

**MINUTES
CITY OF JEFFERSON COMMON COUNCIL
TUESDAY, AUGUST 1, 2017**

The Tuesday, August 1, 2017 meeting of the City of Jefferson Common Council was called to order at 5:30 p.m. by Mayor Oppermann. Members present were: Ald. Peachey, Ald. Horn, Ald. Beyer, Ald. Miller, Ald. Krause, Ald. Brandel, Ald. Tully and Ald. Lares. Also present were: City Administrator Freitag, City Engineer Pinnow, City Attorney Rogers and City Clerk/Deputy Treasurer Kuehl.

PUBLIC PARTICIPATION

Leann Lehner, on behalf of the Friends of the Jefferson Public Library, mentioned that Piggly Wiggly of Jefferson has taken on the round up program for the month of August to benefit the Friends of the Jefferson Public Library.

Bob Dehring, Jefferson County Circuit Judge, Branch III, introduced himself to the Council and gave a brief explanation of his background.

Mayor Oppermann welcomed new City Attorney Chris Rogers to the City of Jefferson.

CITY BRANDING/MARKETING PRESENTATION

Steve Chandler with Chandlerthinks, LLC explained the process of the Branding/Marketing study. He mentioned the people involved in the interviews and focus groups, the brand truths, brand strategy, brand story and concept messaging. He then unveiled the new City logo. Mr. Chandler explained the branding plan and recommendations. City Administrator Freitag indicated he would like the Council members to think about this for a few weeks and he will bring back recommendations at a future meeting.

RESOLUTION NO. 37 - CONSENT AGENDA

Ald. Beyer introduced Resolution No. 37.

**CITY OF JEFFERSON
RESOLUTION NO. 37**

BE IT RESOLVED, by the Common Council of the City of Jefferson, Wisconsin that the consent agenda for August 1, 2017 is hereby adopted.

- A. Vouchers Payable for June in the amount of \$4,425.40 and August in the amount of \$191,732.35. Payroll Summary for July 21, 2017 in the amount of 153,237.87
- B. Council Minutes from the July 18, 2017 Meetings of the Common Council.
- C. Agreement for Facility Use with School District and Recreation Department.
- D. Licenses as Approved by the Regulatory Committee.
 1. Operator's Licenses
 2. Special Class B Licenses

Ald. Beyer, seconded by Ald. Lares moved to approve Resolution No. 37. Motion carried unanimously on call of the roll with Ald. Lares abstaining from the minutes.

Ald. Peachey seconded by Ald. Miller moved to adjourn the August 1, 2017 meeting of the Common Council at 7:00 p.m. On a voice vote, motion carried unanimously.

The minutes of the August 1, 2017 meeting of the Common Council are uncorrected. Any corrections made thereto will be noted in the proceedings at which time the minutes are approved and referenced above.