

**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.

### **Future Meeting Dates**

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.

Meeting adjourned at 1:27 p.m.