

Ad Hoc Wayfinding & Branding Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
September 12, 2022

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

In Attendance: D. Fehan (Chairperson), E. Bassett, L. Wood, D. Trombly, A. Ford, S. Lipari, M. Gamboa, N. Dupuis, J. Ecker, A. VanGelderren

Absent: K. Hart, C. Laird

There was no public comment.

Approval of minutes was motioned by Dupuis and seconded by Ecker.

Yeas: Fehan, Bassett, Wood, Trombly, Ford, Lipari, Gamboa, Dupuis, Ecker, VanGelderren

Nays: None

BSD Logo options

- Bassett reported that the BSD Board approved the proposed logo and color palette at the September 1, 2022 Board meeting.
- Ecker added that the new BSD logo will be implemented late-fall with the completion of the South Old Woodward reconstruction project.

City Color Palette Recommendations

- Gamboa presented the proposed City color palette with the recommendation to replace "Yellowish Gray" with "Medium Gray."
- The Committee agreed that the proposed color palette includes a wide variety of colors for use in seasonal communications, parking structures, etc. Ford advised that the colors included in the palette could be used for designating parking structure floors.
- Motion by VanGelderren, seconded by Wood to approve the proposed color palette with Gamboa's recommended change. VOTE: Yeas: Fehan, Bassett, Wood, Trombly, Ford, Lipari, Gamboa, Dupuis, Ecker, VanGelderren. Nays: None

RFP - Wayfinding/ Signage Program Updates Timeline

- Dupuis advised the RFP would be posted on September 12, 2022 and will include the newly approved color palette.
- Ecker advised that the RFP deadline should be at least 30 days and the goal is to have it wrapped up before the end of December.

Strategic Planning City Commission Workshops

- Ecker briefed the Committee on the strategic planning process and invited members to attend the upcoming workshop on September 14. She advised that the in-person only workshop will include breakout sessions with Commissioners and City staff members to facilitate discussions and answer questions from the community.
- Gamboa added that refreshments will be served during the workshop for all attendees.

Other Business

- Ford reported that as part of the current parking system upgrades, the City has the opportunity to add branding to new hardware. Ford will provide mock ups at the October 3, 2022 Committee meeting.
- With the South Old Woodward Phase 3 project nearing completion, Fehan requested adding gateway signage for that area to the upcoming October 3, 2022 Committee meeting agenda.
- Gamboa described the new City Guide and advised the project will continue to move forward with the approval of the City color palette.
- Ecker asked Gamboa if the City Style Guide would continue to move forward with the approval of the City color palette. Gamboa advised that the Communications team will continue finalizing the City Style Guide and distribute it to department heads when complete.
- Fehan asked about the timeline for the water tower project. Gamboa advised that Engineering is working on the project and that she would request an update.

Meeting adjourned at 1:26 p.m.