

Marketing and Advertising Committee Meeting Minutes
Virtual Meeting via Zoom
August 2, 2023

In Attendance: A. Pohlod, S. Eid , J. Lundberg, C. Quezada, C. Sheppard-Decius,

Guest: J. Sloan

Absent: Z. Kay (Chairperson), C. Fenner, E. Bassett

The meeting was called to order at 8:32 a.m.

There was no public comment.

Presentations by Graphic Designers – The committee interviewed two graphic designers, Unsold and New Moon Visions, for the BSD branding extension project for seasonal and event specific brand additions. Each presenter was provided time to give an overview of their company, design methodology and timeline for the project. Committee members received the proposals in advance for review.

Unsold noted that it would take six weeks for the strategy phase and another six weeks for the design phase. Three concepts would be provided for the committee to review and determine which concept to proceed with.

New Moon Visions stated that an initial meeting would be held and design concepts and graphics would then be developed immediately to fit the holiday timeline completion date of October. They would create a few ideas for each logo needed.

After concluding the interviews, the committee discussed both proposals and interviews. Quezada noted that the design aesthetics and methodology of Unsold was the quality she desired, while Pohlod felt that it was more than what was needed with this project, and the timeline and budget were not in line with the project. Chairperson Kay was not able to attend, but provided feedback ahead of the meeting to the Executive Director to share with the committee which were consistent with Pohlod's comments.

Motion by Pohlod and seconded by Lundberg to approve New Moon Visions for the brand extension project and to inform the BSD Board of the decision.

Further discussion was held: the remaining committee members fell somewhere in between, agreeing with the design aesthetics of Unsold, but favoring the budget and timeline of New Moon Visions. Sloan commented that New Moon Visions experience and focus on communities was very strong comparatively. Eid commented that New Moon Visions needs to be guided with the design aesthetics envisioned for the BSD, and that it needs to be unique and thoughtful. Pohlod requested staff to send to the committee some of the past design planning information from the City's design process and wayfinding so that the committee has a comprehensive review of what has been done thus far and what is still needed. Sheppard-Decius stated that she would speak with New Moon Visions regarding the design aesthetic desired. Also, that any contract that the BSD enters into does have a termination

clause if necessary to use. Lundberg also noted to double check the map costs with New Moon Visions.

Vote called.

Ayes: Pohlod, Eid, Lundberg

Nays: Quezada

Motion passed.

Meeting adjourned at 10:10 a.m.

APPROVED

Drafted by: C. Sheppard-Decius

Reviewed by: C. Sheppard-Decius
8/7/23