

**LAKE MINNETONKA CONSERVATION DISTRICT
SAVE THE LAKE COMMITTEE
MINUTES**

8:00 a.m., Wednesday, January 13, 2010

LMCD Office, 23505 Smithtown Road, Suite 120, Shorewood, MN 55331

Present: Bill Olson- LMCD Board- Victoria; Chris Jewett- Minnetonka; Lisa Whalen- LMCD Board- Minnetrista; Lili McMillan; Tom Skramstad; Jay Soule; Tom Skramstad; Michael Deering, Superstar PR; Pat Weas, The Thorburn Group; Greg Nybeck, LMCD Executive Director.

Continued discussion on the re-branding of the committee

- **Summary of 12/15/09 Meeting**
- **The Thorburn Group Proposal**
- **Other**

Skramstad recommended that the committee should update the screening tool that was used to review proposals submitted for 2010 Save the Lake Funds in the near future. The committee concurred with this recommendation and Nybeck was directed to schedule an agenda item at an upcoming meeting.

Nybeck asked Weas to provide an overview of the discussion at the December 15th meeting, as well as proposal submitted by The Thorburn Group.

Weas stated that the proposal was submitted to build off of what the potential next steps are based on the re-branding discussion. He hoped that the discussion would take into consideration further input and refinement from the committee. With budget and timing constraints upcoming, this proposal was prepared to identify priorities, what's needed, and how far the committee might want to move on these priorities. He reviewed the brand identity, which included logo options, website (content and design), a four-page educational brochure design, and Lake signage. He reviewed costs associated for: 1) Logo and Identity Development (\$7,500), 2) WebSite Template (\$6,500), 3) a 4-Page Brochure Design (\$3,500), and 4) Signage Design (\$2,500). This does not include miscellaneous and out of pocket expenses, which he estimated at \$1,500.

A summary of the committee discussion was as follows:

- How the design of the website could be updated, including available software (blogging, a facebook page, twittering, etc.).
- A discussion of budget parameters of the committee and the LMCD.
- Whether re-branding would be for Save the Lake or both Save the Lake and the LMCD.
- Whether the changing of the logo would be for Save the Lake or both Save the Lake and LMCD.
- Whether update of the website should be a LMCD activity or both a LMCD and Save the LMCD activity.
- What resources would be needed to keep the website and facebook current and up to date.
- How funding of this re-branding could occur (General funds vs. Save the Lake funds).
- What the bottom-line costs for the proposal would be (including printing, etc.).
- The need to drive the public to the website to educate them on what the LMCD and Save the Lake does.
- The changing of the logo and brand, and the potential unanticipated cost implications.
- Discussion on the uses of the brochures (primarily as a kick-off to the new identity).
- A possible kick-off date is 60 to 90 days from when a decision has been made (average ice-out date of April 15th).

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- There was discussion of how Deering could fit within this proposal from a public relations standpoint. Some of this discussion included the various media sources, necessary lead times, the types of earned media, and the length of public relations campaign.
- How the launching of a successful re-branding could lead to successful co-branding in the future.
- There's a need for substance in the re-branding, in particular to the taxpayers, before funds are spent on a public relations campaign.

What's Next

The next step was to schedule a Planning/Working Session with the LMCD Board to allow Weas and Deering to provide them an update on the re-branding discussion of the Save the Lake Committee. Olson was providing the Board a committee update at the Board meeting this evening, with a recommended Board Planning/Workshop Session for 5:00 p.m. on January 27th at Wayzata City Hall. Further refinement of the proposals from Weas and Deering will be necessary prior to this meeting for discussion by the LMCD Board.

Adjournment.

There being no further business, the meeting was adjourned at 9:30 a.m.

Respectfully Submitted,

Greg Nybeck
Executive Director