

A meeting of the Ad Hoc Branding Committee was held at City Hall in the City of Black River Falls on July 7, 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 was excused.

1. Mayor Eddy called the meeting to order at 2:04pm.
2. The Committee reviewed the logo options Nora Young had prepared for the group. Discussion included wondering if depicting water falls may be over promising; using "BRF" is familiar for locals but need to spell out "Black River Falls" for those we are trying to attract to our area; consider a stylized, distinctive "B" character; incorporating trees, water, and trails; how could we include trails without making them look like a river; perhaps we look at the existing seal and see if we can simplify it to what is core to us and use more contemporary icons; water and trails are important; consider utilizing a silhouette of a person with hiking and outdoor gear; projecting movement, fluidity, and motion in text; slanted font similar to the forward "W" for Wisconsin sports; some members were not fans of the pine trees; the thicker fonts are easier to read and don't get lost; consider how easy or hard the logo will be to embroider; should review initial designs in black & white and then add color; logo needs to be simple, clean and easily recognizable; possibly including a deer or elk head or silhouette instead of pine trees; incorporating discussion items in to revised logos to review at the next meeting. The City Administrator shared an email from a local resident with branding and logo graphic design experience offering to assist in the process if needed.
3. The next meeting was set for Monday, August 4, 2025 at 2:00pm.
4. Mayor Eddy adjourned the meeting at 2:48pm

A. Brad Chown  
City Administrator