

City of Lancaster
Branding Committee Meeting Minutes

Wednesday, April 29, 2015

6:30 PM

1. **Call Meeting to Order**

Shayne LaBudda called the meeting to order at 6:34 pm.

2. **Roll Call**

Members present were: Shayne LaBudda, Steve Winger, Bob Schmidt, Amy Kwallek, and Aja Taylor. Absent: Bob Bird.

3. **Review branding proposals**

Reviewed branding proposals. Next meeting will schedule 2 finalists, Arnett Muldrow & Associates and Studio Graphique, for video conferences.

4. **Adjourn**

Meeting adjourned at 7:27 pm.

Respectfully submitted,
Aja Taylor, Executive Assistant

City of Lancaster
Branding Committee Meeting Minutes
Monday, May 11, 2015
11:30 AM

1. **Call Meeting to Order**

Shayne LaBudda called the meeting to order at 11:33 am.

2. **Roll Call**

Members present were: Shayne LaBudda, Bob Schmidt, Steve Winger, Amy Kwallek, and Aja Taylor. Absent: Bob Bird.

3. **Approve minutes from 4-29-15**

Motion by LaBudda, seconded by Winger to approve minutes from 4-29-15. All Ayes.

4. **Review branding proposals of finalists**

Reviewed finalists branding proposals via online presentation.

Motion by LaBudda, seconded by Winger to recommend Arnett Muldrow & Associates to council. All ayes.

5. **Adjourn**

Motion by LaBudda, seconded by Schmidt to adjourn at 1:31 pm. All Ayes.

Respectfully submitted,
Aja Taylor, Executive Assistant

City of Lancaster
Branding Committee Meeting Minutes

Monday, September 21, 2015

11:30 AM

1. **Call Meeting to Order**

Aja Taylor called the meeting to order at 11:34 am.

2. **Roll Call**

Members present were: Bob Schmidt, Steve Winger, Amy Kwallek, and Aja Taylor, Bob Bird, Shayne LaBudda(late).

3. **Approve minutes from 5-21-15**

Motion by Schmidt, seconded by Kwallek to approve minutes from 5-11-15. All Ayes.

Labudda arrived at 11:50pm

4. **Preliminary Review of Branding**

Tripp Muldrow, of Arnett Muldrow & Associates, presented implementation deliverables of the city brand. They will be providing 6 month, 1 year and, 1 year+ rollout of the brand.

Bob Schmidt suggested a licensing agreement for business to utilize the logo with merchandise. It could be a possible source of revenue for the Chamber of Commerce.

5. **Adjourn**

Motion by Kwallek, seconded by Winger to adjourn at 1:45 pm.

Respectfully submitted,
Aja Taylor, Executive Assistant