

Columbia Borough
Community Development Committee Meeting Minutes
April 21, 2016

Committee members in attendance : Cleon Berntheizel, Chair
Dr. Sherry Welsh, Vice Chair

The committees main focus this evening was on branding/marketing the Borough of Columbia.

Guest: Todd Burgard a Burgard Design gave the committee a presentation on branding (marketing) of the borough. At the conclusion of the presentation it was discussed that branding materials that was done through the Columbia Downtown Development Corporation and the Charles Haldeman Advertising Agency a number of years ago was still strong enough and should be utilized as the resources for the boroughs brand. The Chamber of Commerce SVCC, has been utilizing one of the tourist brochure and logo for the last several years. So the brand has in effect been started.

There was also discussion on website design which the committee will be looking into further.

The last topic of discussion was a project the Borough was presented with from the Chamber called Bags and Flags. Last fall SVCC asked for an allocation from the Borough during its budget process to help cover cost of the bags, open flags and avenue banners and reprinting of the tourist brochure. This would be accomplished with funds also from the chamber and chamber members. The Borough allocated \$5000 in its budget.

Upon closer examination from this Committee and the Chamber and expanding the number of open flags and avenue banners which will now carry a brand logo and size and design that will be different than most communities, we need to seek additional funds. The hope is that most of this branding material will be up and ready by the time the trolley will be rolling through our downtown.

Motion: The Community Development Committee is seeking additional funds not to exceed \$10,000 for this exceptional downtown Borough/Chamber program.

The next meeting of the committee development Committee will take place on Thursday, May 19 at 6 PM in the council chambers.