



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

Date and Time: Monday, January 9, 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 – December 21, 2022
4. Wayfinding/Signage Program Recommendation
 - [KMA Design](#)
 - [Corbin Design](#)
5. Adjourn

Future Meeting Dates:

Monday, February 13 at 1 p.m.
Monday, March 13 at 1 p.m.
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
December 21, 2022

Chairperson D. Fehan called the meeting to order at 1:04 p.m.

In Attendance: D. Fehan (Chairperson), C. Sheppard-Decius, J. Ecker, N. Dupuis, M. Gamboa, E. Bassett, D. Trombly, C. Laird, A. Ford

Absent: K. Hart, S. Lipari, A. VanGelderren

Guests: J. Miller

There was no public comment.

Approval of minutes was motioned by D. Trombly and seconded by A. Ford.

Yeas: D. Fehan (Chairperson), C. Sheppard-Decius, J. Ecker, N. Dupuis, M. Gamboa, E. Bassett, C. Laird

Nays: None

Baldwin Public Library Logo

J. Miller presented the requested logo version and advised that the Library Board unanimously preferred the original version, citing that it better integrated with existing fixtures and materials. D. Fehan thanked J. Miller and the Library Board for including the City's color palette and creating an open dialogue in the development of their new logo. Several committee members advised that they prefer the updated logo version (utilizing the City's new fonts) as they felt that it provides a more cohesive city brand, and requested that J. Miller provide that feedback to the Library Board for further consideration.

Wayfinding/Signage Program Interviews

Corbin Design and KMA Design each conducted presentations to the committee via Zoom. Each company's team of representatives presented capabilities, design and implementation process and timelines, examples and more. The committee had an opportunity to ask questions regarding:

- How the process would work specifically in Birmingham including how to handle a major roadway such as Woodward Avenue and collaborate with MDOT
- Sustainable and flexible design options
- Length and process for the initial visit and how the team becomes familiar with Birmingham and its unique characteristics
- Methods used to assess traffic flow, identify trouble spots, etc.

Information Only

J. Ecker encouraged committee members to review the following video:

- Ethics Ordinance, the Open Meetings Act and Roberts Rules of Order Video:
https://www.bhamgov.org/video_presentation_by_board_of_ethics/index.php

Future Meeting Dates

The committee approved the following 2023 meeting schedule:

Monday, January 9 at 1 p.m.

Monday, February 13 at 1 p.m.

Monday, March 13 at 1 p.m.

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Meeting adjourned at 2:43 p.m.

DRAFT