



AD HOC WAYFINDING AND BRANDING COMMITTEE AGENDA

Members: Doug Fehan, Cristina Sheppard-Decius, Sarvy Lipari, Jana Ecker, Nicholas Dupuis, Annie VanGelderren, Kevin Hart, Marianne Gamboa, Erika Bassett, Denise Trombly, Carrie Laird, Aaron Ford, Scott Zielinski

Date and Time: Monday, March 13, 2023 at 1:00 p.m.

Location: City Hall Second Floor Conference Room

AGENDA

1. Call to Order
2. Roll Call
3. Approval of Minutes – February 13, 2023
4. Wayfinding/Signage Program Next Steps
5. Adjourn

Future Meeting Dates:

Monday, April 17 at 1 p.m.
Monday, May 8 at 1 p.m.
Monday, June 12 at 1 p.m.
Monday, July 10 at 1 p.m.
Monday, August 14 at 1 p.m.

Monday, September 11 at 1 p.m.
Monday, October 9 at 1 p.m.
Monday, November 13 at 1 p.m.
Monday, December 11 at 1 p.m.

Ad Hoc Wayfinding & Branding Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
February 13, 2023

Chairperson D. Fehan called the meeting to order at 1:05 p.m.

In Attendance: D. Fehan (Chairperson), C. Sheppard-Decius, A. Ford, S. Lipari, J. Ecker, N. Dupuis, A. VanGelderren, M. Gamboa, D. Trombly

Absent: C. Laird, K. Hart, E. Bassett

Guests: R. Craft, J. Miller, F. Pisano

There was no public comment.

Approval of Minutes

Approval of minutes was motioned by C. Sheppard-Decius and seconded by J. Ecker.

Yeas: D. Fehan (Chairperson), C. Sheppard-Decius, A. Ford, S. Lipari, J. Ecker, N. Dupuis, A. VanGelderren, M. Gamboa, D. Trombly

Nays: None

Public Comment – Bob Gibbs

Mr. Gibbs was unable to attend the meeting. The committee reviewed his memo and there were no follow-up questions. N. Dupuis will follow up with Mr. Gibbs and let him know the committee has secured Corbin Design for the city's Wayfinding/Signage Program.

Baldwin Public Library Logo

The Ad Hoc Wayfinding and Branding Committee previously asked the Library Board to consider incorporating the City of Birmingham's logo fonts into the library's proposed logo. J. Miller explained the Library Board discussed the topic again and determined they would still like to proceed with their own fonts. As a compromise, they proposed an alternate library logo using city fonts could be used in city publications. M. Gamboa stated one logo should be used, and she was not in favor of using an alternate logo in city publications. The rest of the committee concurred, stating it would be too confusing to have different versions of the logo. D. Fehan expressed appreciation for the library staff and board members who listened to the committee's feedback and tried to come up with a compromise. The library will move forward with their new logo, despite its very different look and feel from the city's logo.

Parking Structure Equipment and Branding Stickers

A. Ford updated the committee regarding the new parking structure equipment currently being installed at all five of the city's municipal parking structures. Design ideas for potential stickers on the side panels of the equipment were discussed, including: a map showing the location of

the structure, the words "A Walkable Community", the name of the structure listed vertically, and just leaving the panels blank with no stickers. The committee decided to hold off on making a decision and to ask Corbin Design whether the panels should be used for wayfinding purposes. A. Ford will determine the dimensions of the panels and provide the information to the committee and Corbin Design at an upcoming meeting.

Water Tower Update

M. Gamboa advised that the Engineering Department would be bringing the Water Tower Exterior Overcoat and Miscellaneous Repairs to the City Commission on February 13, 2023. Pending approval of the contract, both water towers will be painted by the end of June.

Wayfinding/Signage Program Next Steps

N. Dupuis advised that the City Commission approved Corbin Design for the Wayfinding/Signage Program. Next steps are as follows: 1) Set up an internal meeting between Corbin Design and city staff members, 2) Schedule a site visit with Corbin Design, and 3) Corbin Design will attend an Ad Hoc Wayfinding and Branding Committee meeting in March or April.

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Meeting adjourned at 1:27 p.m.