

Housing and Third Ward Revitalization Task Force – Brand Sub-Committee
Minutes
July 31, 2023
5:30 p.m.

The Housing and Third Ward Revitalization Task Force Brand Sub-Committee met virtually on Monday, July 31, 2023 via Zoom. The meeting commenced at 5:31 p.m. and adjourned at 5:56 p.m.

Members Present:

Linda Peoples-Jones
Ariel Gardner
Christina Dancy

Staff Present:

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

Others attending:

Representatives from Yard & Co.

Brand for Housing and Third Ward Revitalization Initiative

The brand sub-committee of the Housing and Third Ward Revitalization Task Force met with representatives from Yard & Co. to discuss the proposed brand for the third ward initiative.

Ed Sharrer said their team went back to the designers and had them make some revisions to the brand based on the prior week's discussions. Ed noted that they had come up with a way to work it where they can use a color palette and change the colors as needed. Ed shared his screen and presented the edited brand and color options. The sub-committee provided feedback on the updated brand.

Christina Dancy asked when the new deadline was. Ed answered that Deputy City Manger Smith would be meeting with the City Manager on the 2nd and today's conversation would be presented to the City Manager and he will determine if it is ready to pass on to the City Council on August 14th.

Christina and Ariel voiced concerns about the use of black and gold as a primary colors due to the potential for it to get lost in U City as a whole and focus would not be specifically on the third ward, with Ariel noting how a lot of U City items are black and gold and the need for this initiative to stand out. Linda suggested making the word "For" in white for it to stand out. Further discussion was had on this.

The sub-committee members accepted the brand as presented by Ed Sharrer and gave the ok for it to be presented to the City Manager.

Adjourn

Meeting adjourned at 5:56 p.m.