



MINUTES
ECONOMIC DEVELOPMENT AUTHORITY MEETING
September 14, 2010

Present: President: Randy Gilbert; Commissioners: Sharon Henderson, Liz Olson, Art Loosen, and Tom Skjaret

Others Present: Executive Director/City Administrator: Terry Post; Chamber of Commerce Representatives Roxie Albers, Michelle Krolyczk, Chuck Plante, and April Wysocki

Absent: Commissioners: Brian Carpenter (with prior notice) and Tom Kvale

CALL TO ORDER

President Gilbert called the meeting to order at 5:37 pm.

APPROVE AGENDA

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

BUSINESS ITEMS

Approve Minutes of July 8, 2010 EDA Meeting

A motion was made by Loosen, seconded by Olson, to approve the minutes as presented. Ayes: all.

C.E.L. Public Relations Project Discussion

President Gilbert began the discussion by referring to a recent City Council meeting discussion that referenced the Chamber of Commerce having to fund a variation of the recently adopted City logo and tagline. The Council was generally of the opinion that the City logo should be made available to the Chamber. Albers indicated that the Chamber was probably to blame for not trying to coordinate with the City and vendor C.E.L. Public Relations. The discussion then led to the conclusion that branding guidelines, and use thereof, need sharper definitions.

Discussion then ensued concerning opinions regarding the pace of the project to-date, recognition that it remains an ongoing process, anticipation of Phase II implementation strategy identification and timeline, effectiveness of C.E.L., level of engagement by area churches and the schools, and support for the logo/tag line output developed thus far by C.E.L. The next EDA meeting was scheduled for Tuesday, September, 28, 2010 at 6:30 pm in Council chambers.

Plante asked the status of the two Chamber-produced new logo banners and his expectation that they would be displayed at either end of town after the Corn Days event to keep the new logo launch impressions fresh in the public view. Post took the action item to see where, and when, the banners could be mounted and report back to the EDA on the disposition at the next EDA meeting.

OTHER BUSINESS

None

ADJOURN

Hearing no objection, President Gilbert adjourned the September 14, 2010 EDA meeting at 6:37 pm.

Respectfully submitted,

Terrance Post
Executive Director