

SPECIAL PROJECTS COMMITTEE REPORT – FEBRUARY 13, 2023

Members: Musser, Chairman; Barr, Vice Chairman; Buohl, Member; Ressler, Alternate; Harris, Staff

Attendees: Committee: Musser, Chairman; Barr, Vice Chairman; Buohl, Member; Ressler, Alternate
Council: Martin, Reinhold
Staff: Harris
Guests: Sarah Leonard

The Special Projects Committee met on January 16, 2023, at 7:30 PM at Ephrata Borough Hall, 124 South State Street.

Approval of Agenda:

Ms. Harris provided confirmation of the following:

1. The meeting agenda was posted on the Borough's website and at Borough Hall no later than 24 hours in advance of the time of the meeting.
2. The meeting agenda included a listing of each matter of Borough business that will be or may be the subject of deliberation or official action at the meeting.
3. There were no changes made to the meeting agenda after it was posted.
4. The meeting agenda was made available to individuals in attendance at the meeting.

Committee Chair Musser asked if there were any requests to add a matter of Borough business to the meeting agenda. Seeing none, Mr. Musser asked for a motion to accept the meeting agenda as posted. Mr. Barr moved and Mr. Buohl seconded to approve the meeting agenda as posted. The motion carried unanimously.

Action Items:

1. The Committee reviewed the branding guidelines. Sarah Leonard from QNTM presented suggestions for rolling out the new logo. The Committee had no objections to the guidelines. The Committee will recommend that Borough Council approve the branding guidelines.
2. The Committee reviewed the taglines QNTM suggested for the logo. After discussions, the Committee agreed to Tagline Option #4 "Grow. Connect. Prosper." The Committee will recommend that Borough Council approve the tagline "Grow. Connect. Prosper." to be used with the new logo.

Discussion Items:

1. The Committee reviewed the Branding Report from QNTM and had no comments.
2. The Committee reviewed the Public Relations Report from QNTM and had no comments.