

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

1. Mayor Eddy called the meeting to order at 2:00pm.
2. The Committee reviewed the results of the community survey. There were 152 responses. The top 3 answers for what do you love most about BRF were small-town atmosphere, nature & outdoor activities, and the river. Top 3 descriptive words were friendly, hardworking, and supportive. Top 4 local events were Jackson County Fair, Concerts in the Park, Christkindl Festival, and Festival in the Park. Top 3 things to never change were the scenery, the small-town character, and the people. 78.3% of respondents would recommend living here to others. Top 2 answers for what you wished more people knew about BRF were history of the community and Native American / Ho-Chunk history and culture. The most valuable community assets included the river, the people, the indigenous community / Ho-Chunk Nation, the Lunda Community Center, and the Foundation Trail. The most recognizable or iconic community feature included the river, the dam, and Main Street. 51.3% of respondents were in the 45-64 age group, 31.6% were 25-44 and 15.1% were 65+.
3. There was lengthy discussion on the next steps for developing a logo. There was consensus to include aspects that represent the dam/river/bridge, the scenery (trees, hills, water, etc.), colors, rounded edges, etc. that represent friendliness, the Ho-Chunk Nation, and something unique to our community if possible. Three options should include a "B", "BRF", or a clean and quickly recognizable stand-alone logo. The Committee would also like to see options presented in full color, black print on white background and white print on black background. Nora Young will prepare samples to present to the Committee.
4. It was moved by Brad Chown, seconded by Amanda Gunn to set the next meeting for Monday, May 19, 2025 at 2:00pm. Motion carried.
5. It was moved by Mayor Eddy, seconded by Amanda Gunn to adjourn. Motion carried at 2:57pm

A. Brad Chown
City Administrator