

RICHLAND COUNTY

Branding Committee

Branding Committee Meeting

January 27, 2022

Please be advised that the **Richland County Branding Committee** convened at **6:00 p.m., Thursday, January 27th, 2022 at the Wallace Student Center in the Roadrunner Café at the UW Platteville-Richland Campus, 1200 US Hwy. 14 West, Richland Center, WI.**

1. Introductions were made of City and County Representatives, Community Members, Kristin Mitchell of Kristin Mitchell Design, Kate Koziol of SW Wisconsin Regional Planning and Jasen Glasbrenner the Richland Economic Development Director.
2. Richland County Board Supervisor, Tim Gottschall called the meeting to order for the Richland County Branding Subcommittee.
3. Richland Economic Development Director, Jasen Glasbrenner acted as parliamentarian for the process of nominating and selecting the subcommittee Chairperson.
4. Jasen Glasbrenner called for nominations for the Chairperson. Tracy Thorsen nominates Tim Gottschall. No further nominations were received and nominations were closed.
5. Motion to appoint Tim Gottschall as the Chairman of the subcommittee. No discussion. Motion passed unanimously.
6. Tim Gottschall called for nominations for Vice-Chairperson. Tracy Thorsen nominates Steve Carrow. No further nominations were received and nominations were closed.
7. Motion to appoint Steve Carrow as the Vice-Chairman for the subcommittee. No discussion. Motion passed unanimously.
8. Tim Gottschall called for nominations for Secretary. Josh Elder nominates Tracy Thorsen. No further nominations were received and nominations were closed.
9. Motion to appoint Tracy Thorsen as Secretary of the subcommittee. No Discussion. Motion passed unanimously.
10. Kate Koziol presented the history of past marketing efforts and the need for updating Branding/Advertising in the county and city. She also stressed the importance of having a cohesive and collaborative marketing effort between Richland County and the City of Richland Center.

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All county and city participants took part in a workshop with brainstorming activities and generated ideas for logos, taglines and signage. All ideas were shared with the entirety of the group. Group members were asked to distribute handouts to families, friends, and neighbors to generate more ideas. Additional handouts are available at the City Municipal building and on the Economic Development page of both the city and county websites at:

(www.richlandcenter.com) and (www.co.richland.wi.us). This form can be returned via email to jasen.glasbrenner@co.richland.wi.us or hard copy to Jasen G. at the Economic Development Office at the Richland Center Municipal building. Kate Koziol, Kristin Mitchell and Jasen Glasbrenner will gather, and collate all the submitted ideas for the next meeting to be held on March 9th, 2022.

Project Facilitators: Jasen Glasbrenner, EDD Director, Kate Koziol, SW Wisconsin Regional Planning, and Kristin Mitchell, Mitchell Design

City Branding Workgroup: Hannah Adsit, Martha Bauer, Sandy Bee, Keith Behling, Kelly Coppernoll, Sue Fruit, Dave Fry, Aaron Joyce, Rosanne Knower, Ashley Oliphant, Craig Rogers, Sharon Schmitz, Shane Stibbe, Karin Tepley, Ashton Wallace, Craig Woodhouse, Carson Culver

County Board Committee: Steve Carrow, Josh Elder, Jeffery Evans, Tim Gottschall Jane Kintz, Jean Nicks, Mary Richards, Tracy Thorsen, Alyshia Towne

Others in Attendance: Cerresa Nimocks and Melanie Platt-Gibson

11. Motion to Adjourn by Josh Elder and Seconded by Steve Carrow. Motion passed unanimously.

Minutes compiled by Rosanne Knower and Jasen Glasbrenner, Richland Economic Development Director