

PR & Marketing Committee Meeting (Wednesday, September 15, 2020)

Generated by Emma Klues on Wednesday, September 15, 2020

Members present

Carol Klein, Dionne Flowers, Jennifer George

Meeting called to order at 9:20 AM

1. OPENING OF MEETING

Procedural: A. Special Notice for September 15 meeting

Procedural: B. OPEN TIME

C. CALL TO ORDER

Action: D. APPROVAL OF AGENDA
TO APPROVE THE AGENDA

Motion by Jennifer George, second by Dionne Flowers.

Final Resolution: Do Pass

Aye: Carol Klein, Dionne Flowers, Jennifer George

2. PRESENTATIONS

A. BRICKLINE BRAND DISCUSSION

Staff Emma Klues and consultant Leah Wilson presented the draft branding documents for the Brickline Greenway including logo mark, colors, fonts, graphic treatments, possible applications such as signage, swag, materials and also in-the-field design applications. Committee members shared their feedback on the progress and discussed ideas for improvements. Committee members were supportive of the direction and choices while also having a good discussion about additional opportunities to highlight the brick work in St. Louis, how others will perceive the elements and how to make sure the brand continues to communicate the grounded and gritty nature of the city, the straight-linear nature of most parts of this greenway and the flexibility of the color palette.

3. ADJOURNMENT

Action: A. ADJOURN
TO ADJOURN THE MEETING

Motion by Dionne Flowers, second by Jennifer George

Final Resolution: Do Pass

Aye: Carol Klein, Dionne Flowers, Jennifer George