



**Branding Committee Meeting
Wednesday, July 27, 2016
7:00 PM**

Agenda

- 1. Call to Order**
- 2. Committee Business**
 - A. Feasibility of working with the U of M on a branding project.
 - B. Possibility of creating a mission statement
- 3. Adjourn**

City of Afton Branding Committee

June 22
, 2016

Call to Order

Attendance

Members present: Chairman Stan Ross, Jeff Brower, Laurel Ross, Julia Welter, Scott Patten, Lucy McAllister, Raenette Manderfeld-Pung, Darcy Gaspar

Committee Business

A. Lucy McAllister gave a brief presentation of information prepared for the Afton Bicentennial. Some of the best practices that may be applicable include:

- ▲ Successful recruitment
- ▲ Multi-generational outreach
- ▲ Connections to favorite interests
- ▲ Chance to contribute to Afton life and community
- ▲ Stimulate interest in welcoming visitors

A handout was provided outlining fund-raising efforts and maps and photos made available.

B. Committee members contributed overviews of various cities, some of which have gone through branding process. Cities highlighted included Gilbert, AZ, Elk River, MN (2010 branding plan discussed), Houston, MN Sustainable Tourism Development, Marine on St. Croix and Lanesboro. Members have visited some of these cities and admire certain characteristics of each. Information about Spencer, Iowa's shut down of their city for eight days each year to hold the "Largest County Fair in the World," was discussed as well as Newcastle Nebraska's emphasis on community pride rather than specific events.

Jeff will contact U of M regarding feasibility of working with them on project.

Possibility of creating a mission statement was discussed and several examples were reviewed.

C. Survey Monkey results were reviewed and discussed.

Meeting adjourned.