

Hi Mason – great to hear!

I mapped out an initial pass at a timeline and corresponding deliverables for you to share with the RDA next week. We won't have any logo concepts prepared yet and I'd like to present those to the steering committee before the full RDA group, but open to your thoughts on strategy for that.

Based on the already established RDA meetings and the upcoming holidays, we'll have to adjust our proposed bi-weekly meetings. If the below timeline looks good to you, we can begin production internally on concepts and visuals so we can hit the ground running in the new year. Hopefully, you're taking some time off!

1/6 – Client Meeting #1 w. Steering Committee

- Present: initial logo / logo concepts and visual language

1/8 – Comments on initial logo concepts due from Steering Committee

1/15 – Client Meeting #2 w. RDA Committee

- Present: refined logo concepts, visual language, and initial style guide

1/17 – Comments due from RDA Committee

1/29 – Client Meeting #3 (if needed)

- Present final style guide document and packaged deliverables

Also, feel free to give me a call on my cell if that's easier to chat through any of this.

Thanks!

SARA

Sara Slowinski

svp, branding + marketing practice leader

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From: Mason Becker <MBecker@watertownwi.gov>

Sent: Tuesday, December 10, 2024 8:50 AM

To: Eric Mayne <emayne@rinka.com>

Cc: Sara Slowinski <sslowinski@rinka.com>

Subject: RE: Watertown - Rock River District Branding

Eric/Sara, good morning. Just letting you know I am waiting for confirmation from our city attorney that we can move forward. I don't have major concerns, but need him to "sign off". I have a meeting with him on Monday where I will bring this up if I haven't gotten a response back by then.

We have an RDA meeting next Wednesday, December 18th. If there is anything you would want to share at that meeting, let me know. I plan to update the board on the status of this Branding Agreement.

Let me know if anything else is needed right now, and hope things are going well so far in December for your team!

Sincerely,

Mason T. Becker

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