

MEMORANDUM
Comfort Lake-Forest Lake Watershed District

To: Board of Managers
From: Mike Kinney
Subject: Website and Branding Process Update

Date: January 31, 2022

Background/Discussion

At the December 9th regular board meeting, the Board reviewed all proposals submitted in response to the [Website and Branding Request for Proposals](#), and moved to enter into an agreement with Artisan Venture Labs (AVL).

On Wednesday, January 26th, District staff met with the AVL project leads to kickoff the project. The meeting was largely administrative in nature with both teams becoming acquainted with each other and the tools that will be used to facilitate the development of the project. Operations & Outreach Specialist, Jessica Lindemyer, will be the lead staff member on this project, with support from Planning Coordinator Emily Heinz. Ms. Lindemyer and Ms. Heinz will be meeting regularly with the AVL team and conducting the bulk of the internal hours needed to complete this project. Others, including myself, the Citizen Advisory Committee (CAC), and other staff, will be brought into the discussion as needed.

Currently, staff are compiling current brand and website assets for AVL to review. These assets include various iterations of the current logo, letterheads and document templates, and any internal style guides that have been created for large projects such as the Watershed Management Plan. These assets give AVL an idea of how the District currently uses its logo and what some of the pinch points may be that should be addressed in the new logo.

AVL staff are currently developing a design and website questionnaire for district managers, staff, and CAC members to complete. More information on the questionnaire will be provided upon its distribution.

Staff will continue to provide regular written updates on this topic to the Board via the Administrator's Report and bring applicable action items forward on meeting agendas as needed (e.g., finalizing the logo).