



Board of County Commissioners Agenda Request

3B

Agenda Item #

Requested Meeting Date: March 12, 2024

Title of Item: Award Grant: Naturally Better Signage Request, Hill City

<input checked="" type="checkbox"/> REGULAR AGENDA <input type="checkbox"/> CONSENT AGENDA <input type="checkbox"/> INFORMATION ONLY	Action Requested: <input checked="" type="checkbox"/> Approve/Deny Motion <input type="checkbox"/> Adopt Resolution (attach draft)	<input type="checkbox"/> Direction Requested <input type="checkbox"/> Discussion Item <input type="checkbox"/> Hold Public Hearing* <small>*provide copy of hearing notice that was published</small>
Submitted by: Mark Jeffers		Department: Administration
Presenter (Name and Title): Mark Jeffers, Economic Development Coordinator		Estimated Time Needed: 5 minutes
Summary of Issue: <p>The Aitkin County Economic Development Committee has received a request to use Naturally Better on a new sign for the City of Hill City.</p> <p>The Committee developed a marketing incentive: Signage Guidelines: 1. Funding Limits: A maximum of \$1,000 per City request will be awarded. The Aitkin County Board of Commissioners grants the final approval for funding. 2. County-Wide Distribution: The intent is to provide assistance throughout Aitkin County. 3. Funds are intended for incremental outside signage placement in prominent areas of visibility to the public. 4. All use of the Naturally Better logo and/or wording on signage must be pre-approved by the Economic Development Coordinator with final approval by the County Board. 5. The Naturally Better logo and/or wording must follow color and font design specifications. 6. Signage must be considered permanent placement visible to the public. 7. The Naturally Better logo and/or wording must represent at least 25% of total signage space. 8. Eligible Examples: • City Welcome signs 9. Eligible organizations: • Local Governments</p>		
Alternatives, Options, Effects on Others/Comments: 		
Recommended Action/Motion: Economic Development requests approval of a motion to award Hill City \$1,000 for the new signage.		
Financial Impact: <i>Is there a cost associated with this request?</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <i>What is the total cost, with tax and shipping? \$</i> <i>Is this budgeted?</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <i>Please Explain:</i> This funding is budgeted through the ARPA funding.		



Approved By Alex
2/28/2024
[Signature]

Request form for Aitkin County Naturally Better Signage

APPLICANT INFORMATION

PROGRAM INFORMATION

Organization Name: City of Hill City

Organization Mailing Address (Street Name or P.O. Box or Route and Box # and City and Zip Code):

125 Lake Avenue, PO Box 160, Hill City, MN 55748

Contact person in charge of project: Tami Meyer or Lisa Randall, CEDA

Contact person's phone #: Tami: 218-697-2301 or Lisa 218-259-0326

Contact person's Email: cityhall@hillcity-mn.com or lisa.randall@cedausa.com

Signage Project description: Be concise and complete; attach supporting signage design and rendering information.

The community of Hill City has been working for several years towards installing an electronic message reader board as a method to keep the community informed on local events and announcements. The time has finally come.

The City of Hill City and the Hill City School are partnering to collaboratively install and use the electronic message reader board for community use. The sign (design attached) will be prominently located on Highway 169 right in the center of Hill City in the city-owned Bear Park. Announcements and events hosted by the City, the Events Committee, Hill City School activities and sporting events will be posted. Announcements and events by local nonprofits will be considered on a case-by-case basis based on guidelines established by the City and the School prior to installation. Programming the message board will use a web-based software, accessible remotely via username and password. The City and the School will each name a representative, who will work together to schedule announcement as appropriate.

*** Does the signage design follow Naturally Better logo and wording design specifications? Yes

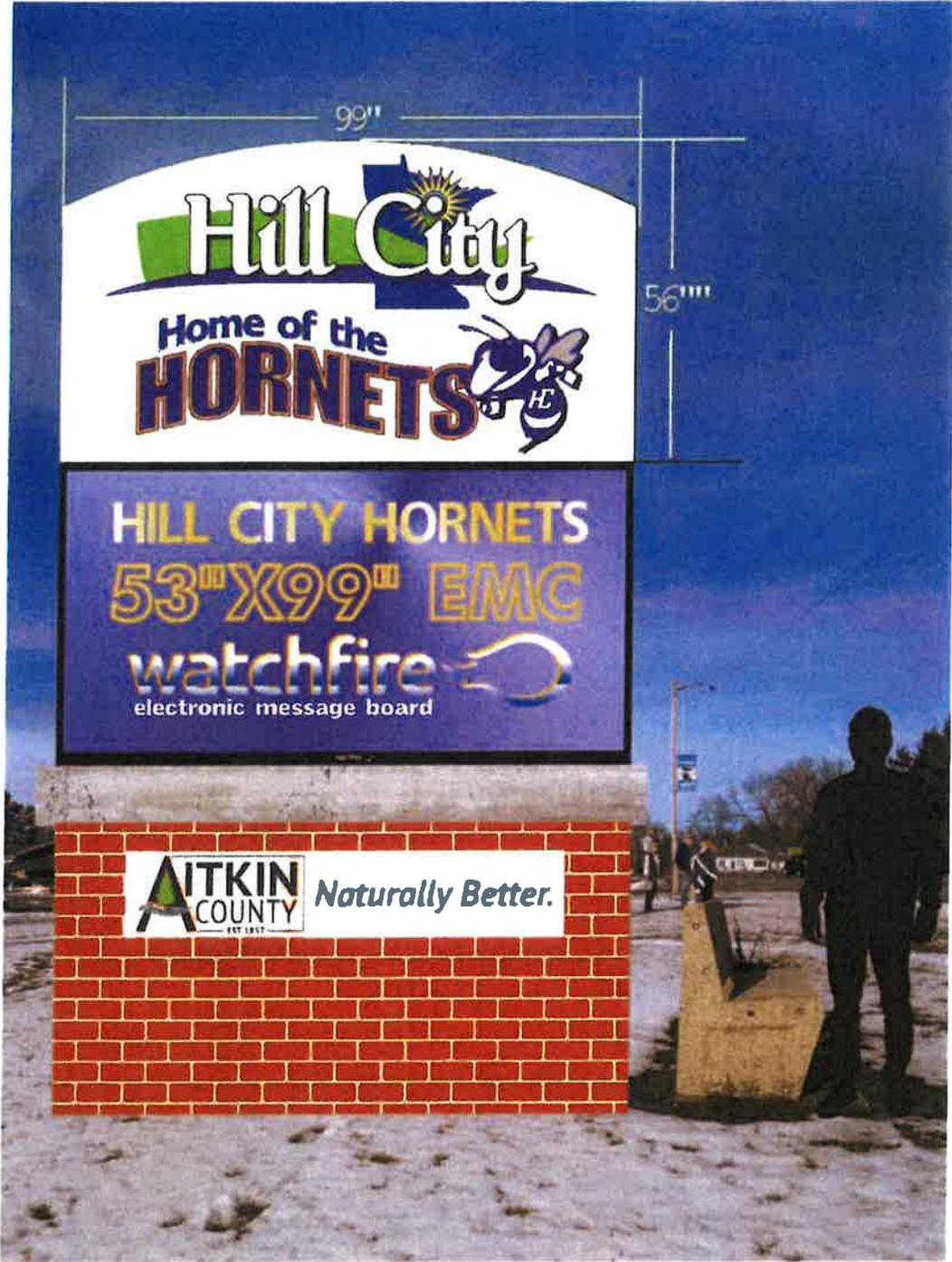
*** Does the Naturally Better logo and/or wording represent a minimum of 25% of the signage space? Yes

Tami Meyer
Signature and Date

2/20/2024

Hill City electronic reader/message board design Feb 5, 2024

Ross Lewis Signs





AITKIN COUNTY NATURALLY BETTER SIGNAGE GUIDELINES

The purpose of this document is to inform and support using the Naturally Better logo on permanent signage. The Aitkin County Board of Commissioners have approved funding to be used to directly impact the Community of Aitkin County by executing the Naturally Better Signage Guidelines

Signage Guidelines:

1. Funding Limits: A maximum of \$1,000 per City request will be awarded. The Aitkin County Board of Commissioners grants the final approval for funding.
2. County-Wide Distribution: The intent is to provide assistance throughout Aitkin County.
3. Funds are intended for incremental outside signage placement in prominent areas of visibility to the public.
4. All use of the Naturally Better logo and/or wording on signage must be pre-approved by the Economic Development Coordinator with final approval by the County Board.
5. The Naturally Better logo and/or wording must follow color and font design specifications.
6. Signage must be considered permanent placement visible to the public.
7. The Naturally Better logo and/or wording must represent at least 25% of total signage space.
8. Eligible Examples:
 - City Welcome signs
9. Eligible organizations:
 - Local Governments

Application Procedure:

1. Funding requests should be submitted by EMAIL to: mark.jeffers@co.aitkin.mn.us, subject line: Naturally Better Signage
Or by mail to:
Mark Jeffers
Aitkin County Government Center,
307 2nd Street NW, Room 316,
Aitkin, MN 56431
2. Funding requests will be considered at the regularly scheduled monthly meeting of the Aitkin County Economic Development Committee. Committee recommendations will be submitted to the Aitkin County Board of Commissioners for final approval.

Further information and additional forms and materials may be obtained by contacting:

Mark Jeffers
Aitkin County Economic Development Coordinator
218-531-6188
mark.jeffers@co.aitkin.mn.us