

Wayfinding Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
May 11, 2022

Chairperson Fehan called the meeting to order at 1:34 p.m.

In Attendance: D. Fehan (Chairperson), J. Ecker, M. Gamboa, N. Dupuis, A. VanGelderren, K. Hart, C. Galli, E. Bassett, R. Weingartz, L. Wood

Absent: S. Lipari

There was no public comment.

There were no minutes for review and approval from the last meeting due to staff departures.

Commission Update:

Ms. Ecker advised that the City Commission approved the logo recommended by the Wayfinding Committee, and recommended moving forward with the Request for Proposals to refresh the City's 2002 Wayfinding plan. Ms. Ecker advised that the City Commission requested consideration of a new name for the committee, and draft ordinance language for their review if the committee was to be considered as a permanent, standing committee.

Committee members discussed if the committee should remain ad hoc or become permanent. Consensus was to keep the committee ad hoc at this time. Members discussed adding specific members to the committee, including a branding professional possibly from McCann Detroit. The committee would like to invite a member of the BSD Marketing Committee as well.

Ms. Ecker advised that the funds for the Wayfinding Refresh RFP are proposed in the Planning Department's budget for FY 22-23. Should the City Commission approve this budget in June, the Wayfinding Committee will be able to issue the RFP any time after June 30, 2022.

Style Guide:

The new logo is in the process of being slowly rolled out throughout the City. The Committee reviewed envelope and letterhead options and reached consensus on the preferred option.

The committee members also discussed the use of decals with the new logos on DPS vehicles, as well as use of the logo on uniform items. Ms. Wood agreed to bring sample uniform items for consideration at the next meeting. It was determined a decision will be made by July 1 regarding the logo design for uniforms and decals.

Ms. Gamboa advised that a horizontal version of the logo will be created for employees to use on other supplies and throughout the City as needed.

Committee members agreed that the Police and Fire Department logos should be added to the brand book.

Wayfinding:

The damaged gateway sign on Woodward at Quarton/Big Beaver Road will not be repaired or replaced until the wayfinding refresh is complete due to the high cost.

Mr. Weingartz discussed the City plan to use color coding for the floors in the parking structures, as well as new signage. The consensus of the committee was to wait on implementing these changes until the wayfinding refresh is further along.

Meeting adjourned at 2:43 p.m.