



City of Rock Falls Branding Committee Meeting Minutes

Date: 03/17/10 Time Meeting Started: 1pm

Time Meeting Ended: 2:51pm

Members		Members	
Richard Downey (chairperson)	P	Doug Wiersema	P
Amy Lego	P	Chris King.	
X-Attended A-Absent			

Ordinance/Topic	Discussion	Plan of Action
1. Call to Order	<ul style="list-style-type: none"> Call to order at 1pm. 	Meeting called to order at 1pm.
2. Discussion on Directional Signage around the City.	<ul style="list-style-type: none"> Discussion on Directional Signage was presented by Richard Downey on signage funding for direction signage. Currently the City is working on the budget, and this funding may be cut, but is currently in the working budget. 	Item will be left on agenda.
3. Schedule times to speak to each board represented.	<ul style="list-style-type: none"> Discussion was had on scheduled time to talk to each board that is represented on the committee. Committee discussed perhaps taking a picture of a before and after to show committees. 	Item will be left on agenda for further action.
4. Discussion on Northstar Presentation	<ul style="list-style-type: none"> Committee discussed having additional community leaders hear the presentation from Northstar, as they felt it was an excellent presentation. Discussion was held on who to invite, and in what format. Decision was decided to invite Rock Falls Community Development Corporation (RFCDC) representative, a representative from Rock Falls Tourism, and the Mayor. 	Another presentation with Northstar would be scheduled with Northstar either at upcoming meeting or separately.
5. Adjournment	<ul style="list-style-type: none"> Meeting was adjourned at 2:51pm. 	Meeting was adjourned at 2:51pm.

_____, Recorder, Rock Falls _____ Committee