

Downtown Revitalization Mtg

Wednesday, January 22, 2020 6:30 PM

City Hall  
704 6th Street  
St. Paul, NE 68873

## **Agenda**

1. Discussion / Reports
2. Public Comments
3. Zoning Administrator Helzer Report
4. Adjournment

# 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

