

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

8:00 a.m., Tuesday, May 12, 2010

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

**Present:** Bill Olson- LMCD Board- Victoria; Chris Jewett- Minnetonka; Dennis Klohs- Minnetonka Beach; Lisa Whalen- Minnetrista; Lili McMillan; Tom Skramstad; Jay Soule; Greg Nybeck, LMCD Executive Director. Also present: Pat Weas, The Thornburn Group.

**Minutes**

The minutes from the 3/9/10 "Save the Lake" Committee meeting were accepted as submitted.

**The Thornburn Group, Update on Re-branding Concepts of the Save the Lake Committee**

Olson stated that he and staff had recently met with Brent Mattson of Flicker Creative to discuss possible updates to the LMCD's website. These updates are being refined by staff and will be communicated with Mattson, who will refine his proposal to the LMCD for this project. This project will need to take into consideration of the re-branding concepts currently being worked on by The Thornburn Group. He turned the meeting over to Weas.

Weas stated that four options, which he provided further background on, have been prepared for discussion and feedback by the committee. These included:

1. Legacy- Yesterday, Today, Tomorrow
2. Essence
3. Flying the Flag
4. Lake + Life + Enjoy (This was recommended by Weas and he provide further details on why)

The committee concurred with Weas' recommendation on the Lake + Life + Enjoy option. There were some comments from the committee that directed Weas to take into consideration. These included

- The need for an anchor or something else to signify that the "M" in the logo is a wave.
- A question was raised as to whether the "tree" in the logo was needed. One possible option was to take the stem off the trees so that it could look like a splash.
- The committee agreed that simple was better and that the wave could be separated and used for other designs that would 'feel' connected to the LMCD (flags, banners, etc.).
- The committee asked Weas to go back and refine the work with the above mentioned changes.

**What's Next**

Committee feedback on the refined option(s) was planed for the next Save the Lake Committee meeting, which was scheduled for Wednesday, May 26<sup>th</sup>, at 8:00 a.m. in the LMCD office. The committee intends to bring this back to the Board, with recommendation, at the June 23<sup>rd</sup> LMCD Board Meeting.

**Adjournment.**

There being no further business, the meeting was adjourned at 9:00 a.m.

Respectfully Submitted,

Greg Nybeck  
Executive Director