

RICHLAND COUNTY

Branding Committee

MEETING MINUTES

The **Richland County Branding Committee** convened at **6:00 p.m., Wednesday, April 6th, 2022** at the **Phoenix Center at 100 S Orange St, Richland Center, WI.**

1. Call to order and confirm that the meeting has been properly noticed.
Meeting was called to order by Secretary, Tracy Thorsen. Director J. Glasbrenner confirmed proper notice of the meeting.
2. Approval of Meeting Minutes from March 9th, 2022.
Motion by: Marty Richards
Second by: Josh Elder
Vote: Unanimous
3. Agenda Approval
Motion by: Jeff Even
Second by: Marty Richards
Vote: Unanimous
4. Discussion and workshop pertaining to the Branding of Richland County and Richland Center. Kristin Mitchell of Mitchell Designs reviewed ideas and suggestions brought forth by County and City representatives and community members. From the ideas suggested and mottos selected, Ms. Mitchell created nine possible logo illustrations for both the County and the City. Each of the logo options were presented and time was allowed for group discussion of likes and dislikes of each design. The County identified two logos they wanted refinement on. The City identified one logo for further development. Font and Style of the mottos were reviewed and selected.
5. Action by the County Branding Committee:
Motion by Jeff Even to advance designs A and D for Richland County with Ms. Mitchell to make enhancements prior to final approval.
Second by: Josh Elder
Vote: Unanimous
6. Adjourn Meeting
Motion by: Marty Richards
Second by: Jean Nicks
Vote: Unanimous

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Project Facilitators Present: Kate Koziol, SW Wisconsin Regional Planning Commission, Kristin Mitchell, Mitchell Design, and Jasen Glasbrenner, Richland Economic Development

County Board Committee Present: Josh Elder, Jeffery Even, Jane Kintz, Jean Nicks, Marty Richards, Tracy Thorsen.

City Branding Workgroup Present: Martha Bauer, Sandy Bee, Keith Behling, Kelly Coppernoll, Dave Fry, Rosanne Kowner, Craig Rogers, Sharon Schmitz, Shane Stibbe, Karin Tepley, Carson Culver

*Minutes compiled by Jasen Glasbrenner, Richland Economic Development Director.
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