

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

8:00 a.m., Tuesday, August 3, 2010

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

**Present:** Bill Olson, LMCD Board- Victoria; Dennis Klohs, LMCD Board- Minnetonka Beach; Kelsey Page, LMCD Board- Greenwood; Lisa Whalen, LMCD Board- Minnetrista; Lili McMillan; Tom Skramstad; Greg Nybeck, LMCD Executive Director.

**Minutes**

The minutes from the 5/26/10 "Save the Lake" Committee meeting were accepted as submitted.

Skramstad suggested that when he agreed to serve on this committee, he believed that the primary goal was to establish an annual process in the solicitation of proposals for Save the Lake funding, including recommendations to the LMCD Board. Since this goal has been addressed, he recommended that the committee discuss its mission, goals, and objectives be discussed at this meeting. The consensus of the committee was to discuss this later in the meeting under "What's Next".

**Chair Update of Discussion at June 9<sup>th</sup> LMCD Board Workshop/Planning Session**

Olson stated that the LMCD Board of Directors discussed the proposed logo artwork recommended by the committee as a result of the May 26<sup>th</sup> Save the Lake Committee meeting. The consensus of the Board was that: 1) further analysis was needed on the artwork by The Thorburn Group, and 2) there was a need to establish a Usage Guide for the use of the logo. Further committee recommendations are planned for discussion at the August 11<sup>th</sup> LMCD Board meeting.

- **Review of Update Artwork**

Olson stated that the Board agreed with the committee's recommendation on the proposed logo, although some concern was raised relating to whether the wave actually looked like an "M". The recommendation from the Board was for The Thorburn Group to prepare an alternative design that looked more like a wave by possibly crowning the wave rather than being flat.

The committee reviewed the revised artwork from The Thorburn Group. The consensus was that further refinement of the revised artwork should be considered. In particular, bunching the wave together so that it looks more like an "M", although leaving the edges sharp on top. Olson and Nybeck were directed to follow-up with Pat Weas on this.

- **Review of Draft Identify Usage Guide**

Nybeck provided an overview of the draft Usage Guide, which included: 1) the Primary LMCD Identity, 2) the Campaign Identity, 3) the Color System, 4) the Typography, and 5) the Pattern. He stated that this draft Usage Guide was a combination of previous recommendations from The Thorburn Group.

The committee concurred with the proposed draft Usage Guide, with one change. The committee recommended changing the descriptive for the Campaign Identity so that it reads "Save the Lake is a non-profit fund investing in the environmental quality and recreational enjoyment of Lake Minnetonka".

**What's Next**

A summary of this committee discussion is as follows:

- How this updated artwork will work in conjunction with the proposed project to update the current LMCD website to make it more current and interactive;
- How these efforts will general more funds for Save the Lake; and
- The goal of these efforts is to enhance the user experiences of the LMCD and Lake Minnetonka.

**Adjournment.**

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

Respectfully Submitted,

Greg Nybeck  
Executive Director