



**MINUTES**  
**ECONOMIC DEVELOPMENT AUTHORITY MEETING**  
**July 8, 2010**

***Present:*** President: Randy Gilbert; Commissioners: Brian Carpenter, Sharon Henderson, Art Loosen, and Tom Skjaret

***Others Present:*** Executive Director/City Administrator: Terry Post; Chamber of Commerce Board representatives; C.E.L. representatives Cindy Leines and Stacy Slygh

***Absent:*** Commissioners: Liz Olson

**CALL TO ORDER**

President Gilbert called the meeting to order at 6:35 pm.

**APPROVE AGENDA**

*A motion was made by Henderson, seconded by Carpenter, to approve the agenda as presented.*  
*Ayes: all.*

**BUSINESS ITEMS**

**Approve Minutes of April 19, 2010 EDA Meeting**

*A motion was made by Henderson, seconded by Skjaret, to approve the minutes as presented.*  
*Ayes: all.*

**Project Status Report from C.E.L. Public Relations**

Cindy Leines from C.E.L. Public Relations described the process that led to the development of the proposed logo and tag line. She noted that input had been received from approximately 100 individuals, with a vast majority being very supportive of the new design. Commissioners asked about the meaning of the wheel of dots within the design, and the shape and color of the lake. Chamber guests also participated and contributed to the discussion including being very pleased with the "Making Life Better ...Together" tag line development. Chamber representatives were also excited about a proposed "launch" of the new logo design in conjunction with Corn Days events subject to both EDA and City Council approvals.

*A motion was made by Skjaret, seconded by Henderson, to recommend approval of the logo presented at the meeting to the Long Lake City Council subject to any minor modifications and signifying the conclusion of Phase I of the project.*  
*Ayes: all*

Discussion then ensued concerning Phase II implementation strategy development. Cindy Leines indicated that she would like to have a debriefing meeting with the Chamber after the Corn Days events and collect input regarding the launch of the design. She also would like to gather the original focus group back together, plus anyone else interested in participating, to do some strategy brainstorming. Commissioners agreed that they would like to schedule another EDA meeting during the strategy development stage to discuss both short term and long term options being considered.

**OTHER BUSINESS**

None

**ADJOURN**

*Hearing no objection, President Gilbert adjourned the July 8, 2010 EDA meeting at 7:40 pm.*

Respectfully submitted,

Terrance Post  
Executive Director