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-- PUBLIC MEETING NOTICE --

**A JOINT MEETING OF THE
COMMUNITY DEVELOPMENT AUTHORITY
AND
COMMUNITY DEVELOPMENT COMMITTEE**

Pursuant to Section 19.84 Wisconsin Statutes, notice is hereby given to the public and to the news media, that a meeting will be held to consider the following:

DATE: January 19, 2015

TIME: 6:00 p.m.

LOCATION: Waterloo Regional Trailhead, 760 McKay Way

1. Roll Call and Call to Order

2. Approval of Meeting Minutes:

- October 20, 2014
- November 17, 2014
- December 15, 2014 (canceled)

3. Citizen Input

4. Unfinished Business for Joint Consideration

- 203 East Madison Street – Concept Planning With McKay Nursery
- Encouraging a Thriving Future for Waterloo [Document Link to UW-Milwaukee Report](#)
 - Enhance Waterloo's Identity
 - Create a Committee on Community Identity
 - Design a Logo to represent Waterloo

5. Future Agenda Items and Announcements

6. Adjournment

Chris Astrella
Clerk/Treasurer

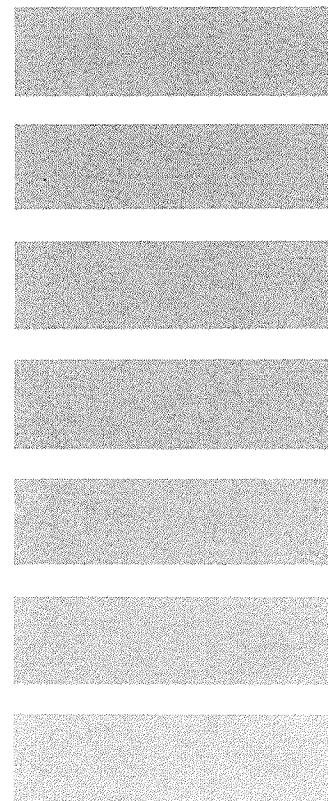
Please call 920-478-3025 if you are unable to attend.

Community Development Authority: Stinnett, Ziaja, Freund, Strasser, Thurnbauer, Norton and Hermanson

Committee Development Committee: Ziaja, Reynolds and Thomas

Posted, Mailed and E-mailed: January 12, 2015

Please note: it is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above meeting(s) to gather information. No action will be taken by any governmental body other than that specifically noticed. Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request such services please contact the clerk's office at the above location.



STRATEGIES

STRATEGY I. ENHANCE WATERLOO' S IDENTITY

In enhancing Waterloo' s identity, the city can attract visitors and residents through several options, Each strategy looks at a different part of the overall problem and works to develop a solution that can be used in Waterloo. Several solutions are already present in Waterloo, those strategies work to better develop the options.



STRATEGY 1.1: Create A Committee on Community Identity

DESCRIPTION

A positive city identity can be a useful tool to attract business and visitors. Focusing on the unique attributes and values that a community has can guide the development of a positive city identity. To properly develop an identity, a committee of local members should be formed to focus on what makes Waterloo unique and how to develop an unique identity.

RATIONALE

A community identity will define what Waterloo is and help market the features that make it unique. The identity needs to be creative so it is easily identifiable and should encompass the values of the City and help guide the community in the future.

IMPLEMENTATION

Committee members should include city staff, residents, and other stakeholders.

The committee would be responsible for:

- Organizing meetings
- Developing and marketing a positive community identity
- Seeking funds to develop marketing materials for the city

After a committee is established, it should host Strategic Planning Sessions to determine an identity for Waterloo. The sessions should include brainstorming exercises, goal setting and future visions for the city. A summary report should be developed at the conclusion of the sessions, which will be given to the consultant or staff developing the new city logo and include:

- Key words that describe Waterloo
- Visions about Waterloo' s future

EXAMPLES

Questions to ask to determine the Community' s Identity

- What is the most important image you want visitors to have when they visit Waterloo?
- How can you use your image to attract businesses to the City?

Develop a positive first impression of the City

- Visitors, developers, and investors will judge a community by their first impressions.
- Develop a 30 to 45 minute driving tour that focuses on community and quality of life. This is where the decision will be made.

- Focus on the re-development opportunities that are in the downtown area and try to attract businesses to this area.
- There is a demand for restaurants, clothing stores, and hardware and it would be beneficial to develop and identity to foster these needs.

STRATEGY 1.2: Design a Logo to Represent Waterloo

DESCRIPTION

Waterloo currently does not promote a cohesive city logo and unique identity. The lack of a city logo contributes to the lack of a consistent, recognizable city identity and sense of place. Adopting and fully implementing a city logo is an opportunity to shape and influence what residents, other municipalities, businesses and developers think of Waterloo and to position itself among other cities of the same size and character. City identification through marketing strategies such as creating a city logo is an important starting point for leaders to recognize that there is a direct link between the city's image and reputation and its attractiveness as a place to visit, live, and invest.

RATIONALE

A city logo provides a community with an easily recognizable "identity". Therefore, it should represent the community and all it has to offer. When the logo is used, it should bring to the viewer's mind the images and experiences of enjoying the community. Repeated and consistent use of the logo and branding design will reinforce the image.

The Benefits for the Community

1. Creates a unifying focus to aid all organizations that rely on the reputation and image of the city or downtown for all or part of their livelihood.
2. Addresses out of date, inaccurate or unbalanced perceptions.
3. Leads to improved stakeholder income, profit margins, and tax revenues.
4. Increases the ability to attract, recruit, and retain talented people.
5. Enhances civic pride.

IMPLEMENTATION

The logo should be a positive and unique image representing the City and easily identifiable from a distance. Waterloo can work to create a city logo in-house, based on report from the Committee on Community Identity, or Waterloo has an option to work with a consultant to develop a logo. The logo should be simple and take into consideration the goals and visions established by the Committee on

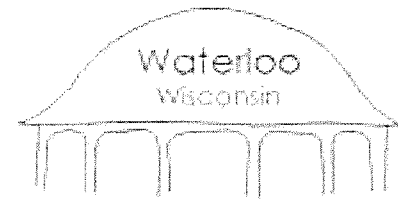
Community Identity. If the City decides to work with an ad agency as a consultant, the agency can also help develop a tagline to further develop the City' s identity. The typical cost for working with an ad agency is \$5,000+ for the account service and design work during logo development stages.

Things to consider while designing the new logo:

- The new brand should uniquely represent Waterloo. It can display an asset that only Waterloo can claim. Assets that are unique to Waterloo' s identity include Firemen' s Park, the carousel and the connection to businesses such as Trek and McNay Nursery.

EXAMPLES

The following show example city logos for Waterloo. The logos incorporate Waterloo assets, such as biking trails and the carousel:



The follow examples of city logos display either geographical and/or built environments that characterize each city. The bright colors and simple designs are attractive, eye catching and are not an overwhelming or overrepresentation of each city.

