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Agenda

New Castle Climate and Environment Commission

Thursday, October 16, 2025, 4:00 PM

Call to Order

Agenda Changes

Items For Consideration

- A. Update on council retreat**
- B. Update on trash pickup event**
- C. Consider graphic design by Sharon Morris**
- D. Discussion of November Work Shop**
- E. Approval of September 18, 2025, Minutes**

Commissioner Comments

Adjourn

New Castle CEC Design Quote

Kataplum Studio Graphic Design, Katherine Aguliar









- **Logo Design** → \$150 (Includes 3 initial concepts, 2 revisions, all file formats) – to visually align with the town logo and be used for CEC branded projects and materials.
- **Badge Sticker Design** → \$65 (includes 2 concepts, 2 revision rounds, and print-ready files). For “Nature Guardians” badge sticker, roughly 2” x 3” with vinyl coating.
- **Flyer & Poster Templates** → \$200 (includes up to 2 poster designs + editable templates for reuse).
- **Website Design Support** → starting at \$450 (basic visual refresh, layout updates, mobile-friendly adjustments). – For design input and content guidance on redevelopment of CEC web presence the cost will likely be less.

To move forward, I kindly request a **60% advance payment** before starting the project, with the remaining balance due upon final delivery. I will also send over a **contract** that outlines all details, timelines, and terms for transparency and security.


Additionally, I've attached a document that highlights **other design services I provide**, in case the Commission would like to explore further collaboration in the future.

Freelance Design Packages Professional Graphic Designer

◆ Individual Services

- Logo Design – \$150
 3 initial concepts, 2 revisions, all file formats
- Brand Guidelines – \$120
 Colors, typography, logo usage, brand voice
- Business Identity – \$200
 Logo, business card, letterhead, email signature
- Social Media Templates – \$100
 10 editable templates (posts & stories)
- Basic Website – \$450
 1-5 pages, responsive design, SEO setup
- Visuals & Layouts – \$80 / layout
 Flyers, posters, brochures, presentations
- Print Production Support – \$90
 Preparing print-ready files (bleeds, CMYK, vinyl cut lines) + coordinating with printers
- Sticker / Merchandise Design – \$100+
 Custom stickers, tote bags, pins, magnets, event merchandise
- Community Campaign Branding – \$250+
 Cohesive design for campaigns: banners, signage, social media graphics, educational materials
- Presentation Templates – \$120
 Branded PowerPoint/Google Slides templates
- Ongoing Graphic Support Retainer –
 Monthly/quarterly plans for edits, seasonal campaigns, and new assets

◆ Add-ons

- Extra revisions → \$40 each
 - Rush delivery (48h) → +25%
 - Extra social template → \$10 each
-  Let's build your brand identity together. Contact me to get started!

◆ Combined Packages

1. Starter Branding – \$350
Perfect for new businesses.
 - ✓ Logo Design
 - ✓ Basic Brand Guidelines
 - ✓ 5 Social Media Templates
2. Business Identity – \$600
For a polished professional image.
 - ✓ Logo Design (3–4 variations)
 - ✓ Full Brand Guidelines
 - ✓ Business Card, Letterhead, Email Signature
 - ✓ 10 Social Media Templates
3. Mini Campaign Pack – \$400
For small-scale events or local initiatives.
 - ✓ Badge/Sticker Design (print-ready)
 - ✓ 1 Flyer or Poster Design
 - ✓ 5 Social Media Templates
 - ✓ Print Production Support
4. Community & Campaigns – \$750
Ideal for commissions, nonprofits, or community groups.
 - ✓ Badge/Sticker Design (print-ready)
 - ✓ Campaign Branding (banner, flyer, poster, or signage)
 - ✓ 10 Social Media Templates
 - ✓ Presentation Template (PowerPoint/Google Slides)
 - ✓ Print Production Support
5. Branding + Web – \$950
Best for businesses ready to launch online.
 - ✓ Business Identity Package
 - ✓ 15 Social Media Templates
 - ✓ Basic Website (up to 5 pages)
6. Premium Complete – \$1,400
The ultimate brand experience.
 - ✓ Professional Logo + Guidelines
 - ✓ Full Identity Kit (cards, letterheads)
 - ✓ 20 Social Media Templates
 - ✓ 2 Layout Designs (flyer/brochure)
 - ✓ Basic Website (7 pages)
 - ✓ 1 Month Design Support

 **Print & Merchandise Services**
Professional Graphic Designer | Print-Ready Designs

◆ **Standard Print Items**

Product	Price Range	Description
Flyers	\$50 - \$100/ 100 pcs	Single or double-sided, 4x6" or 8.5x11", ready for print
Brochures	\$120 / 100 pcs	Bi-fold or tri-fold, professional layout & design
Posters	\$20 - \$30 / each	Standard sizes 11x17" up to 24x36", ready for print
Banners	Price subject to size	Vinyl banners, custom size, suitable for indoor/outdoor

◆ **Merchandise & Promotional Items**

Product	Price Range	Description
Tote Bags	\$15-\$25 / each	Full-color design, canvas or cotton, custom prints
T-Shirts	\$20-\$35 / each	Screen printing or digital print, multiple sizes & colors
Cups / Mugs	\$12-\$20 / each	Ceramic or travel mugs, full-color logos or illustrations

◆ **Additional Services**

- Print-ready file preparation (bleeds, CMYK, vector conversion) → \$30 per project
- Coordination with local print shops or vendors → \$40 per project
- Rush delivery (48h turnaround for digital files) → +25%

🎨 **Sticker Pricing (2-inch Round Stickers)**

Quantity	Base Price	Unit Price	Material
25	\$17.50	\$0.70	Standard Paper
50	\$30.00	\$0.60	Standard Paper
100	\$50.00	\$0.50	Standard Paper
200	\$70.00	\$0.35	Standard Paper
300	\$90.00	\$0.30	Standard Paper

Additional Costs by Material/Size:

- Stickers larger than 2 inches → **+\$5 per order of 100 or fewer; +\$10 per order of 200 or more**
- Upgraded material (gloss, premium vinyl, or specialty finishes) → **+\$5 per order of 100 or fewer; +\$10 per order of 200 or more**

Notes:

- Subject to changes.
- Prices include print-ready design setup.
- Waterproof vinyl is ideal for outdoor use and product labeling.
- Gloss or matte finishes available upon request.

New Castle Climate & Environment Commission Minutes
September 18, 2025

Attendees: Commissioner Bruce Leland, Chair Sharon Morris, Commissioner Ryan Deyarmond, and Commissioner Nancy Barnes

Chair Morris called the meeting to order at 4:24 p.m.

Introduction of New Commissioner Ryan Deyarmond

The commission welcomed new Commissioner Ryan Deyarmond to the CEC and his first meeting. He introduced himself and explained his interest in the work of the CEC.

Remaining 2025 CEC Budget

The CEC has approximately \$600 left to spend in 2025. The commission agreed to spend the funds on items to support Earth Day 2026. Suggestions include reusable sandwich bags and reusable cling wrap, more wildflower seeds, an instruction guide for making homemade detergents and soap, and stickers.

Action: Chair Morris will investigate the homemade detergents and soap and the cost of printing a book. Commissioner Deyarmond will investigate prices of reusable bags, and Commissioner Leland will investigate the price of more wildflower seeds.

Community Trash Pick-up

Members discussed the trash pick-up project plan and confirmed details. Commissioner Deyarmond volunteered the use of his trucks to pick up the bagged trash. The CEC will provide lunch and gift cards to volunteers. Volunteer registration will be arranged with Kelley Cox. Commissioner Leland will post to the town's Facebook page.

Motion: Commissioner Leland moved, and Commissioner Deyarmond seconded, to approve spending up to \$300 on food for trash pick-up volunteers. The motion carried unanimously.

Action: Commissioner Barnes will confirm lunch arrangements with Commissioner Candrea and will send volunteer information to Kelley Cox.

CEC Stickers

Chair Morris will print "Guardians of Nature" stickers for distribution at CEC events with a budget of \$300.

Approval of August Minutes

Commissioner Leland added the word "budget" to the first sentence of the budget update paragraph and suggested the minutes name the two businesses receiving grants.

Motion: Chair Morris moved to accept the minutes with changes. Commissioner Deyarmond seconded. Motion carried.

Commissioner Comments

Commissioner Leland confirmed that the commission will contact Commissioner Candrea to confirm her food assignment for the trash pick-up. He also discussed the upcoming Town Council retreat and will provide an update at the next meeting. He plans to ask Town Manager Dave Reynolds to speak to the commission about the town's water-wise focus. Commissioner Deyarmond will coordinate with West Canyon Nursery for a presentation to the commission. Leland also recommended that the CEC submit budget proposals for the 2026 budget.

Adjourn

The meeting adjourned at 5:07 p.m.

Respectfully submitted,

Commissioner Nancy Barnes

Commission Chair Sharon Morris