

MEMORANDUM
Comfort Lake-Forest Lake Watershed District

To: Board of Managers
From: Mike Kinney
Subject: District Logo

Date: June 16, 2022

Background/Discussion

The purpose of this agenda item is for Artisan Venture Lab (AVL) to update the Board on the logo process and present the current designs. Operations and Outreach Specialist, Jessica Lindemyer, has been serving as the lead on this initiative and has been meeting with the AVL team on a weekly basis along with Planning Coordinator, Emily Heinz and Program Manager, Beth Carreño.

Summary of the logo process to-date:

Date	Action	Links
10/14/21	Board approved the Website and Branding Request for Proposals and directed staff to work with Manager Loth on completing a crowd sourced logo design.	Website and Branding RFP
11/08/21	Board approved purchasing the rights to the top three logo designs from the crowd sourced process.	Crowd Sourced Design Memo
12/09/21	Board moved to enter into an agreement with Artisan Venture Lab (AVL)	AVL Proposal AVL Website
02/04/22	Website and Branding Design Questionnaire distributed to all managers, staff, and citizen advisory committee members to collect high-level guidance and identify consistent themes.	Summary of survey responses
04/11/22	A second survey is sent out to all managers, staff, and citizen advisory committee members to obtain feedback on the brand boards developed by AVL based on the previous survey responses.	Initial Brand Boards Summary of survey responses

AVL will lead the presentation on the logos they have developed. AVL will lead the presentation on the two logos they have developed.

Staff received another logo from an individual who has requested it be reviewed by the Board. This logo will be presented after AVL’s presentation and at the discretion of the Board.

While the purpose of this agenda item is focused on the logo redesign, staff want to assure the Board that work on the new website has been moving forward. AVL has reviewed and audited the District’s current website and is combing through the site’s performance analytics to determine areas of high traffic, issue or concern and is developing recommendations for improved efficiency. Efforts have started relating to the development of the new website’s scaffolding and system configurations and will soon be moving into the stages of content planning, site mapping, and website staging.

Recommended Action

Staff recommends that the Board come to a consensus on the direction of the logo’s design.