



Birmingham Shopping District
Wayfinding and Gateway Signage Committee
Meeting Date: 1/24/2022
151 Martin Street
Birmingham, MI 48009
ALLINBirmingham.com

WAYFINDING AND GATEWAY SIGNAGE COMMITTEE MEETING SUMMARY

Date and Time: Monday, January 24, 2022 at 1:00 p.m.
Location: City Hall Second Floor Conference Room

Item #1: Call to order by committee chair Doug Fehan

Item #2: Roll Call:

Present: Doug Fehan, Jana Ecker, Nicholas Dupuis, Annie
VanGelderren, Marianne Gamboa
Absent: Sarvy Lipari, Kevin Hart
Others present: Sean Kammer, Claire Galli

Item #3: Public comment: none

Item #4: Approval of minutes; motion by Dupuis, second by Fehan; unanimously approved.

Item #5: Legal Guidance on Open Meetings Act and Committees

Ecker explained the legal guidance presented as a memorandum from the City Attorney concerning the Open meetings Act and committees and sub-committees. Meetings need to be attended i-person by committee members, the public may attend virtually to observe or participate in public comment. Members who attend virtually will be marked absent.

Item #6: Discussion of logo, branding and color choices

Fehan proposed logo option #1 as logo of choice.

Discussion: Gamboa said that the community survey showed that option #1 came in 4th place. Fehan responded that the public lacked expertise in logo design and branding and that



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the public agreed with McCann's proposals. Fehan added that the public directing the decision takes power away from the committee.

Dupuis said that there were two options: starting over with a clean slate or re-polling the public on the logo options. Fehan said that the public was not equipped to provide expertise in logo design and branding.

Ecker said that this work has already been done and the committee should move forward with the existing options. Dupuis said that city staff should reach out to McCann for additional information on their previous work.

Motion by Dupuis: to recommend logo option #1 and get information from McCann to support the selection.

Seconded by Ecker.

Motion unanimously approved.

Item #7: Style Guide- Gamboa explained the style guide to the committee. Dupuis said that the city's communications team should continue to be the group who manages the city's branding usage.

Dupuis added that the Historic District Commission supports rebranding and wayfinding project. Committee further discussed support among boards and commissions. Committee agreed that BSD support for the committee's recommendations are essential to move forward.

Item #8: Ecker suggested that the statue/monument should be a recommendation from the firm selected to update the wayfinding project.

Committee discussed how the plan should be assembled and generated the following logical order:

1. Logo and branding selection
2. Style guide
3. Wayfinding project update
4. Statue/monument/gateway signage

Committee agreed that Ecker will approach McCann for branding elements

Gamboa will update style guide accordingly

Fehan and Kammer will engage the BSD



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Item #9: meeting schedule calendar.

VanGeldereren made the motion to approve the meeting schedule.

Ecker seconded the motion. Approved unanimously.

Comments from the public: Sarvy Lipari provided public comment in support of the committee's recommendations.

Meeting adjourned at 2:10 p.m.