



# Board of County Commissioners Agenda Request

**7A**  
Agenda Item #

**Requested Meeting Date:** April 11, 2023

**Title of Item:** Communications Project-Branding Approval

<input checked="" type="checkbox"/> REGULAR AGENDA <input type="checkbox"/> CONSENT AGENDA <input type="checkbox"/> INFORMATION ONLY	<b>Action Requested:</b> <input checked="" type="checkbox"/> Approve/Deny Motion <input type="checkbox"/> Adopt Resolution (attach draft) <i>*provide copy of hearing notice that was published</i>	<input type="checkbox"/> Direction Requested <input type="checkbox"/> Discussion Item <input type="checkbox"/> Hold Public Hearing*
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<b>Submitted by:</b> Mark Jeffers	<b>Department:</b> Administration
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<b>Presenter (Name and Title):</b> Mark Jeffers, Economic Development Coordinator	<b>Estimated Time Needed:</b> 30 minutes
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**Summary of Issue:**

The Aitkin County Economic Development Committee has reviewed the results and findings of the Communications Branding Project and recommends approval of the branding slogan.

Mark Jeffers will present and provide the branding project update to Commissioners at the Board meeting.

**Alternatives, Options, Effects on Others/Comments:**

**Recommended Action/Motion:**

Economic Development requests motion to approve the communication project branding slogan for use on all economic development related marketing activities.

**Financial Impact:**

Is there a cost associated with this request?       Yes       No

What is the total cost, with tax and shipping? \$

Is this budgeted?       Yes       No      *Please Explain:*