

**Housing and Third Ward Revitalization Task Force  
Minutes  
July 17, 2023  
6:30 p.m.**

The Housing and Third Ward Revitalization Task Force held virtually on Monday, July 17, 2023 via Zoom. The meeting commenced at 6:32 p.m. and adjourned at 8:04 p.m.

**Voting Members Present:**

Byron Price – Chair  
Linda Peoples-Jones  
Patricia McQueen  
Ariel Gardner  
Christina Dancy  
Susan Murray  
Mayela Zambrano

**Voting Members Absent:**

Christopher Flood  
Craig Hughes

**Staff Present:**

Brooke A. Smith, Deputy City Manager/Dir. of Economic Development

**Others attending:**

Representatives from Yard & Co.  
Representatives From Collabo

**Public Comments**

There were no public comments.

**Yard & Co**

*Discussion and possible action on project branding*

Ed Sharrer from Yard & Co. presented Brand Concepts to the task force, noting that it is very important to give a brand or identity for initiatives like this to create a movement behind what is being done. He presented two concepts, “Heard in the 3<sup>rd</sup>” and “For the 3<sup>rd</sup> Ward” for the task force to consider, stating that the goal was to stress the importance of the third ward in University City. Ed also provided further insight into how the brand would be used and show examples of the brand on t-shirts.

Task Force members provided their thoughts on the two brands, color schemes, and use of the lion mascot. Further discussion was had.

The group decided on the “For the 3<sup>rd</sup> Ward” brand.

Ed stated that Yard & Co will take what they heard and make some adjustments and come back with other ideas that will give choices everyone can be happy with.

### *Discussion on draft Engagement Plan*

Ed Sharrer began discussing the draft Engagement Plan. He noted that some places were not completed so they could hear from the task force to help create this plan, as they are the experts on the third ward. He said they would cover the overall engagement strategies and scheduled, update on the ambassadors program, and dates for the Explore trip in August, where the consultant team will come to University City.

Ed Sharrer presented the draft Engagement Plan and noted that the task force would also receive a copy of the document, noting that what he was sharing is still an internal document. He said this document would help guide what is being done and serve as a historical record. During the presentation, Ed, also detailed the proposed schedule for the project and the engagement process, including the ambassador program. Chair Price expressed his concern about non-third ward members commenting during this process. Ed addressed his concern.

Patrick Brunner with Collabo provided a brief update on the Ambassador program.

Task Force members provided feedback during the presentation.

August 21<sup>st</sup> was set as a tentative date for the consultants to come to University City to meet with the task force.

### *Discussion and possible action on creating project sub-committees*

Ed discussed potential sub-committees. He noted there was already a survey sub-committee and said they were proposing to expand it to “Engagement and Survey sub-committee” to work on items outlined in the draft engagement plan. He said this group would also help brainstorm pop-up locations. He said long term the sub-committee would help them prepare for their trip, help create the surveys, identify stakeholders, and assist with planning some of the bigger events in phase 2 and 3. He said this group would also help with the unveiling event in January.

Motioned by Mayela Zambrano, seconded by Christina Dancy to expand the name and the goal survey sub-committee as discussed.

A roll call vote was taken.

Susan Murray – Y  
Ariel Gardner – Y  
Christina Dancy – Y  
Patricia Mcqueen – Y  
Mayela Zambrano – Y  
Linda Peoples-Jones – Y  
Chair Byron Price - Y  
Christopher Flood – Absent  
Craig Hughes – Absent

Motion passed.

Ed discussed creating a sub-committee regarding the branding. He asked if it would be of interest to create a temporary branding sub-committee for the next 10 days – two weeks to bounce ideas around for the branding. Discussion was had on when the sub-committee would need to start and how communications would take place.

Kevin Wright of Yard & Co stated that the brand would need to be approved before the National Night Out on August 1<sup>st</sup>, which would occur before the next task force meeting. Deputy City Manager Smith said she would need to find out if the City Council needs to approve the final brand, noting their next meeting is August 14<sup>th</sup>. She said she would ask City Manager Rose the following day and email an answer.

Ed asked if the sub-committee would be empower to decide on behalf of the task force as a whole. Deputy City Manager Smith said that would be up to the task force and they would have to vote to give the brand sub-committee that authority.

Patricia McQueen asked if this would be a totally new sub-committee or if it was being added on to the survey and engagement sub-committee. Smith said that it was a new, temporary sub-committee.

The following task force members volunteered to serve on the brand sub-committee: Christina Dancy, Ariel Garder, and Linda Peoples-Jones.

Motioned by Susan Murray, seconded by Patricia McQueen to create the brand sub-committee with the above members.

A roll call vote was taken.

Susan Murray – Y  
Ariel Gardner – Y  
Christina Dancy – Y  
Patricia Mcqueen – Y  
Mayela Zambrano – Y  
Linda Peoples-Jones – Y  
Chair Byron Price - Y  
Christopher Flood – Absent  
Craig Hughes – Absent

Motion passed.

Motioned by Susan Murray, seconded by Mayela Zambrano to allow the sub-committee to make a final decision about the brand on behalf of the task force.

A roll call vote was taken.

Susan Murray – Y  
Ariel Gardner – Y  
Christina Dancy – Y  
Patricia Mcqueen – Y  
Mayela Zambrano – Y  
Linda Peoples-Jones – Y

Chair Byron Price - Y  
Christopher Flood – Absent  
Craig Hughes – Absent

Motion passed.

### **Task Force Member Comments**

Linda People-Jones stated that she was excited about the movement being made.

Patricia McQueen asked when the input on the draft engagement plan should be submitted. Ed answered that he would share the document for the task force to review and that he would also review the document with the survey and engagement sub-committee. Deputy City Manager Smith committed to emailing the document to the task force the next day.

### **Next Meeting – August 21, 2023**

### **Adjourn**

Motioned by Linda Peoples-Jones, seconded by Mayela Zambano to adjourn. Carried by voice vote.

Meeting adjourned at 8:04 p.m.