



City of Rock Falls

Branding Committee Meeting Minutes

Date: 08/19/10 Time Meeting Started: 2:30 pm

Time Meeting Ended: 3:30pm

Members		Also Attended	
Richard Downey, City Administrator (Chairperson)	P		
Amy Lego	P		
Sally Scanlan	P		
Mayor Blanton	P		
Doug Wiersema	P		
P-Present A-Absent			

Ordinance/Topic	Discussion	Plan of Action
1. Call to Order @ 2:30pm	<ul style="list-style-type: none"> • Committee called to order at 2:30pm 	No action.
2. Report from the Riverfront Committee	<ul style="list-style-type: none"> • City Administrator reported on report from Riverfront Committee that the committee would be open to recommendations from the Branding committee regarding lighting, and other public amenities. • Mayor also reported on lighting plan for the city along 1st Avenue and 2nd Street. The electric committee is working on selecting these lights. The Recreational trail committee is also working on public amenities. 	No Action.
3. Status of the Colored Logo- presented to the City Council at their July meeting	<ul style="list-style-type: none"> • City Administrator reported on colored-logo committee. The City Council has accepted the logo and requested that the older logo be retained on the letter head. The mayor suggested placing newer logo on city letter head as a bottom marker. • Discussion was held on trade marking logo for the city. City Administrator will check with City Attorney. 	Item on trade marking would be researched with City Attorney.
4. Discussion on North Star Presentation - Scheduled for COW meeting of September	<ul style="list-style-type: none"> • Doug discussed about having North Star coming in a give a presentation. • A discussion was had about invitation list: <ul style="list-style-type: none"> ○ City officials and other committees. ○ Rock Falls Community Development Corporation ○ Rock Falls Chamber of Commerce ○ Rock Falls Tourism ○ Coloma and Montmorency Township. ○ School Districts, both the elementary and High School. ○ Library Board. ○ General Public ○ Committee suggested to have meeting in October on the 25th. 	List of potential invitation for October 25 th event would be placed on September meeting.
5. Committee member items	<ul style="list-style-type: none"> • No items presented. 	No items were presented.

6. Approval of Minutes	<ul style="list-style-type: none">Minutes were approved as presented.	Minutes were approved as presented.
7. Adjournment	<ul style="list-style-type: none">Meeting was adjourned at 3:30pm.	Meeting was adjourned at 3:30pm.

Richard Downey, Recorder, Rock Falls Branding Committee