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**PROCEEDINGS OF THE AFTON CITY COUNCIL
CITY OF AFTON
WASHINGTON COUNTY, MINNESOTA**

**APPROVED City Council Work Session Minutes
December 11, 2017
7:00 P.M.**

1. **THE MEETING WAS CALLED TO ORDER** at 7:00 P.M. by Mayor Bend.
2. **ROLL CALL:** Council Members Ross, Richter, Palmquist, and Mayor Bend. **Quorum Present.**
Members Absent: Nelson

ALSO PRESENT: City Administrator Ron Moorse

3. **APPROVAL OF AGENDA**
Motion/Second: Bend/Ross. To approve the agenda as presented. Motion carried 4-0-0.

4. **CITY COUNCIL BUSINESS**

A. Meeting with Augsburg College Work Group Regarding Branding Project

Council member Ross provided background regarding Afton's Branding Project, the Afton Branding Committee's work, and how the Augsburg students' project fits into the overall branding project.

The graduate students from Augsburg University made a presentation regarding their Afton Branding Project. The students presented the results of their project, including the results of a survey of how people view Afton and a road map for moving forward with the branding effort.

Mayor Bend suggested the focus of the branding effort needs to be broader than the downtown retail area. The rural area of Afton is important to the positive perception of Afton. The rural area and the downtown retail area are interdependent and the branding effort should address both the strengthening of the retail area and the preservation of the rural area.

The Council thanked the students for their excellent work.

5. **ADJOURN –**

Motion/Second: Ross/Bend. To adjourn the meeting at 8:30 p.m. Motion carried 4-0-0.

Respectfully submitted by:

Ronald J. Moorse, City Administrator

Approved by Council (on January 16, 2018) as (check one): Presented: X Amended: _____

Signed by Mayor Richard Bend _____ Date _____