

**Birmingham City Commission - Special Workshop Meeting Minutes
Monday, December 6, 2021**

6:00 p.m.

Municipal Building, 151 Martin

Vimeo Link: <https://vimeo.com/648857629>

Workshop Session

This will be considered a workshop session of the City Commission. No formal actions will be taken. The purpose of this workshop is to participate in a discussion regarding Wayfinding.

I. Call to Order

Therese Longe, Mayor

II. Roll Call

Alexandria Bingham, City Clerk, called the roll.

Present: Mayor Longe
Mayor Pro Tem Boutros
Commissioner Baller
Commissioner Haig
Commissioner Host
Commissioner McLain
Commissioner Schafer

Absent: None

Administration: City Manager Markus, City Clerk Bingham, Assistant City Manager Ecker, Birmingham Shopping District Director Kammer

III. Presentation & Discussion

CM Markus introduced the item. BSDD Kammer and ACM Ecker presented the item.

In reply to Commission inquiries, BSDD Kammer explained:

- The extant wayfinding will likely only require minor changes, like updating 'Gallery Row' to better reflect what is now in that location;
- The City has different brand schemes and allowing those to be harmonized by the Committee would be a boon to the City; and,
- Recommendations for wayfinding updates and a site feature at Daines and S. Old Woodward could be offered in March 2022.

In reply to Commission inquiries, CM Markus explained:

- Previously, the City did not methodically establish its brand, and should now let the AHGWC (AHGWC)

- come back with branding and logo recommendations to allow the Commission to review and choose;
- The Commission should direct the rebranding committee to re-evaluate the two logo studies that were already done and to return with recommendations; and,
- Allowing public art in Birmingham to change every so often is also part of the City's brand.

Commissioners spoke about electronic art and other ways of refreshing murals and public art in the City.

ACM Ecker said the information was being pulled together from the two logo studies for re-evaluation.

Commissioner Baller recommended:

- Communications Director Gamboa be added to the AHGWC;
- The Birmingham logo be redesigned and settled on at the beginning of the wayfinding process;
- A banner over the main road be used in the central business district to announce events; and,
- NEXT receive a sign on Maple that describes their programming.

Mayor Longe said:

- There is a lot of already useful practices in the City and there is a way to undertake the process nimbly without redoing everything; and,
- The branding needs to be done with a focus on the community as a whole, inclusive of schools, parks, neighborhoods, family-friendliness, walkability, and other aspects. She cautioned that the rebranding should not just be done with a focus on the commercial and business aspects of the City.

Commissioner Haig said he wanted the scope of the rebranding process made clear.

Commissioner Schafer said the rebranding could occur a bit at a time. She was supportive of the City considering signage for neighborhoods.

Commissioner Haig said he liked the 'B' on the 2040 Plan as a possible logo.

Mayor Longe noted that there was also some community support for the Marshall Fredericks statue as a logo.

A number of Commissioners offered support for the proposed wayfinding and branding initiatives.

IV. Public Comment

Douglas Fehan, Chair of the proposed AHGWC, said:

- Logos and rebranding initiatives should be based on science and data, not community preference;
- The logo proposal for the City developed with McCann (formerly McCann Erickson) was excellent; and,
- The AHGWC will educate the Commission on the function of logos and the rationale behind its logo and rebranding recommendations.

V. Adjourn

Mayor Longe adjourned the meeting at 6:58 p.m.

Alexandria D. Bingham

Alexandria D. Bingham, City Clerk
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