

## MINUTES OF SPECIAL MEETING

### RIDGWAY TOWN COUNCIL

JULY 19, 2016

The Town Council convened for a special meeting at 5:40 p.m. in the Ridgway Community Center at 201 N. Railroad Street, Ridgway, Colorado. In attendance Councilors Austin, Williams and Mayor Clark. Councilors Barnes, Gold, Hunter and Mayor Pro Tem Johnson were absent.

Notice of Special Meeting dated July 14, 2016.

The Town Manager explained in 2013 the Town and Chamber partnered to prepare a logo for shared use. There have been complications with the shared logo and also outside requests for use, she reported, so the Council approved funds to prepare a Brand Book to address parameters around use of the logo. Manager Coates noted the Town has expended tens of thousands of dollars placing the logo on vehicles, street and directional signs, sign poles etc. The Chamber Administrator met with staff to define needs and a company was hired to prepare the book. A number of weeks ago staff met with the Chamber Board President to review the proposed documents, and it was agreed to meet jointly to receive an update on the process, review design ideas for both organizations use and determine the next steps.

Averal Doring with Kindred Collectives presented slides depicting the book and gave a project overview. She displayed ideas for logo use which would distinguish one organization from another, and also the tool kit to use for brand standards guidelines and parameters. She noted the information could also be made accessible over the internet.

Ms. Doring explained use of this type of document will “ensure and maintain the reputation of the logo” which “becomes a symbol people associate you with.” She noted “consistency is the key.” She reviewed proposals of Town and Chamber logos, the Chamber logo being an adaptation of the original logo. She stated the word “Ridgway” is being kept consistent in all drafts of the logo to provide continuity and recognition, along with use of the “tag line” Think Outside. She noted the Town’s use of the original logo, with its outline representing an official seal. Proposed Chamber logos presented were for different uses from advertising to letterhead.

There was discussion and it was agreed a transition of logo for the Chamber would need to be changed over time. Chamber representatives agreed to take the discussion to the full board and schedule another joint meeting, suggesting a meeting time in early September.

The meeting adjourned at 7:20 p.m.

Respectfully Submitted,

Pam Kraft

Town Clerk