

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

8:00 a.m., Wednesday, February 16, 2010

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

Present: Bill Olson- LMCD Board- Victoria; Chris Jewett- Minnetonka; Lili McMillan; Lili McMillan; Jay Soule; Tom Skramstad; Brent Mattson, Flicker Creative; Greg Nybeck, LMCD Executive Director.

Minutes

MOTION: Jewett moved, Skramstad seconded to approve the minutes from the 1/13/10 Save the Lake Committee as submitted.

VOTE: Motion carried unanimously.

Continued discussion on the re-branding of the committee

Olson stated that the LMCD Board conducted a Workshop/Planning Session on January 27th to discuss the committee recommendations on the re-branding of the Save the Lake Committee. A PowerPoint presentation was made by Pat Weas from The Thornburn Group, as well as a discussion of a 1/27/10 letter from Michael Deering of Superstar PR, on public relations. As a result of this meeting, he and Nybeck met with Weas and Deering to review the discussions at the Board Workshop/Planning Session. The purpose of this committee meeting is to refine the recommendations to be discussed at the next Board Workshop/Planning Session.

A summary of the committee discussion was as follows:

- An amended proposal from The Thornburn Group, with estimated expenses as follows:
 - \$5,800 for Logo and Identity Development
 - \$3,500 Website Template
 - \$2,500 for Newsletter Design
 - \$500 Out of Pocket
- A proposal from Flicker Creative to possibly conduct some of the work, with an emphasis on the re-design of the LMCD's website. It was noted that Mattson was a contractor recommended by Michael Deering.
- A discussion of priorities for 2010, as well as possibly priorities in 2011 and beyond.
- The consensus of the committee was to refine efforts in 2010 on the Logo and Identity Development, as updating Phase 1 on the LMCD's website as proposed by Flicker Creative.
- Possible funding options for 2010 was briefly discussed.

What's Next

An update of the committee was planned for the February 10th LMCD Board Meeting. At this meeting, a recommendation will be to conduct a second Workshop/Planning Session prior to the February 24th LMCD Board Meeting at 6:00 p.m. to discuss the committee's consensus.

Adjournment.

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

Respectfully Submitted,

Greg Nybeck
Executive Director