

CITY OF BLOOMINGTON
2215 WEST OLD SHAKOPEE ROAD
HENNEPIN COUNTY, MINNESOTA 55431

CITY COUNCIL MEETING

Approved Minutes
Special Meeting
Meeting #21A

6:30 p.m.
July 21, 2003
Dakota Conf. Rm.

Call to Order Mayor Gene Winstead called the meeting to order at 6:36 p.m.

Roll Call Present: Mayor Winstead, Councilmembers D. Abrams, M. Fossum, H. Harden, S. Peterson, and V. Wilcox.
Absent: S. Elkins

Public Comment Period The Public Comment Period is not open during special meetings.

Directed Staff to Proceed with Production of New City Logo Diann Kirby, Communications Administrator, introduced Scott Miller and Jennifer Slaughter of Yamamoto Moss who worked with the Logo Task Force on the City's new logo.

Miller presented the logo that was previously approved by Council and that the Task Force had recommended be done in color. He explained how the new logo was derived. The Council had identified Bloomington's attributes as an organization at an initial branding session as follows: stable, dynamic, open, and nature in balance. Target audiences had been identified as current residents and businesses, potential residents and businesses, and visitors. The logo was designed to represent the brand and the City, emphasize the stable, yet dynamic attributes of the City, differentiate the City of Bloomington from surrounding communities, be legible, versatile, clean, and easy to read. It was designed for multiple uses - from business cards to water towers. He presented the logo in color, which was approved by the Logo Task Force last week, in warm blue and gold tones. The blue representing a strong, corporate color and the gold providing accents for legibility and highlights. He showed sample applications to ensure the logo will read well and look good in all of the following formats: City cards and stationery, signs, and vehicles. A couple of different examples of signage were presented to see how the new logo would look on different formats and uses: Creekside Community Center and on existing wooden City park signs that will use cut-outs to replace the existing logo without needing to replace the entire sign.

Wilcox inquired if the detail would still show up in the illuminated signs at night?

Miller replied that as long as the thickness and fineness of the lines in the logo provided enough contrast, the detail would still be there.

City Manager Mark Bernhardson stated that the next step would be to get the logo rolled out for city hall use and that it could be phased in on City vehicles over a period of a few years depending on the cost.

Wilcox suggested setting a year timeframe or whatever is practical for getting the vehicles redone and that it shouldn't be dragged out.

Abrams commented that the colors might be too close to those of Kennedy High School.

Winstead stated that it had been discussed and that these colors are much warmer than Kennedy's. He added that he, Harden, and Peterson were on the Logo Task Force along with other members of City staff and that many designs were reviewed and this was the choice of the Task Force and that it really needs to keep moving through the process.

Fossum stated that in his opinion, the design looks like a flying woodpecker and that the Minnesota River and other buildings in Bloomington aren't very identifiable in the logo.

Abrams stated that he still likes the bubbling B's.

Harden explained that the Task Force had a hard time coming to a unanimous decision so the Mayor's vote was the tiebreaker on the design.

Miller summarized that this design is unique to Bloomington and has a professional city/corporate feel while portraying Bloomington's general sense of parks/businesses and community attitude compared to other city logos.

Winstead explained that it was hard to identify a Bloomington icon so the Task Force decided to combine industrial/residential/nature, etc. to represent Bloomington.

The Council reaffirmed the logo design in black and white and in color and directed Yamamoto Moss and staff to proceed with getting it ready for production.

Adjourn Meeting

Mayor Winstead adjourned the meeting at 6:53 p.m.

Barbara Clawson
Council Secretary