

RICHLAND COUNTY

Branding Committee

MEETING MINUTES

The **Richland County Branding Committee** convened at **6:00 p.m., Wednesday, March 9th, 2022** at the **Phoenix Center at 100 S Orange St, Richland Center, WI.**

Agenda

1. Call to order and confirm that the meeting has been properly noticed
 - Meeting was called to order by T. Gottschall
 - Economic Development Director J. Glasbrenner confirmed proper notice of meeting
2. Approval of Meeting Minutes from January 27th, 2022
 - There were no comments and the meeting minutes were declared adopted
3. Agenda Approval
 - Motion by: J. Nicks to approve agenda
 - Second by: T. Thorson
 - Vote: Passed Unanimously
4. Discussion and workshop pertaining to the Branding of Richland County. This Committee along with participants of the City Branding Workgroup will collaborate on cohesive branding for both the County and the City. Participants will be taking part in a professional branding process that will produce a County Branding Manual covering details of logos, motto, flag, branding elements for all road signage, vehicle signage, building signage, county departments letterhead, business cards, and the website.
 - The Richland County Branding Committee and the City Branding Work Group met for just over 2 hours. The meeting / workshop was facilitated by Kate Koziol – Southwestern Wisconsin Regional Planning Commission, Kristin Mitchell – Kristin Mitchel Design, and Jasen Glasbrenner – Richland Economic Development. The primary focus of this workshop was to identify a separate motto / tagline for Richland County and Richland Center. A power point presentation was used to guide the teams through the process of narrowing down mottos and taglines. The process of identifying mottos has included a countywide marketing survey that was conducted in December of 2021 thru January 2022, public input meetings for a comprehensive planning process for Richland Center, a brainstorming workshop by the County Branding Committee and City Branding Workgroup, a series of three newspaper articles, two radio shows, a Richland Economic Development Facebook post that received over 4,000 views and a request for public input and submittals that was open for about one month. In total there were between 50 and 100 mottos that were considered and there was research done on surrounding counties, cities and towns to see what other entities were using.
 - There were three mottos that were strongly considered for the County – “Discover It Hear”, “Everywhere You Go”, “Experience Rich Land”.
 - There were four mottos strongly considered for Richland Center – “Surrounded. 365 x 360”, “Amazing by Design”, “Urban Charm. Natural Beauty”, and “Just Right!”.
 - Through a process that included good discussion and several selection polls by all in

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attendance, the **County Branding Subcommittee arrived at the consensus that the motto that should be advanced for Richland County is “Discover It Here”.**

- The City Branding Workgroup arrived at the consensus that the motto that should be advanced for Richland Center is “Hometown Charm, Natural Beauty”.
- There is consistent emphasis being placed on the importance of being engaged in the process and then embracing the results of the extensive work and effort that has been put in by everyone. It is not possible to please every person, but it is important to build consensus around the process and then to agree to move forward while speaking positively about the progress that is being made in our county and city.
- The next meeting will be held on Wednesday April 6th at 6pm at the Phoenix Center. The primary focus of the meeting / workshop will be to identify the graphic elements of the logo as well as fonts, colors, and variations of the logo for uses across multiple departments.

5. Motion to Adjourn by Marty Richards; Seconded by Steve Carrow.
Motion passed unanimously.

People in Attendance:

Project Facilitators: Kate Koziol - SW Wisconsin Regional Planning Commission, Kristin Mitchell - Mitchell Design, and Jasen Glasbrenner - Richland Economic Development Director

City Branding Workgroup: Keith Behling, Kelly Coppemoll, Dave Fry, Rosanne Knowler, Craig Rogers, Sharon Schmitz, Shane Stibbe, Karin Tepley, Craig Woodhouse, Carson Culver

County Board Committee: Steve Carrow, Tim Gottschall, Jean Nicks, Mary Richards, Tracy Thorsen,

Minutes compiled by Jasen Glasbrenner, Richland Economic Development Director