

A meeting of the Ad Hoc Branding Committee was held at City Hall in the City of Black River Falls on March 31, 2025 at 2:00 P.M. In attendance were committee members Mayor Jay Eddy, City Administrator Brad Chown, Amanda Gunn, and Al Chaney. Committee member Nora Young attended remotely via Zoom meetings.

1. The City Administrator called the meeting to order at 2:09pm.
2. The Committee reviewed the draft survey. The last sentence of the first paragraph in the introduction should end with "... why Black River Falls is the place to live, work, and play". The check boxes in the gender section should be changed to buttons so only one can be selected.
3. It was moved by Brad Chown, seconded by Al Chaney to approve the survey with the recommended changes discussed. Motion carried.
4. Nora Young was excused from the meeting at 2:23pm.
5. It was moved by Brad Chown, seconded by Mayor Jay Eddy to promote the survey April 1st through April 30th by posting at the BRF Public Library, City Hall, the Chamber of Commerce office and on the City website, the City's Facebook page, the Chamber of Commerce's website, the Chamber's Facebook page, in the Chamber newsletter, through organizational emails, on Friday morning Good Neighbor program on WWIS, and via press release. Motion carried.
6. The Committee reviewed the first draft of the survey poster. Change color of "Got 2 minutes?" to brighter color that will pop off the page. Change "Make A Big Impact!" to "Take Our Survey!". Make QR code smaller and include a Bitly url link to the survey under the QR code. Replace the text in the bottom left corner with "Your thoughts will help us show off our area's best features and make sure everyone knows why Black River Falls is the place to live, work, and play!".
7. It was moved by Brad Chown, seconded by Amanda Gunn to approve the poster with the changes discussed. Motion carried.
8. It was moved by Mayor Jay Eddy, seconded by Al Chaney to set the next meeting for Monday, May 5, 2025 at 2:00pm. Motion carried.
9. It was moved by Amanda Gunn, seconded by Al Chaney to adjourn. Motion carried at 3:03pm

A. Brad Chown
City Administrator