

**CITY COUNCIL MINUTES**

City of Hillsdale  
 Council Chambers  
 November 28, 2017  
 6:00 P.M.

Special Meeting

**Roll Call**

Mayor Adam Stockford called the meeting to order.

Council Members present: Adam Stockford, Mayor  
 R. Gregory Stuchell, Ward 1  
 Brian Watkins, Ward 1  
 Timothy Dixon, Ward 2  
 William Morrissey, Ward 2  
 William Zeiser, Ward 3  
 Matthew Bell, Ward 4

Council Members absent: Bruce Sharp, Ward 3  
 Raymond Briner, Ward 4

Also present were: City Manager David Mackie, City Clerk Stephen M. French, Scott Hephner (HCPD & HCFD), Chris McArthur (BPU), Mary Hill (Library), Kelly LoPresto (City Manager's Office), Katy Price (Assessing Office), Kay Freese (HR), Michelle Loren (Recreation), Mary Wolfram (Economic Development), Ted Jansen, Jack McLain, Penny Swan, and Randy Mielnik.

**Communications**

## A. City of Hillsdale's Marketing and Branding Plan

Mr. Randy Mielnik from Poggemeyer Design Group presented general information on the development of the draft Marketing and Branding Initiative, which was an integral part of the State of Michigan's Redevelopment Ready Communities (RRC) program. Mr. Mielnik noted the initiative was focused on distinguishing Hillsdale as a unique location within the state. Mr. Mielnik stated the branding program would require the connection to the city's planning & zoning program, while requiring a consistent and authentic message unique to Hillsdale. Mr. Mielnik commented the Marketing and Branding Initiative was a separate issue than the logo and tagline discussions that had been led by Mr. Ben Muldrow of Arnett Muldrow & Associates.

Mr. Mielnik discussed the five areas of the Marketing and Branding Initiative, which were:

1. Physical Presence (welcome & directional signs, overall town appearance, etc.)
2. Economic Development
3. Print and Electronic Communication (website, brochures, etc.)
4. Tourism
5. Partnerships (Hillsdale College, Hillsdale Hospital, etc.)

City Manager Mackie reported the city, in collaboration with Hillsdale College, would be featured on the Paul W. Smith Tour in 2018, which would highlight the city through the popular WJR radio show. City Manager Mackie also announced city staff had received a request to submit 1,400 of the city's informational brochures that would be distributed to the state's welcome centers.

General discussion was held on the Marketing and Branding Initiative, as well as the proposed logo and tagline. Specific discussions were held on the proposal to use green as the primary color for the initiative when the new, city entrance signs were dominantly blue. Additional discussions centered on the shape of the proposed logo and a recommendation to remove the circular shape of the logo to differentiate it from the existing city seal.

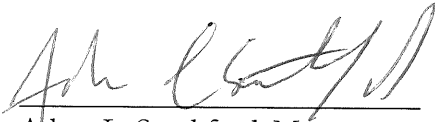
Following discussion, City Manager Mackie recommended a follow-up meeting with Council, city staff, and the public be scheduled for late January 2018.

**General Public Comment**

No comments were offered.

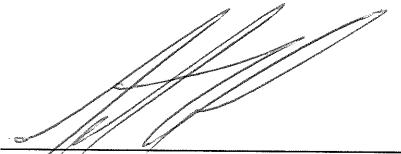
**Adjournment**

The meeting adjourned at 7:25 p.m.



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Adam L. Stockford, Mayor



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Stephen M. French, City Clerk