



City of Rock Falls

Branding Committee Meeting Minutes

Date: 01/20/10

Time Meeting Started: 1:00 pm

Time Meeting Ended:

Members		Also Attended	
Richard Downey (Chairperson)	P	Amy Lego, Rock Falls Library	P
Chris King	P	Sally Scanlan, Tourism Committee	P
Mike Sterba, Coloma Park District	P	Doug Wiersama, Chamber of Commerce	P
P-Present A-Absent			

Ordinance/Topic	Discussion	Plan of Action
1. Call to Order @ 1:00pm	<ul style="list-style-type: none"> Committee called to order at 1:00pm 	No action.
2. Approve previous minutes	<ul style="list-style-type: none"> Minutes were approved as read. 	Minutes approved as presented.
2. Discussion on Directional Signage around the City.	<ul style="list-style-type: none"> Richard reported he will speak with Public Works Committee 	No action.
3. Schedule times to speak to each board represented.	<ul style="list-style-type: none"> Doug suggested some areas to requested some entities to talk to for requests for money. NICOR gas, Comcast, IDOT (perhaps Transportation Enhancement money). School Districts, Library, Park District, Clubs & Organizations (chamber will email-Richard). Doug will brainstorm additional ideas. Richard will try and coordinate with individual members for meetings. Committee suggested City pay for first two, as per called out in December 2009 minutes. Committee requested that bids be collected from local signage companies once again. Doug and Chris requested that issue be moved to test phase by summer and other issues be address. 	City Administration will send out specifications to local sign companies for rebidding.
4. Committee member items.	<ul style="list-style-type: none"> For next meeting Northstar, a branding company out of Tennessee and Florida will be providing a presentation. 	
5. Adjournment.	<ul style="list-style-type: none"> Meeting adjourned at 2:22pm 	Meeting adjourned at 2:22pm

Richard Downey, Recorder, Rock Falls Branding Committee