

“Menominee – Where the best of Michigan Begins”

MENOMINEE COUNTY BOARD OF COMMISSIONERS

*Menominee County Courthouse
839 10th Avenue
Menominee, MI 49858
www.menomineecounty.com*

*Jason Carviou – County Administrator
Sherry DuPont – Administrative Assistant
Telephone: (906) 863-7779 or 863-9648
Fax: (906) 863-8839*

Economic Development Committee

Tuesday, December 3, 2019 – 10:00 AM

*Menominee County Courthouse – Department of Administration
839 10th Avenue Menominee, MI 49858
(906) 863-7779*

(A Quorum of the Menominee County Board of Commissioners will be Present)

- A. Call to Order
- B. Pledge of Allegiance
- C. Roll Call (Commissioner Gromala, Commissioner Phelps, Commissioner Hafeman, County Administrator, County Treasurer, MBDC Executive Director)
- D. Approval of the Agenda
- E. Approval of the Previous Minutes (October 22, 2019)
- F. Public Comment *(Statements, not debate, limited to 5 minutes on agenda items only)*
- G. Business
 - Menominee Business Development Corporation – Report
 - Menominee County Logo/Seal
 - Land Available for Economic Development
 - Open Discussion
- H. Public Comment *(Limited to 5 Minutes)*
- I. Commissioner Comment
- J. Adjourn

MENOMINEE COUNTY ECONOMIC DEVELOPMENT COMMITTEE

Minutes of Meeting

October 22, 2019

****DRAFT****

The Menominee County Economic Development Committee met on October 22, 2019 at 10:00 AM at the Menominee County Courthouse in Menominee, Michigan.

I. Call to Order

The meeting was called to order by Chair Gromala at 10:00 AM.

II. Pledge of Allegiance

The Pledge of Allegiance was recited by those in attendance.

III. Roll Call

Commissioners Present: Chair Gromala, Commissioner Phelps, Commissioner Hafeman, Administrator Carviou, & MBDC Executive Director – Nancy Douglas. Excused – County Treasurer (Vacant).

IV. Approval of the Agenda

Motion made by Commissioner Hafeman, seconded by Commissioner Phelps to approve. Vote taken. **MOTION CARRIED UNANIMOUSLY.**

****Clarification was made that the County Administrator, County Treasurer, and MBDC Executive Director are voting members of the Economic Development Committee.**

V. Approval of Previous Minutes

No previous meeting minutes.

VI. Public Comment

None

VII. Business

A. Purpose

Discussion ensued regarding the purpose of the Economic Development Committee and the role Menominee County has in economic development. Administrator Carviou discussed the

County playing the role of salesperson/cheerleader and “sell” the County to potential investors. Commissioner Hafeman discussed the need for the County to better promote the assets that Menominee County offers. Executive Director Douglas discussed the best way that the County Board can promote the County and what companies are looking for when considering a new site.

B. Goals

Discussion ensued regarding the goal of the Economic Development Committee. Administrator Carviou discussed one of his goals of the Economic Development Committee is to act as a leader for economic development and be a facilitator of conversation between private business, education, government, and other economic development organizations to start addressing some of the concerns that are known in the community. Economic development involves community development and workforce development. The Committee discussed some of the issues challenging Menominee County and how the County could be involved in finding solutions to some of these issues.

C. Economic Development Ideas & Activities

The Committee discussed a number of activities:

- Menominee County Website
- Menominee County Logo/Seal & Motto
- Land Bank & Brownfield Authority
- Compilation of Available Development Sites
- Marketing and Tourism
- Updated Master Plan

D. Menominee County Brand & Marketing

Discussion ensued regarding the County’s brand and marketing the County. One item of particular importance is the lack of a County logo/seal that can be used to promote the County. Preliminary ideas were discussed on developing a new logo/seal and motto to identify and brand Menominee County. Other ideas and discussion ensued on how to market the County with limited resources.

E. Update – Menominee Business Development Corporation

Executive Director Douglas provided the Committee with updates on several projects that MBDC has been working on in the County.

F. Open Discussion

The Committee discussed various topics regarding economic development, challenges in the County, and projects that need to be worked on. Focus was on economic development, community development, workforce development, and company retention. The next meeting date was set for December 3, 2019 at 10:00 AM in the Department of Administration.

IX. Public Comment

None

X. Commissioner Comment

None

XI. Adjournment

Motion made by Commissioner Hafeman, seconded by Commissioner Phelps to adjourn.
Vote taken. **MOTION CARRIED UNANIMOUSLY.**

➤ AVAILABLE COMMERCIAL LAND INVENTORY

Compass Creek
 Subdivision: LEETON'S COMMERCIAL
 Parcel ID (PIN): 201015490100
 Zoning: R200
 Buildable Acres: 303.56
 Development Type: Industrial
 Property Features: Designated Right-of-Way Area
 Contact Name: Taylor Chess
 Organization: Peterson Companies
 Email: 17-703-623-2620

Available Commercial Land Inventory

Property Results
281 966 Results

Map Hybrid

<p>Mercury Development Lot 2-1 Address: Hwy 36 City: Waterford County: Racine County Zip Code: 53105 Min Size: 7.30 Acres Max Size: 7.30 Acres</p> <p>View Details</p>	<p>1600 Leider Drive Address: 1600 Leider Drive City: Union Grove County: Racine County Zip Code: 53192 Min Size: 3.00 Acres Max Size: 3.00 Acres</p> <p>View Details</p>	<p>Mer Development-Lot 3 Address: 458 E Main St City: Waterford County: Racine County Zip Code: 53105 Min Size: 0.75 Acres Max Size: 0.75 Acres</p> <p>View Details</p>
---	--	--



[Our Work](#)

[Our Services](#)

[Who We Are](#)

[Blog](#)

Let's Talk

[« Back to Blog](#)

[Design](#)

5 Essential Characteristics of a Good Logo

by Daniel Beadle | Jun 17, 2016 | 6 min read



[Work](#)



[Services](#)



[About](#)



[Blog](#)

There have been many articles written that cite the qualities of a good logo. And while there's a great deal of consensus about those qualities, I want to add some of my own insights to them, and draw some attention to some of the overlooked nuances behind the art of logo design.

1. Tone

Sophisticated? Playful? A logo is a way to tell a brand story in as few words as possible. You have to know yourself as well as your intended audience. Make sure that your sending the correct message. Also, does it use colors that match the **tone of your** organization?



The brands behind the major gaming consoles all set a different tone, even though they're all in the same industry with the same audience. Just by looking at their logos, you can tell how they're trying to present themselves. PlayStation, especially since they've done away with the color bands, comes across as edgy and modern. Xbox is otherworldly.

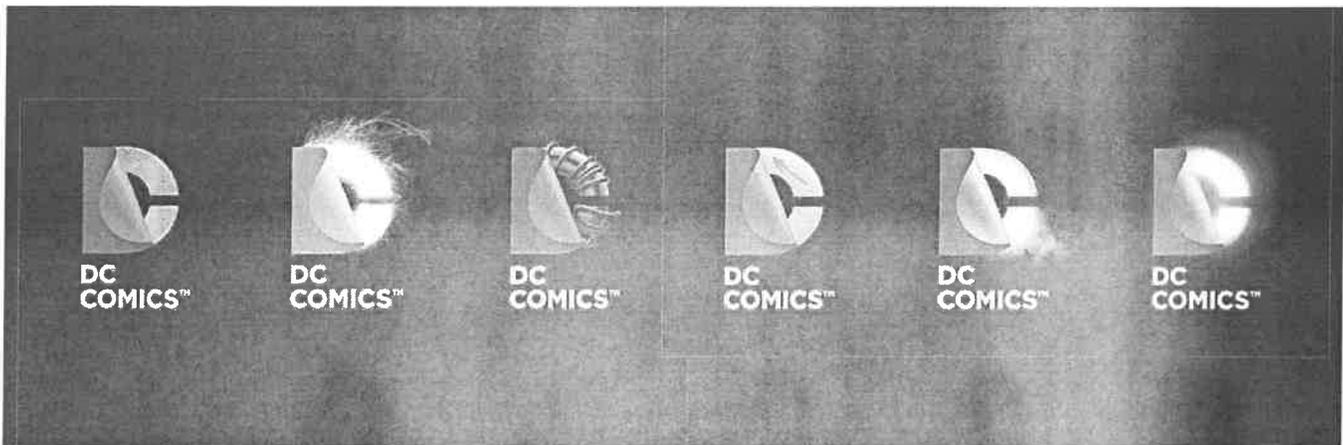
And Nintendo has a more retro/playful vibe. Just look at their websites to see that tonal shift from one to the other.

2. Versatility

A great logo should look good at any size, from a favicon all the way up to a Jumbotron. Another aspect of logo versatility is the arrangement of its elements. Can it have a vertical and horizontal version, depending on space? If it has a mark, can that mark live independently of the type without losing its impact? Also, is it flexible enough to account for sub-brands?



The Grafton Studio logo is an easy example of versatile arrangements. It's always good to think ahead, and even try out a proposed logo in several different contexts. Sure, vertical logos look great alone, but they often take up too much space on a web page. When I design a logo, I often think of the text as ancillary to the mark (if it's not a typographic logo). As such, I like to make sure the mark can stand on its own, if necessary. But more on that later.



The previous version of the DC Comics logo was versatile in a different way. Given their extensive library of characters, DC opted to have a logo that was able to represent that tonal diversity, as you see here. This really underlines the importance of a logo's shape, rather than being overly reliant on its color scheme. Which brings us to...

3. Simplicity

Is the logo as simple as possible? Can it stand on its own without color effects? And can it be made simpler? Often times, logos need to be abbreviated for use in small, square areas like the aforementioned favicon, or as an icon on your phone. Can the logo survive that trip?



Apple is a perfect example of a mark that's become simpler with each iteration. And I'm not even including their original Isaac Newton logo. With greater brand recognition, logos that combine type and glyphs often abandon the type, and let the glyph stand on its own. Apple took it a step further, ditching the color bands in favor of a solid fill. There have been various embellishments of that shape over the years, but it endures as a simple apple shape that's immediately recognizable.



Nike is another example of abandoning type in favor of a simple swoosh. Once the word association was made in the collective consciousness of their audience, the mark spoke for itself as a symbol of forward momentum and speed. So consider not only where your brand is today, but where it could be down the line.

4. Distinctiveness

It's a bit of challenge, to make a logo mark both simple and distinct. These are the kinds of paradoxes that designers have to get used to. A good mark will avoid being generic, and hopefully avoid what's been done before. And if it has been done before, make sure yours has good reasoning behind it.



The circle is a common logo shape, and here you see both Target and Beats have inadvertently created nearly identical logo marks. When seen side by side, they look very similar, but they were arrived at by telling their own story. The target is obvious. And with Beats, the lowercase B doubles as a profile view of a headphone. It's pure coincidence that it's only one line away from a target, so it's a forgivable similarity.

5. Timelessness

A logo should avoid any obvious fads. And if a logo is a redesign of an existing brand, consider too if it should pay homage to the past by

evolving the current logo, or if it's time for a complete departure. Always bear in mind *why* a logo is being redesigned.



Pepsi provides us with such a perfect case of brand evolution. Every version of their logo takes an element of the previous version, and moves it one step forward. The more faddish iterations, most notably in the 1990's, were the ones that had the most embellishments, such as textures, gradients, and shadows. The key to timelessness is to keep such embellishments discreet, or just avoid them altogether.



DC Comics, as previously mentioned, recently redesigned their logo. This is their third redesign in the past eleven years, after replacing their classic “DC Bullet” at the far left. The Bullet had endured for 30 years before they felt the need to change. That’s how you know a logo is timeless: When it looks just as fitting today as it did when it was first designed. In DC’s case, they tried evolving it, then they tried a departure from it, and in the end, they went with a throwback to a mark that predated the Bullet. Use your judgment. Which one of the logos above do you think will look good in 30 years? Will yours?

I think this rundown points out how difficult logo design can actually be. A lot needs to be communicated by that distinct combination of shapes and words. But it can also be fun, and enlightening. A logo reveals a lot about the organization or person it symbolizes. The key to a great logo, above all else, is to know what it needs to represent on a basic level. Know the tone you want to strike, and let all the other details flow from that.

A logo is a signature. Make it look great, but more importantly, make it authentic.

Need a leg up on your own project?



Holy Crap, It's an App!





DEER LOGO
— SLOGAN HERE —

www.bigstock.com · 303429381



TREE CONCEPT

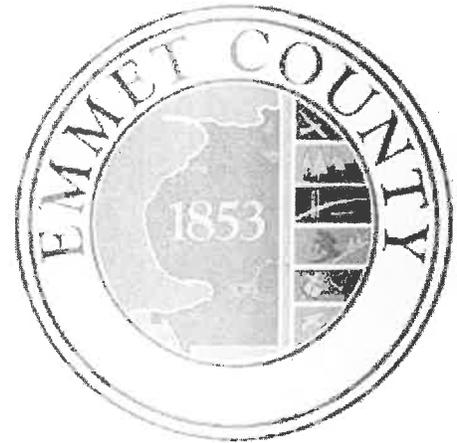
VectorStock®

VectorStock.com/15205164



© iStockphoto



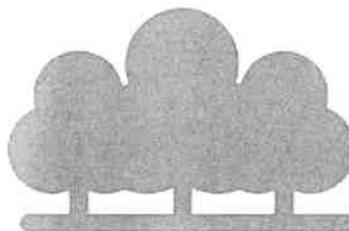


Clinton County
Michigan





Town of Fond du Lac
Wisconsin



TOWN OF UPHAM
Langlade County, Wisconsin

