

City of St. Paul Regular Meeting

Wednesday, January 22, 2020 6:30 PM

704 6th Street

St. Paul, NE 68873

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

