

A meeting of the Ad Hoc Branding Committee was held at City Hall in the City of Black River Falls on August 4, 2025 at 2:00 P.M. In attendance were committee members Mayor Jay Eddy, City Administrator Brad Chown, and Al Chaney. Committee members Amanda Gunn and Nora Young were excused.

1. Mayor Eddy called the meeting to order at 2:00pm.
2. The Committee reviewed stylish, distinctive "B" logo options. Discussion included: trying the hiker at the top; trying the kayak at the top; adding a swirl and possible water droplet above the kayak in large black space; kayaker should be female with flowing hair; and choosing a font that portrays fun, good time, outdoors, freedom, action, alive, and welcoming. The selected logo will need to be converted and available as vector art.
3. Nora Young mentioned having the committee reach out to the community members that had offered their design talents for this project. The City Administrator will reach out to them and provide them with some of the material covered to date and get their feedback as far as what direction they feel this should be going. The committee was appreciative of Nora's efforts and look forward to her continued involvement on the committee.
4. When the new Executive Director for the Chamber of Commerce starts, the City Administrator will reach out to him to invite him to be a part of this group and this process. There was discussion on when and how the new logo would be rolled out and coordinating the release with the Chamber's visitor's guide would be ideal.
5. Mayor Eddy adjourned the meeting at 2:43pm

A. Brad Chown
City Administrator