

**Ad Hoc Wayfinding & Branding Committee Meeting Minutes**  
**151 Martin Street, Conference Rooms 202 & 203**  
**November 14, 2022**

Chairperson D. Fehan called the meeting to order at 1:03 p.m.

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

**Absent:** K. Hart, S. Lipari

**Guests:** R. Craft, J. Miller

There was no public comment.

Approval of minutes was motioned by A. VanGelderren and seconded by N. Dupuis.

Yeas: D. Fehan, C. Laird, J. Ecker, E. Bassett, D. Trombly, A. Ford, M. Gamboa

Nays: None

**Baldwin Public Library Logo**

- R. Craft and J. Miller presented a recommended new Baldwin Public Library logo for Committee review. J. Miller reported that the Library Board and staff completed an extensive design and public engagement process to arrive at the presented final logo recommendation. Several members of the Committee requested that the Baldwin Public Library present an alternate version to include the "BALDWIN" logo text in the City's Big Caslon font, for review at the next Committee meeting.

**Parking Kiosk Faceplate and Wrap Design**

- A. Ford presented design options for the new parking equipment kiosk faceplate and side wrap. The new kiosks will be installed in Birmingham's municipal structures, starting in December 2022, pending final branding. M. Gamboa asked if the verbiage "structure" or "garage" should be used for the kiosk signage. The Committee agreed on "garage." After discussing design options, the Committee selected the following:
  - Faceplate: Page 4 design with edits to include removal of the words "WELCOME TO" at the top and replacing the light green color with the grey color in the City's new color palette.
  - Side wrap: Page 5 design with edits to include slightly reducing the size of the graphic and centering it within the space.

**Water Tower Update**

- M. Gamboa reported that the painting and new logo application on the City's two water towers is expected to begin in March/April 2023 and be completed by June 2023.

**Wayfinding RFP**

- N. Dupuis reported that he is pleased with the proposals received. Dupuis to send a score sheet to Committee members for their independent review of the proposals, the week of

November 14. All score sheets should be individually and independently completed and returned to N. Dupuis' attention for tallying the week of December 2. The goal is to invite the top 2-3 companies to present to the Committee at the December 12, 2022 meeting.

### **Gateway Signage**

D. Fehan suggested scheduling a walk-through with K. Hart to begin preliminary design ideas for the City's gateway signage. N. Dupuis and J. Ecker requested this project be paused until the Wayfinding RFP selection process is complete.

### **Set 2023 Meeting Dates**

The Committee agreed to meet the second Monday of each month in 2023, adjusting the schedule for any potential holiday conflicts.

Meeting adjourned at 2:03 p.m.