chown
City Administrator