

**CITY COUNCIL MINUTES**

City of Hillsdale  
 Council Chambers  
 January 10, 2018  
 6:00 P.M.

Special Meeting

**Roll Call**

Mayor Adam Stockford called the meeting to order.

Council Members present: Adam Stockford, Mayor  
 William Morrisey, Ward 2  
 William Zeiser, Ward 3  
 Matthew Bell, Ward 4  
 Raymond Briner, Ward 4

Council Members absent: R. Gregory Stuchell, Ward 1  
 Brian Watkins, Ward 1  
 Timothy Dixon, Ward 2  
 Bruce Sharp, Ward 3

Also present were: City Manager David Mackie, Scott Hephner (HCPD & HCFD), Chris McArthur (BPU), Mary Hill (Library), Kelly LoPresto (City Manager's Office), Mary Wolfram (Economic Development), Ben Muldrow, Dennis Wainscott, Ted Jansen, and Penny Swan.

**Communications**

A. City of Hillsdale's Marketing and Branding Plan

Mr. Ben Muldrow from Muldrow and Associates led a group discussion on the city's branding initiative. The four elements covered during the work session included:

1. Color Palette – it was decided to use blue from the entrance signs and green from the City Seal. Also, to clean up the City Seal with the same colors.
2. Uniform Typefaces – Primary typeface, secondary typeface, and accent typeface was discussed.
3. Consistent Message – Mr. Ben Muldrow is going to send Mr. David Mackie three variations of taglines to take to the full council.
4. Graphics – the group decided to eliminate a second graphic.

**General Public Comment**

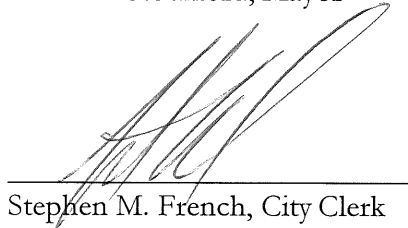
No comments were offered.

**Adjournment**

The meeting adjourned at 8:05 p.m.



Adam L. Stockford, Mayor



Stephen M. French, City Clerk