

Partners in Progress Special Meeting
Thursday, October 4, 2018, 7:00 pm
Hartland Education Support Service Center

Attending: **Cromaine District Library Trustees and Administration** – Mary Cafmeyer, Kate DeRosier, Stefanie Furge, Nancy Lewis, Ceci Marlow, Holly Naylor, Kathleen Oemke, Doug Sargent, Don Thompson; **Hartland Area Chamber of Commerce Directors and Executive Director** – Kevin Brennan, Connie Brinkerhoff, Katie Chuba, Joe Colliton, Maureen Elliott, Carrie Jellison, Nancy Johnson, Emmalynn Wheaton; **Hartland Consolidated Schools Trustees and Administration** – Scott Bacon, Chris Costa, Kristin Coleman, Thom Dumond, Michelle Heymeyer, Chuck Hughes, Cyndi Kendrick, Dave Minsker, Michelle Otis, Scott Usher, Scott Van Epps, Renee Wright; **Hartland Township Trustees and Administration** – Larry Ciofu, Joe Colainne, Bill Fountain, Matt Germane, Glenn Harper, Jean MacLeod, Joe Petrucci, James Wickman.

The meeting convened at 7:05 p.m.

1. Stefanie Furge led the meeting with **introductions** by each member attending.
2. **Updates** since October 2017:
Ceci Marlow described the progress that the Partners in Progress core group had made since the first meeting of the body as a whole in October 2017. Progress includes:
 - Hiring of Stefanie Furge as Communications Coordinator effective July 10, 2018
 - Training in brand development, including a free consultation with Duane E. Knapp, author of *Global Destination Brand Science*
 - Hiring of Tomlinson Design & Advertising for logo development
 - Hiring of First Impression Print & Marketing for Hartland Living web site development
3. Brief Overview of the **Brand Phases**
Stefanie reviewed the elements of the Brand Blueprint (shared on the verso of the agenda): Brand promise, brand assessment, brand byline, brand tagline, brand blueprint, brand culturalization, brand advantage.
4. **Establish architecture** for Hartland Living/Partners in Progress as part of the Brand Blueprint
Each small table/group of three or four were then asked to look at three different logo designs and taglines and answer several questions, including favorite, essential image elements, favorite tagline, essential tagline words, colors preferred not to use, colors preferred.
Notes of the various groups' comments follow and the "cut and paste" redesigns and comment sheets were collected for compilation to share with the designer.
5. **Next Meeting Date**
After discussion, it was agreed to meet sooner than one year, possibly in January, for the larger group to preview the hartlandliving.com web site, incorporating the brand elements discussed tonight, prior to launch. The PIP core group will finalize the logo and set that next meeting date.

The meeting adjourned at 8:10 pm.

Group #	Logo choice(s)	Comments	Tagline & Comments
1	A & D	liked because of the trees	A community to call home
2		Liked the houses	A Community to call home
3	A & D	Liked the depth of 3 houses together & trees	Like "living" or "home". Said NO to "Friendly and Friendly place to be"
4	A & C together	3 houses with the trees from logo A. Put the 2 trees or a tree with the 3 houses	"Community. This is home."
5	A & D		"Community to call home"
6	A	Want a natural setting like trees with natural colors/earth tones. Did not want structures signifying one type of entity that would potentially define the whole community.	"Community" "Relax. Learn. Explore." Do not like the word "home" in anything. If include "home" in tagline fearful will associate with just a place to call home only—a place to sleep.
7	A	Like the swoosh	"This is home" Could lead to This is.... (laughter, growth, business, etc). Opportunity to use other words with "This is..."
8	A	HARTLAND in Bold, not the "living" part. Natural colors	"Follow your heart here" "This is home"
9	A & C	Improve tree trunks to make the H clear and bold. And add house with sun. Earth tones (Burgundy, green, browns)	Played with another word for "roots." Community for generations.
10	A & C together	Trees around the houses, natural colors (blue, yellow and natural colors) Like the swoosh	"Welcome Home"
<p>Other comments:</p> <p>The word "establish was used quite a bit. "Come Establish with us" "Establish ..."</p> <p>This is home could mean we are only marketing to or attractive to the folks who already live here. This needs to appeal to residents and those considering moving business and homes here.</p> <p>No red. No pastels.</p> <p>If we use "home" in tagline, it can be replaced in different marketing messages with an audio bit of children's laughter, a shopping interaction, a teacher instructing – there's a lot of potential to define "home" digitally using more than just visual.</p> <p>We need to pay attention to size and "simplicity" of logo for social media restrictions and for use on T-shirts or embroidered. Can it convey the message in a small footprint?</p>			