



# City of Northfield

City Hall  
801 Washington Street  
Northfield, MN 55057  
northfieldmn.gov

## Meeting Minutes - Draft City Council

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Tuesday, April 18, 2023

6:00 PM

2nd Floor Training Room

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### Work Session

#### 6:00 PM - REGULAR AGENDA

#### CALL TO ORDER

*Mayor Pownell called the meeting to at 7:00PM.*

**Present:** 7 - Council Member Brad Ness, Mayor Rhonda Pownell, Council Member Jami Reister, Council Member George Zuccolotto, Council Member Kathleen Holmes, Council Member Davin Sokup, and Council Member Jessica Peterson White

*Also present: Ben Martig, City Administrator; Michelle Mahowald, Communications and HR Director; Natalie Draper, Library Director; Brian Whitt, Liquor Operations Manager; Kara Trygestad, Communications Specialist; Jake Reilly, Community Development Director; Anna Watson, Economic Development Associate; Jennifer Sawyer, Branding Advisory Committee Chair; Bob Thacker, Branding Advisory Committee Member; Katie Warren, Branding Advisory Committee Member; Doug Bratland, Branding Advisory Committee Member; Jane Bartho, Branding Advisory Committee Member; Teresa Jensen, Branding Advisory Committee Member; Martha Anderson, Arts & Culture Commission Member; Xochitl Valdez, Economic Development Authority Youth Member; Issac Leer, Mayor's Youth Council Member; Jackie Johnson, Johnson House Creative; Tanya Mollenhauer, James Gang Coffeehouse; Sara Hoffman, Deputy City Clerk/Executive Administrative Assistant (recording secretary)*

#### REGULAR AGENDA

1. [23-1082](#) Branding Advisory Committee Engagement Session.

*Mayor Pownell welcomed all members of the City Council, Branding Advisory Committee members, community members, and staff. She provided background on the branding committee, why it was formed, and the members.*

*Branding Advisory Committee member Bob Thacker discussed "what is a brand" and gave examples of well-known, successful brands.*

*Branding Advisory Committee Chair Jennifer Sawyer presented on "who is Northfield?" by pointing out the well-known aspects of Northfield.*

*Branding Advisory Committee member Katie Warren provided some background on the recent branding survey and discussed select results in further detail.*

*Thacker discussed the aspects of the brand pyramid. He then initiated the interactive*

*portion of the work session. Participants were divided into small groups where they provided responses to specific questions which assisted in determining the brand essence for Northfield. This information will be compiled and provided to the firm selected to work with the City on the branding project.*

### **Extend the Meeting**

**A motion was made by Council Member Peterson White, seconded by Council Member Reister to extend the meeting until done. The motion carried by the following vote:**

**Yes:** 7 - C. Ness, Mayor Pownell, C. Reister, C. Zuccolotto, C. Holmes, C. Sokup, and C. Peterson White

### **ADJOURN**

**A motion was made by Council Member Holmes seconded by Council Member Ness, to adjourn the meeting at 9:41 p.m. The motion carried by the following vote:**

**Yes:** 7 - C. Ness, Mayor Pownell, C. Reister, C. Zuccolotto, C. Holmes, C. Sokup, and C. Peterson White