

VILLAGE OF WRIGHTSTOWN

Committee of the Whole

Tuesday, October 1, 2019

A meeting of the Village of Wrightstown Committee of the Whole was held at the Village Hall, 352 High St, on Tuesday, October 1, 2019, at 5:00 p.m., in the Village Hall Community Room, 352 High St., Wrightstown, WI 54180.

President Dean J. Erickson called the meeting to order and the Pledge of Allegiance was recited.

Present – Village President Dean J. Erickson, Trustee Sue Byers, Trustee Andy Lundt, Trustee Scott Reignier, Trustee Terry Schaeuble, Trustee Dan Segerstrom, Trustee Keith Wendlandt, Administrator Travis Coenen, Clerk/Treasurer Michelle Seidl, Police Chief Greg Deike, Public Works Superintendent Andy Vickman, Brillion News Reporter Ed Byrne, Laura Rogers, Jill Trider and Will Van Epern from Wild Blue Technologies

▪ Village of Wrightstown Brand Development

Purpose of the Meeting: To get direction, and relay to Wild Blue, how to proceed with the Village branding project based on logo and tagline options received

Laura Rogers, Jill Trider and Will Van Epern from Wild Blue Technologies communicated frustration over the release of their preliminary logos/taglines to the news media and the derogatory article published in the Wrightstown Spirit the week of September 22nd as a result of comments made during the Village's September 17th board meeting. Continued work with the Village was questioned and a request was made by Mr. Van Epern that a retraction be printed to allow Wild Blue and the Village to move forward together on this project.

Village Trustees and Administration provided insight to Wild Blue regarding the September 17th discussion and apologized for any information that was misconstrued. Administrator Coenen will be working with Brian Roebke from the Wrightstown Spirit to publish an update.

To push forward, Laura Rogers made a suggestion that a direction be chosen, that focuses on location or the feeling of home and community, since these were the top contenders identified during the discovery sessions. The discovery sessions also identified the strong importance residents place on progress and future growth rather than revealing in the past.

Wild Blue recommended that a smaller committee be formed to narrow the number of differing opinions.

Committee formed at the appointment of President Erickson: Trustee Andy Lundt, Chair; Trustee Terry Schaeuble; Trustee Dan Segerstrom; Superintendent of Public Works Andy Vickman

ADJOURN

Motion was made by S Byers with a second made by T Schaeuble to adjourn the meeting. **Motion carried at 5:51 p.m.**

Michelle Seidl

Clerk/Treasurer