

From: [Eric Mayne](#)
To: [Mason Becker](#)
Cc: [Sara Slowinski](#); [Steve Morales](#)
Subject: RE: RDA meeting follow-ups
Date: Friday, September 20, 2024 3:18:43 PM
Attachments: [image001.png](#)

Hi Mason,

We are working through the points you raised in your email after the last RDA meeting and will reach out if we have any further questions.

Regarding naming the project, I did engage our environmental branding team leader on a scope and fee for this work. As we talked through the project Sara (cc'd here) also identified some other scopes of work you may want to consider in the future as the project progresses. Please see the scope of services below.

If this scope is acceptable Sara and her team can move right into this process using the inspiration research materials the masterplanning team has prepared and can begin preparing for an upcoming RDA or steering committee meeting to present concepts. There is a potential that this could be incorporated in the final report and Plan Commission presentation if you feel it could help the report gain more support through plan commission and common council.

Please review and let us know your thoughts and any next steps.

SCOPE OF SERVICES

- Creative Brief / Brand Business Goals
 - Identify storyline and brand business design drivers based on design team's research and through client meetings
- Naming Concepts
 - Generate an engaging name for the overall project
 - Process to include reviewing several name options with storyline development for client decision making

FEES FOR SERVICES

Fee for the above-described Scope of Services will be \$2,500.00 (two thousand five hundred dollars).

Future Anticipated Services (under separate agreement)

- Brand Identity (\$9,500)
 - Logo + Brand Elements
 - Logo development reflecting name and visual style
 - Visual Language, Photography + Typography
 - Establish precedent imagery for overall look + feel
 - Create framework for approved photography + original artwork

Select primary and secondary typeface, create color palette and hierarchy, and develop custom graphics to use for communications

- Style Guide
 - Develop packaged document incorporating all design elements above including guidelines for appropriate use of those elements, voice/tone, and verbiage
 - Digital assets including: logo, logo alternates, patterns, and stock photography
- Wayfinding + Signage Basis-of-Design (fee provided upon further scope definition)
 - Design of development signage and wayfinding. Signage generally to include:
 - Primary and secondary gateway signage
 - Wayfinding and site navigation signage
 - Kiosk signage
 - Coordination with preferred signage vendor
- Project Announcement Website (\$10,500)
 - Development of a project website for purposes of tracking and announcing project progress. Website is intended to provide information for the project including, but not limited to:
 - Overall site improvements + location information
 - Posting of public events + meeting results
 - Development involvement opportunities
 - May include contact information collection for individuals looking for project updates
 - May include online survey hosting
 - Website domain name to be selected with the Client
 - Includes 1-year web hosting costs
 - Website will have a similar composition to websites previously designed by RINKA
 - <https://thriventdevelopment.com/>
 - Exclusions:
 - Ongoing yearly hosting costs beyond first year
 - Stock photography, music, and video footage
 - Ongoing maintenance and content updates

From: Mason Becker <MBecker@watertownwi.gov>

Sent: Thursday, September 19, 2024 1:55 PM

To: Eric Mayne <emayne@rinka.com>; James Lieven <JLieven@rinka.com>; Steve Morales <smorales@rinka.com>

Cc: Ryan Wagner <ryanwagner0381@gmail.com>

Subject: RDA meeting follow-ups

RINKA team, good afternoon.

Just following up on a few key points from yesterday's RDA board meeting. I think your recap presentation was very helpful, and I continue to be pleased as the report and recommendations continue to develop.

- Budget: As previously discussed, we would like to move forward with the budget estimates and "funding rubric" that we have talked about. I know Kapur will be assisting for part of that, but the goal will be to have a fleshed-out budget estimate by the final presentation (this is not needed for the Plan Commission presentation on October 14th).
- Naming: We briefly talked about naming the district and methodology for that. If there is a reasonable cost option on this we would like to take a look at that. I really think we need something better than "Watertown Riverfront" or "Downtown River Corridor."
- Future Land Use changes: If there are specific parcels you need current Future Land Use for, please let me know. I think the alder members on the RDA board in particular really think showing this will be helpful in earning Common Council understanding and buy-in on the project.
- I had forwarded an email yesterday from our city engineer about a planned ADA ramp that would possibly conflict with one of the catalytic site designs (as currently presented). I just want to confirm you got this and if it can be addressed.

Hope things continue moving along well, and please let me know if I can provide any additional information that would be helpful.

Sincerely,

Mason T. Becker

Strategic Initiatives and Development Coordinator

Office: 920.206.4266

Cell: 920.567.8181

