

City of Richmond Economic Development Authority Meeting

Corky's
Richmond, MN 56368

Tuesday, October 18, 6:30 pm

Meeting Minutes

Members Present: Emily Monnens, Terry Meemken, Kate Lemke. Others present Traci Ryan, Tyna Meemken. Absent was Mathiasen & Maus.

City Hall was not open and the meeting moved to Corky's. Meeting was called to order at 6:30.

The only item on the agenda was review of the sign design guidelines. Ryan presented a very simple guideline after getting a proposal to have the guidelines developed came in with more detail and cost than anticipated or needed. After reviewing a number of sign groupings, Ryan thought that the City/EDA could look at some very basic parameters that kept the design consistent while including key elements that improve Brand recognition. The majority of the elements came directly from the adopted Brand Design guidelines. The following was discussed:

The purpose of this Design Guide is to provide a consistent visual message that broadens awareness of the Brand message and helps to reinforce the connection between the viewer/visitor to the Richmond Community. When the visual link is 'broken' it dilutes the messaging and lessens the quality of the connection. The goal is to keep these design guidelines simple and easily applied to any type of signage.

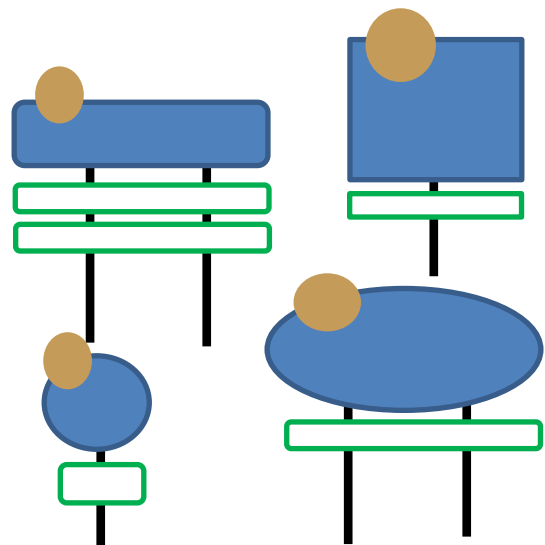
The Primary Sign Components:

The Medallion - The medallion is the primary visual element that should be off set from the primary sign and proportionate to the overall size of the sign that highlights that Richmond is the birthplace of the Pontoon – a claim that no other community in the country can claim. ● An approved design for the medallion will be designed by the City and may not be changed, with the exception of size.

The Primary Sign – The primary sign should have The Brand “City of Richmond – 80 Miles of Shore & so Much more”



The Message – This area will have the sign message which Could direct people to downtown, parks, parking, etc.



Design Requirements for the Use of City Brand on Signage

1. All signs must utilize the approved RGB colors identified in the adopted Brand Guide:

PRIMARY PALETTE

GOLD	BLUE 1	BLACK (Primary Text Color)	GREEN	BLUE 2
HEX #c59b59	HEX #308ab0	HEX #39393a	HEX #2e933c	HEX #22232b
RGB 197,155,89	RGB 48,138,176	RGB 57,57,58	RGB 46,147,60	RGB 34,34,59
CYMK 22,38,78,2	CYMK 80,35,17,1	CYMK 69,63,60,52	CYMK 83,17,100,4	CYMK 87,84,47,54

2. Signs must have all three components to the sign – medallion, primary, message
3. Welcome signs may have the ‘message’ (Welcome) on the primary portion of the sign
4. All signs that are ___ inches or less in width may be posted on a single post (decorative??). The post shall not be visible from the top of the primary sign. The maximum height of a single post sign shall be ___ feet.
5. All signs that are wider than ___ inches in width must be posted on two posts (decorative??). The post shall not be visible from the top of the primary sign. The maximum height of a double post sign shall be ___ feet.
6. Primary signs wider than ___ inches will require City review.
7. The Medallion portion of the sign must:
 - a. be proportionate to the Primary sign at ___ % of the area of the Primary sign
 - b. Be offset from the Primary sign by ___ inches / percent
8. The Message portion of the sign must be posted not lower than ___ inches from the ground and not higher than ___ inches from the ground
9. Any Secondary signs or attachments to the sign shall be of the same font as those outlined in item 12 or the adopted Brand Guide.
10. Signs larger than _____ shall have a permanent base made of masonry or granite and must be reviewed by the City.
11. Material – ½” aluminum with vinyl print ???
12. All letters on the sign must use the following approved font(s):

TYPEFACE

The typeface should not be recreated using any other fonts. Similarly, the tagline font and phrasing should not be altered in any way.

PRIMARY HEADLINE FONT

Mr Eaves Mod OT Heavy
All caps
14 pt minimum

THIS TEXT IS AN EXAMPLE OF PROPER HEADLINE FONT USAGE

PRIMARY PARAGRAPH FONT

Mr Eaves Mod OT Reg
Sentence structure
14 pt minimum

This text is an example of proper paragraph font usage

ENTIRE FONT FAMILY AVAILABLE FOR USE

Mr Eaves Mod OT Thin	Mr Eaves Mod OT Reg
<i>Mr Eaves Mod OT Italic</i>	<i>Mr Eaves Mod OT Reg Italic</i>
Mr Eaves Mod OT Light	Mr Eaves Mod OT Bold
<i>Mr Eaves Mod OT Light Italic</i>	<i>Mr Eaves Mod OT Bold Italic</i>
Mr Eaves Mod OT Book	Mr Eaves Mod OT Heavy
<i>Mr Eaves Mod OT Book Italic</i>	<i>Mr Eaves Mod OT Heavy Italic</i>

With the above, comments included:

- The “Weeres” name should not be included in the Medallion as there are numerous individuals that contributed to the founding and history of the community
- There was discussion about incorporating the horseshoe – after considerable discussion, it was the general consensus that Civic & Commerce are using the horseshoe and that that could be what differentiates the City Brand and its activities from C&C
- All agreed that sign requirements of the City, County, DNR and State should be incorporated in the guidelines by reference so that the applicable regs can be addressed and people don’t have to search for them
- The sign material should be 10 gauge aluminum and that we should get sign companies comment on this to be sure that whatever gauge is identified is a durable material and not as susceptible to vandalism and damage.
- It was agreed that the sign posts should not be visible over the top of the primary sign and that we should get input from sign companies on the best design/material – powder coated standard sign posts or composite were discussed.
- Signs would be considered for double or single sided based upon their purpose and location
- It was indicated that there are funds available in the Marketing line item of the EDA budget to finalize the medallion design and get signs produced yet this year.

Motion was made by Lemke, second by Meemkin, to authorize upto \$6,000, following the City bid/quote requirements, to pursue sign design and production in 2022. Upon further discussion it was agreed that Weeres Collaboratvive may move forward with the medallion design if the cost did not exceed \$500. Motion carried 3-0.

Next Meeting Date: November 15, 2022, 6:30 p.m.
The meeting Adjourned at 7:29 p.m.