

RESOLUTION NO. 21 - _____

A Resolution Creating A Countywide Branding Project and Process.

WHEREAS, Richland County Board of Supervisors recognizes the benefit of having a cohesive branding and marketing effort that positively promotes Richland County and all that it has to offer, and

WHEREAS, the recent strategic planning work facilitated and conducted by Southwest Regional Planning Commission has emphasized the need and importance of branding for casting a positive vision and image of the County to its current and potential citizens and businesses, and

WHEREAS, branding and marketing is a crucial element of positive Economic Development and,

WHEREAS, the County is able to participate in a professionally executed 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, and

WHEREAS, the cost of creating branding and the County Branding Manual will be covered by the USED A – Flood Recovery and Economic Resiliency Grant that Southwest Regional Planning Commission is currently administrating on Richland County’s behalf;

NOW THEREFORE BE IT RESOLVED, by the Richland County Board of Supervisors that a County Branding Process be conducted, and

BE IT FURTHER RESOLVED, that the branding process be facilitated by Director Jasen Glasbrenner – Richland Economic Development, Kate Koziol – Southwest Wisconsin Regional Planning Commission, and Kristin Mitchell – Professional Consultant at Kristin Mitchell Design, or their representatives, and

BE IT FURTHER RESOLVED, by the Richland County Board of Supervisors that the County Branding Committee is hereby created with the composition of the Committee of nine people being as follows:

- 1. Two County Board Members (one of whom will serve as chair)
 - a. Appointment 1
 - b. Appointment 2
- 2. Two County Department Heads
- 3. Three Community Members
 - a. A High School Student
 - b. A Business Sector Representative
 - c. A Representative of Art
- 4. Two village spots

BE IT FURTHER RESOLVED, that all County Branding Committee Members are to be appointed by the County Board, and

BE IT FURTHER RESOLVED, that the duties of the Branding Committee are as follows:

- To Bring insight to the process from the people and profession that they represent
- To help identify good process for public input
- To spread the news of this effort while speaking positively and supportively of the process
- The Committee helps shape the process and may provide insights on design elements but they themselves do not create, design, or dictate what the brand will be or tell the design consultant what to do. The branding consultant is responsible for helping to facilitate a process that allows the consultant to develop and create a brand that is representative of all of the input they receive and the entity they are designing for.
- To provide a recommendation of a Final County Branding Manual for full adoption and implementation by the County Board

BE IT FURTHER RESOLVED, that this Resolution shall be effective immediately upon its passage and publication.

VOTE ON FOREGOING RESOLUTION		RESOLUTION OFFERED BY THE RULES AND RESOLUTIONS COMMITTEE	
AYES _____	NOES _____	FOR	AGAINST
RESOLUTION _____			
DEREK S. KALISH		SHAUN MURPHY-LOPEZ	X
COUNTY CLERK		CHAD COSGROVE	X
		KERRY SEVERSON	X
		MELISSA LUCK	X
DATED: DECEMBER 14, 2021		DONALD SEEP	X