



**MINUTES**  
**Kinni River Corridor – City Team Meeting**  
**Thursday October 13, 2016**  
**City Hall – Foster Room**

The meeting began at 4 p.m.

**Staff Present:** Buddy Lucero, Amy Peterson, Julie Bergstrom, Mike Stifter, Kevin Westhuis, Angie Bond, Mary Zimmermann, Kristin Petersen, Mark Lobermeier

**Discussion**

Lucero provided a brief description of the appointed Kinnickinnic River Corridor Planning Committee. All appointed members have been contacted and are committed to the committee. The commitment is two years as advisory to the City Council. Mayor Dan Toland will serve as chairperson; Lucero said he will discuss this with the Mayor. The draft charter was discussed to ensure the committee members stay within the guidelines. It was mentioned to possibly add verbiage to the charter clarifying that members are to speak as a committee, not as individuals to keep credibility to the committee, to represent the whole committee and be open. Resolution and memo to the City Council regarding this committee will be prepared for the Oct. 25, 2016, City Council Meeting.

Lobermeier discussed the planning strategy and timeline for the project. Dec. 8 is the Community Kick-off Meeting at the River Falls Public Library from 6:30-8 p.m. Other topics of importance are the order of presenting tech talks to the community, holding community events so the public is engaged and informed, how to monitor the other interested groups from putting out one-sided information. It was mentioned how much of the timeline should be available to the public, as the timeline may change as the project progresses.

Zimmermann gave an overview of the Engagement Plan. Again, the Dec. 8 kick-off meeting to engage the community. A brainstorming/branding meeting was held earlier in the day with Robyn Lingen, creative director at Designwrite Studios in St. Paul. Some City team members and various community members attended and participated. Great discussion and ideas came from that meeting. Robyn will bring 10 ideas for branding/logo for the project within one week. From there, they will be voted on. The logo/brand is meant to bring recognition and awareness to the project, to follow the project through its entirety, and will be put on giveaways for the kick off meeting. Another important project will be gathering resident's emails so we can inform them of updates throughout the project.

Final discussion included the deadline of Oct. 18, to get information to Kristi McKahan for the Oct. 25 Council meeting. In mid-November, the newly appointed Kinni Committee will meet to move forward and outline the planning process. Branding group and appointed Kinni Committee will meet to choose logo. Lucero will attend the Kinni River Land and Trust workshop at the end of October.

**ADJOURNMENT**

The meeting ended at approximately 5:10 p.m.