

**City of St. Paul Regular Meeting**

Wednesday, January 22, 2020 6:30 PM

704 6<sup>th</sup> Street

St. Paul, NE 68873

1. A meeting of the St. Planning and Zoning Commission was convened in open and public session on the \_\_\_ day of \_\_\_\_\_, 2018 at \_\_\_ p.m. held in the City Council Chambers, 704 6th Street, St. Paul, Nebraska.
2. Chairman Charles Schmid called the meeting to order at \_\_\_ p.m. with a statement regarding the Open Meeting Act, which is posted on the west wall of the City Council Chambers. Member roll call: Chairman Chuck Schmid, Arvilla Jacobs, Wilber Medberry, Tim Wood, and Connie Becker, along with Zoning Administrator Matt Helzer and Laura Berthelsen (minutes). The agenda was sent to the Board members prior to the meeting and posted in four (4) public places.
3. Discuss - Approve / Deny the November 13, 2018 minutes.
4. Chairman Schmid presented the following zoning permits: 2018-XX - Name (Address) - description Zoning Administrator Helzer presented zoning permit Nos. 2018 - \_\_\_\_\_. Planning member \_\_\_\_\_ moved to recommend Permit Nos. 2018 - \_\_\_\_\_ through 2018 - \_\_\_\_\_. Planning member \_\_\_\_\_ seconded the motion. Motion carried with roll call vote of all ayes, naves non. Motion carried 4/0.
5. Discussion / Reports
6. Chairman Schmid announcing the next Planning Commission meeting
7. Public Comments
8. Zoning Administrator Helzer Report
9. Adjournment

---

Date

---

Mayor Joel M. Bergman

---

City Clerk Connie Jo Beck

# City of St. Paul Rebranding

PROPOSED PROJECT TIMELINE

January 22, 2020

**FOLK**



# JANUARY 2020

SUN 29	MON 30	TUE 31	WED Jan 1	THU 2	FRI 3	SAT 4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
			Jan. 22-24: Folk to interview City Council members, internal stakeholders			
26	27	28	29	30	31	Feb 1
Week of Jan. 27: Folk to interview audience, conduct competitive/industry analysis						

**KEY:**  Meeting/Presentation  St. Paul Action Needed  Folk Deliverable

## JANUARY ACTION ITEMS

- 22
**KICKOFF: DOWNTOWN REVITALIZATION, INTERVIEWS**  
 Folk to attend revitalization meeting and interview St. Paul stakeholders for branding and web discovery



# FEBRUARY 2020

SUN 26	MON 27	TUE 28	WED 29	THU 30	FRI 31	SAT Feb 1
2	3	4	5	6	7	8
Week of Feb. 3: Folk to build brand strategy & website site map						
9	10	11	12	13	14	15
Week of Feb. 10: Folk to build brand strategy & website site map						
16	17	18	19	20	21	22
			Feb. 18-19: Folk make any revisions to brand strategy and site map		Feb. 21-24: St. Paul to review brand strategy revisions and site map	
23	24	25	26	27	28	29
Feb. 21-24: St. Paul to review brand strategy revisions and site map		Feb. 25-28: Folk to work on logos and visual brand				

**KEY:** ■ Meeting/Presentation ■ St. Paul Action Needed ■ Folk Deliverable

## FEBRUARY ACTION ITEMS

- 18
**PRESENTATION: BRAND PLATFORM, STRATEGY & WEBSITE SITEMAP**  
 Folk to present at City Council Meeting in St. Paul
  
- 20
**DELIVERABLE: BRAND PLATFORM, STRATEGY & SITEMAP REVISIONS**  
 Folk to send revisions via email by end-of-day Thursday
  
- 24
**APPROVAL: BRAND PLATFORM, STRATEGY & SITEMAP REVISIONS**  
 St. Paul to approve revisions by end-of-day Monday
  
- 24
**DELIVERABLE: CITY ASSETS**  
 St. Paul to send Folk any images/assets by end-of-day Monday



# MARCH 2020

SUN Mar 1	MON 2	TUE 3	WED 4	THU 5	FRI 6	SAT 7
	Week of Mar. 2: Folk to work on logos and visual brand					
8	9	10	11	12	13	14
	Week of Mar. 9: Folk to work on logos and visual brand					
15	16	17	18	19	20	21
		Mar. 17-20: Folk to make any revisions to logos and visual brand				
22	23	24	25	26	27	28
		Mar. 24-15: St. Paul to review logo and visual brand revisions		Mar. 26-Apr. 3: Folk website design		
29	30	31	Apr 1	2	3	4
	Mar. 26-Apr. 3: Folk website design					

**KEY:**  Meeting/Presentation  St. Paul Action Needed  Folk Deliverable

## MARCH ACTION ITEMS

- 13
**DELIVERABLE: WEBSITE COPY**  
 St. Paul to deliver website copy to Folk by end-of-day Friday
- 16
**PRESENTATION: LOGO DESIGNS AND VISUAL BRANDING**  
 Folk to present at City Council Meeting in St. Paul
- 23
**PRESENTATION: LOGO DESIGNS AND VISUAL BRANDING REVISIONS**  
 Folk to send revisions via email and present over conference call or video call
- 25
**APPROVAL: LOGO DESIGNS AND VISUAL BRANDING**  
 St. Paul to approve revisions by end-of-day Wednesday



# APRIL 2020

SUN 29	MON 30	TUE 31	WED Apr 1	THU 2	FRI 3	SAT 4
			Mar. 26-Apr. 3: Folk website design			
5	6	7	8	9	10	11
		Mar. 7-8: Folk make any revisions to web design		Feb. 9-10: St. Paul to review web design revisions		
12	13	14	15	16	17	18
	Apr. 13-May 1: Folk/Open Caret to develop Homepage, Contact, Events, Interior page					
19	20	21	22	23	24	25
	Apr. 13-May 1: Folk/Open Caret to develop Homepage, Contact, Events, Interior page					
26	27	28	29	30	May 1	2
	Apr. 13-May 1: Folk to populate additional interior pages					

**KEY:** ■ Meeting/Presentation ■ St. Paul Action Needed ■ Folk Deliverable

## APRIL ACTION ITEMS

- 6
**PRESENTATION: WEBSITE DESIGN REVIEW**  
 Folk to present at City Council Meeting in St. Paul
  - Homepage
  - Contact
  - Events
  - One Interior Page
- 8
**DELIVERABLE: WEBSITE DESIGN REVISIONS**  
 Folk to send revisions via email by end-of-day Wednesday
- 10
**APPROVAL: WEBSITE DESIGN**  
 St. Paul to approve revisions by end-of-day Friday
- 17
**DELIVERABLE: LOGO & DESIGN FILES**  
 Folk to send logo and design files to St. Paul by end-of-day Friday



# MAY 2020

SUN 26	MON 27	TUE 28	WED 29	THU 30	FRI May 1	SAT 2
3	4	5	6	7	8	9
May 5-6: St. Paul to review web design						
10	11	12	13	14	15	16
May 11-May 15: Folk/Open Caret to make dev revisions and begin website testing						
17	18	19	20	21	22	23
May 19-20: St. Paul to review final web design		May 21-May 22: Folk/Open Caret to conduct final website testing				
24	25	26	27	28	29	30
May 26-29: Folk/Open Caret available for website support and training						
31	Jun 1	2	3	4	5	6

**KEY:**  Meeting/Presentation  St. Paul Action Needed  Folk Deliverable

## MAY ACTION ITEMS

- 4
**DELIVERABLE: WEBSITE DESIGN DEVELOPMENT**  
 Folk to send developed Website link to St. Paul by end-of-day Monday
- 8
**DELIVERABLE: WEBSITE DEV REVISIONS FEEDBACK**  
 St. Paul to send website feedback/revisions by end-of-day Friday
- 18
**DELIVERABLE: WEBSITE REVISIONS**  
 Folk to send website revisions to St. Paul by end-of-day Monday
- 20
**APPROVAL: WEBSITE DESIGN**  
 St. Paul to approve website design by end-of-day Wednesday
- 22
**WEBSITE LAUNCH DATE!**  
 Website to launch by end-of-day Friday

