

RICHLAND COUNTY

Branding Committee

MEETING MINUTES

The **Richland County Branding Committee** met at **4:00 p.m., Thursday, April 28th, 2022** by an online Zoom meeting. There was no in person meeting.

Minutes

1. Chair - T. Gottschall called the meeting to order at 4:01pm. J. Glasbrenner – Economic Development Director confirmed that the that the meeting had been properly noticed

2. Approval of Meeting Minutes from April 6th, 2022
Motion by: J. Nicks
Second by: J. Evens
Vote: Passed Unanimously

3. Agenda Approval
Motion by: J. Elder
Second by: M. Richards
Vote: Passed Unanimously

4. Discussion and vote to recommend a final version of the County Logo and Motto to the Richland County Board, or other required committees, for their consideration and adoption as the official logo and motto of Richland County.
 - This recommendation will represent the culmination of over a year of research and work in the area of marketing and branding. Some of the main reasons for this effort is to positively and cohesively promote Richland County and to market for the purposes of tourism and workforce retention and attraction.
 - Two options were presented. Option B that was presented on the document was the logo that had been identified as the primary choice at the April 6th, 2022 meeting. Option A represented a refined logo that reflected comments and input that had been provided at the previous committee meeting held on April 6th, 2022. Several of the committee members commented that they felt that the changes reflected the groups input.
 - There was discussion on color variegations and how that may be difficult to reproduce on signage that used vinyl lettering.
 - The overall color pallet was discussed.
 - County Department variations were briefly discussed.
 - The full Branding Manual will be developed off of the approval of the base logo.
 - The next step is to get the base logo approved by the County Board.

Motion by: S. Carrow - To select and advance Logo A to the County Board
Second by: M. Richards
Vote: Passed Unanimously

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COUNTY

A



Richland COUNTY
Discover it here! — 



Richland COUNTY
Discover it here! — 

5. Adjourn at 4:18pm
Motion by: M. Richards
Second by: J. Even
Vote: Passed Unanimously

Project Facilitators Present: Jasen Glasbrenner, Richland Economic Development

County Branding Committee Members Present: Tim Gottschall, Josh Elder, Jeffery Even, Jean Nicks, Marty Richards, Tracy Thorsen, Steve Carrow

Absent: Jane Kintz, Alyshia Towne

Minutes taken by Jasen Glasbrenner – Richland Economic Development Director.