

A meeting of the Ad Hoc Branding Committee was held at City Hall in the City of Black River Falls on September 15, 2025 at 2:00 P.M. In attendance were committee members Mayor Jay Eddy, Al Chaney, Kerry Stilling, and Brad Chown. Committee members Amanda Gunn and Nora Young were excused.

1. Mayor Eddy called the meeting to order at 2:04pm.
2. Kerry Stilling presented updated "B" Logo along with two newer concepts that included a tree/water version with pine trees above the word River and flowing water under and a heritage version that incorporated a feather, deer print, and fish as an icon. The group liked the simplicity of the tree/water version, it looked more sophisticated than the other options; it was identifiable from a distance; and worked in smaller versions as well. A deer was added to the tree/water version. There was discussion on if we could use the B Logo in some areas and the trees/water version in others. The heritage version looked to "Boy Scout" like. Brad Chown was tasked with sending the city's current letterhead to the Stillings and getting feedback from M&M Sports on how the B Logo would be to embroider.
3. There was consensus to present three options to the Council to get their feedback. The B Logo, the tree/water version, and the tree/water/deer version will all be presented to the Council at the October 7th Common Council meeting.
4. Next meeting was set for Monday, September 22nd at 2:00pm to review the three versions with the changes discussed prior to presenting them to the Council.
5. The meeting was adjourned at 2:54 pm.

A. Brad Chown
City Administrator