

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

8:00 a.m., Tuesday, May 26, 2010

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

Present: Bill Olson- LMCD Board- Victoria; 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 5/12/10 "Save the Lake" Committee meeting were accepted as submitted.

The Thornburn Group, Continued Discussion on Re-branding Concepts of the Save the Lake Committee

Olson stated that initial committee discussion place on May 12th and The Thornburn Group has further refined their proposal based on the discussion at that meeting. He turned the meeting over to Weas.

Weas stated that further exploration was done by The Thornburn Group on refining the "Lake + Life + Enjoy" logo, which was the committee consensus at the May 12th committee meeting. This exploration included: 1) a "dot", which was his recommendation, 2) a "tree", 3) a "splash", 4) a "water drop", and 5) "waves". He provided further background to the committee on his recommended logo. This included:

1. The color system (primary blue & secondary grey)
2. The typography (Bryant vs. Helvetica)
3. The pattern (small, medium, and large)
4. How it could be used on letterhead and business cards
5. How it could be used on banners
6. How it could be used on wayfinding/information
7. How it could be used on LMCD promotional items

The committee concurred with Weas' recommendation on the "dot" option for the Lake + Life + Enjoy logo.

What's Next

A committee update was planned by Olson for the May 26th Regular LMCD Board of Directors meeting. A recommendation will be made for a June 9th LMCD Board Workshop/Planning Session at 6:00 p.m., with consideration planned by the Board on June 9th at the Regular LMCD Board of Directors meeting. Further refinement of a PowerPoint presentation needs to be coordinated by Nybeck and other committee members for the June 9th Workshop/Planning Session.

Adjournment.

There being no further business, the meeting was adjourned at 8:55 a.m.

Respectfully Submitted,

Greg Nybeck
Executive Director