



# City of Rock Falls

## Branding Committee Meeting Minutes

Date: 10/21/10

Time Meeting Started: 2:30pm

Time Meeting Ended: 4:24pm

Members		Members	
Richard Downey (Chairperson)	P	Chris King, Country Realty	P
Doug Wiersema, Rock Falls Chamber of Commerce	P	<b>Also Attended</b>	
Amy Lego, Rock Falls Library	P		
Mike Sterba, Coloma Park District	P		
X-Attended A-Absent			

Ordinance/Topic	Discussion	Plan of Action
1. Call to Order-2:30pm	<ul style="list-style-type: none"> <li>Meeting was called to order at 2:30pm</li> </ul>	Meeting was called to order.
2. Discussion on Northstar Presentation	<ul style="list-style-type: none"> <li>Committee held a discussion regarding contacting Northstar, a branding company to come and speak to a number of different elected and non-elected officials about a branding strategy for the entire city. Many different topics regarding the branding of the city was discussed. Committee determined that it would like to move forward on presentation if a representative is available on the 30<sup>th</sup> of November. Committee requested that City Administrator Downey please contact Northstar and report back. If necessary committee determined that a special meeting could be held to discuss this presentation at length.</li> </ul>	City Administrator will contact Northstar regarding a presentation to many local people for their feedback.
3. Committee member Items.	<ul style="list-style-type: none"> <li>No committee member items were presented.</li> </ul>	No committee member items were presented.
4. Approval of Minutes.	<ul style="list-style-type: none"> <li>Minutes were unavailable so were not approved.</li> </ul>	Minutes were not approved and will be placed on next agenda for action.
5. Adjournment	<ul style="list-style-type: none"> <li>Committee Adjourned at 4:24pm.</li> </ul>	Meeting was adjourned at 4:24pm.

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Richard Downey, Recorder, Rock Falls Branding Committee