

A meeting of the Ad Hoc Branding Committee was held at City Hall in the City of Black River Falls on March 17, 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 2:00pm.
2. The Committee reviewed and discussed a draft survey and agreed on 9 questions for the survey and one demographic question related to age groups. Revisions will be made to the draft survey and brought back to the committee for final approval at the next meeting. There was discussion on how to distribute the survey to get the most feedback. It was decided to create a poster with a link and QR code to the survey and to use the city's website, the city's Facebook page with a paid boost, the Chamber of Commerce's website and newsletter, the Banner Journal & Shopper, WWIS, and emails to committee member contacts.
3. The next meeting was set for Monday, March 31, 2025 at 2:00pm at City Hall.
4. It was moved by Amanda Gunn, seconded by Mayor Jay Eddy to adjourn. Motion carried at 2:51pm

A. Brad Chown
City Administrator