



**MIDDLEBURG TOWN COUNCIL**  
**Special Meeting Minutes**  
**Monday, November 25, 2019**



**PENDING APPROVAL**

**PRESENT:** Mayor Trowbridge M. Littleton  
Vice Mayor Darlene Kirk  
Councilmember Chris W. Bernard  
Councilmember J. Kevin Daly  
Councilmember Morris “Bud” Jacobs  
Councilmember Peter Leonard-Morgan  
Councilmember Philip Miller  
Councilmember Cindy C. Pearson

**STAFF:** Danny Davis, Town Administrator  
Rhonda S. North, MMC, Town Clerk  
William M. Moore, Deputy Town Administrator  
Jamie Gaucher, Business & Economic Development Director  
Estee Laclare, Planning & Project Associate

The Town Council of the Town of Middleburg, Virginia held a special meeting on Monday, November 25, 2019, in the Town Hall Council Chambers located at 10 W. Marshall Street, to discuss branding. Mayor Littleton called the meeting to order at 5:30 p.m.

Mayor Littleton welcomed Mr. Jacobs to the Council.

**Branding**

Town Administrator Davis reminded Council that they gathered information during their meeting in January to identify goals, as well as the target audience, for the branding project. He further reminded them that the Town then contracted with Red Thinking to develop the Town’s new brand. Mr. Davis advised Council that they were now down to two final logo concepts, which were representations but not the full brand. He noted that tag lines, etc. would be added to it. Mr. Davis reminded Council that the goal was that the logo would become equated with Middleburg and would be part of the bigger story. He opined that the application for the logo was wide ranging from apparel to marketing. Mr. Davis stressed that the logo would not replace the Town seal but rather was intended to compliment it.

Town Administrator Davis explained that the goal of this meeting was to identify which of the two concepts would be selected. He noted that the intent was not to redesign them, but rather was to pick one so the project could move forward. Mr. Davis suggested the Council could talk about color once they selected a logo. He advised that thereafter, he and Councilmember Miller would work with the consultant on the next steps and continue the implementation process.

Shay Carson-Onorio, President of Red Thinking, participated in the meeting via telephone. She opined that the town needed to offer a modern, yet authentic opportunity, for those who were not residents to experience Middleburg. Ms. Carson-Onorio noted that people came here from the DC market, for the Salamander Resort and for things such as weddings and conferences. She advised Council that she had three members of her team explore Middleburg and noted that they found it to be truly authentic and a friendly town. Ms. Carson-Onorio opined that while the town did not change, it consistently evolved. She advised that because it was so unique, it did not have any competition.

Ms. Carson-Onorio noted that the horse and fox could be seen everywhere and advised that rather than replace them, they looked at how they could be modernized. She advised that the proposed logos also showed movement. Ms. Carson-Onorio opined that the beauty of the typography on the logo was that it would be able to be used for different applications.

Councilmember Miller noted that the logos went through multiple rounds of change and advised that the two being presented were the strongest options. He questioned which animal – the fox or the horse – did the Council want to represent Middleburg. Mr. Miller advised that all of the other word representations associated with Middleburg were also present. He opined that both options were rustic and were not super modern. Mr. Miller further opined that either would represent the town well.

After considerable discussion, the majority of the members expressed a preference for the horse logo, although they suggested the horse itself needed tweaking so it looked more like a “Middleburg horse”. Vice Mayor Kirk went on record as being opposed to the horse, as the fox had always been representative of Middleburg.

Town Administrator Davis reported that the next step would be to tweak the horse logo. Councilmember Miller noted that color, typography and secondary logos would also be applied to it.

Mayor Littleton acknowledged the suggestions raised by the individual members as they expressed their preference for a logo. He suggested it was important to be thoughtful of those ideas; however, he acknowledged that the consultants were the professionals. Mr. Littleton questioned whether it would be inappropriate for the members to offer feedback. Ms. Carson-Onorio confirmed it would not.

Mayor Littleton asked the members to send any notes they may have to Councilmember Miller and Town Administrator Davis by the end of the week.

Town Administrator Davis noted that feedback was also obtained from the ambassadors who assisted with this project. He advised that their comments regarding the pastoral nature of Middleburg would be incorporated into the color scheme and other pieces of the brand.

Ms. Carson-Onorio suggested that once the notes were collected from Council, she, Councilmember Miller and Town Administrator Davis would get together. She advised Council that selecting a logo was the most sensitive part of a rebranding project.

Mayor Littleton thanked Ms. Carson-Onorio and her team for providing great options. He also thanked Councilmember Miller, Town Administrator Davis and Business & Economic Development Director Gaucher for their hard work.

There being no further business, Mayor Littleton declared the meeting adjourned at 6:12 p.m.

APPROVED:

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Trowbridge M. Littleton, MAYOR

ATTEST:

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Rhonda S. North, MMC, Town Clerk

## November 25, 2019 Middleburg Town Council Meeting

(Note: This is a transcript prepared by a Town contractor based on the video of the meeting. It may not be entirely accurate. For greater accuracy, we encourage you to review the video of the meeting that is on the Town's website – [www.middleburgva.gov](http://www.middleburgva.gov))

**Bridge Littleton:** We will call the special meeting to order. First item is roll call. So Mr. Jacobs, you turn on your mic and say your name.

**Bud Jacobs:** Bud Jacobs.

**Philip Miller:** Philip Miller.

**Darlene Kirk:** Darlene Kirk.

**Bridge Littleton:** Bridge Littleton.

**Peter Leonard-Morgan:** Peter Leonard-Morgan.

**Cindy Pearson:** Cindy Pearson.

**Kevin Daly:** John Kevin Daly.

**Rhonda North:** Rhonda North Town Clerk.

**Danny Davis:** Danny Davis, town administrator.

**Bridge Littleton:** Okay. First item or excuse me. Third item of business is to introduce our new council representative, Morris Bud Jacobs. [applause] Bud, no, seriously thank you very much for being willing to serve. Now we got you. All right. Next item is discussion item possible use automobile sales showroom in C2. I'm reading what it says right here.

**Rhonda North:** No, that's a planning commission.

**Bridge Littleton:** Oh. [laughter] [off mic] So I'd like to know why this is what's up.

**Rhonda North:** Because we have a planning commission meeting immediately following this.

**Bridge Littleton:** Well, then they're setting them up after that.

**Rhonda North:** You don't have to.

**Bridge Littleton:** All right. So we're gonna do the branding logo discussion. Make sure there's nothing on there. [multiple speakers] I know. I'm going. All right. Well, apparently, I was thinking to myself apparently, Danny threw something on here.

**Rhonda North:** That's what happens when you're walking at the last minute.

**Bridge Littleton:** All right. [off mic]. So who is taking the lead on this from town staff perspective.

**Danny Davis:** I will be taking the lead.

**Bridge Littleton:** OK. You and Philip.

**Danny Davis:** And Philip. And then, if I may, I'd like to call our consultant, please. I'll take it. Our consultant, the president of our consulting firm who did the design, did the background here. They're gonna be on the phone, if that's okay and acceptable to you.

**Bridge Littleton:** Call them up.

**Danny Davis:** [off mic] [multiple speakers] [off mic] Mr. Mayor, if I may, I'd like to just give a quick overview of where we've been, a little discussion of where we are today and then what our goals are for this meeting together. So as you know, we've been in this process for a while. We gathered a lot of information previously and then the council met together in January of this year to talk about really what are the council's goals, target audience keywords that define Middleburg and how we look at moving forward with this. As you also know that we entered into a new contract with Red Thinking later in the year after that process and we worked closely with them. Council Member Miller and I to help them get that background information from the January work session from the town council. Feedback from the ambassadors prior to that. And then also just some additional insight and goals from us that we were conveying much of council's input on that. And that led to a what we heard you say document. We provided that to you before. I think in the first iteration of these concepts, this kind of formed that basis of their design work. And as you know, we have gone through multiple iterations, review processes, and we're down now to these two final logo concepts. So where we are today, we have these two in front of you. I think I've had a chance to discuss each with each of you individually and just talk through them. And so what a couple of things we want to kind of layout of where we are. First, these are these are key logos. These are, you know, representations. But this is not the full brand. And I just think it's really important to remember that this is a piece of the overall brand. But there are other aspects that come along with that. When we develop the full brand. Whether that is secondary marks ways that these are applied in different applications, perhaps tag lines or other wording that goes along with it. So this is one piece of it, nonetheless the goal is that this become familiar with Middleburg, right, for those inside and outside Middleburg. That if you see this, you think Middleburg. You think some place I want to go, especially as we consider who our target audiences are. So either these whichever direction we go with these. They're part of a bigger story. They're part of this process. And this goal of attracting visitors, attracting businesses and making those who live here feel great about their community. The applications that we have for either of these concepts are wide ranging. We've talked about this also before. This could be everything from apparel, gear, marketing. When we do events, when we do have sponsored items so that that way when we throw something up on the screen, Middleburg, you know, thank you to our sponsor, Middleburg, it's clear who we are first of all and second of all, it begins to develop that familiarity with it. I do want to make sure to reiterate and remind that this does not replace the town seal. This is maybe a compliment to it. This is something where the seal will continue to be the official seal of the town specifically and more directly as it relates to official business of the council. But they can still or it it will still be used in its appropriate time frame and in applications. So for tonight, our goals of being together here really is to seek direction on one of these two concepts. Pick one, to put it bluntly. Pick one. I will say our goal is to not try to redesign them, to tweak them, anything of that nature, we're I think we're kind of beyond that point. But to say let's take one and move forward, that we get consensus from the council as much as we can. I hope I'm not speaking out of turn if we are at a point where we want to talk a little about color, we might be able to talk about color, but that's kind of after we get to this discussion of choosing one of these to move forward with. And then at the end of this meeting, the goal hopefully being that Council Member Miller and I have the the guidance and consensus to go work with Shay and her team on the next steps and the continuing the implementation of this process. So Shay Carson Onorio is the president of Red Thinking. We've been working with her directly and her team, Melanie, and Juan each step of this way. And they've been invaluable and their insight and in their development of this. And if it's okay, I might just ask and see if she has any additional pieces or comments from her perspective as

the consultant from what they heard during this process, and also kind of how this may have led to the design and the concepts that you see before you.

**Shay Onorio:** Sure I'm happy too. Well, a little background. I started my company about six years ago and around the same time I realized that at the time a one year old, my husband then had his own company and me having my own in the brownstone in Old Town Alexandria, the walls were actually I could hear them bursting, we were completely out of space. And I cried the whole way behind a moving truck as we moved to Loudoun County. And five years later was one of the best decisions we ever made. But I cried, I definitely cried. And then in our journey to Loudoun County, we discovered Middleburg. We had not really there was the too far this and we knew about the Salamander, but at the time in our lives it didn't make sense. My husband is in the hospitality industry, so we started checking it out. And Cupcake the Miniature Horse is one of my six year old's best friends and we spent a lot of time in Middleburg and even knowing the owners of the [Inaudible] Oyster Bar. So it was a really interesting time in my life in that Danny and, you know, reached out and was introduced to us because I am a 42 year old business owner with a child living in Loudoun County. I am your target. I am one of your target audiences. So this became a little personal to me because I was like, you know, Here I have this opportunity to actually be behind the evolved Middleburg. So number one. Thank you. Number two, the timing was perfect. And so one of the things we do to Danny's point is what we heard you say document and we, Danny, Philip, myself and my team sat down and really talked about the deep sense of community. You know, there is that small town feel. But we also know that you've got to offer a modern yet authentic opportunity for those that don't live in the town to come experience Middleburg. You got kind of an allegiance to your tenants and retailers and restaurants that you're going to try to bring [inaudible] that are not residents. You've also got the, you know, relationship with Salamander that really broadens where people potentially are coming from. Even though we know that the higher percentage is DC Metro, there is a huge opportunity for the conference and the wedding and that aspect. And one of the biggest things that I found by I asked my team separately, asked three of them to go experience Middleburg. I said, I'll pay for lunch. I want you to go to Happy Hour at Salamander. I want you to go grab Oysters. I want you to go to the some of the shops. I want you to buy a top. I want you to experience it. And they had not had the experience there and what we realized was there really was this true authenticity and that you could tell even tourists that they spoke to in passing or those that employees at the restaurant or things like that, actually glad that Middleburg hadn't, quote unquote changed in 30 years per say. But they liked seeing the consistent evolution. So it was this merging of the two. And the fact that it has the feeling of a true village, not a resort town. And that's OK. The fact that you want to be seen as a friendly town. Experience that sense of community. You know, when they stopped and asked someone a question, didn't know they were this, it had to have been a resident and was quick to point one of the gals into the exact place she needed to go to and why and what she would love about it. So we also realized that you have this opportunity to not be a township that sees other townships as competition. You truly are unique. And that's just not that's not fake. So what we decided to do was we realized that the fox and the horse, you know, as you walk around and you see the different signs and logos, you just couldn't throw the baby out with the bathwater. And believe me, we went down that road. But we really kind of said, how do we evolve this and then welcome additional target markets, younger, older, et cetera in a classic, elegant, yet eccentric way. So how do we modernize this kind of rustic and pastoral area to be both aspirational and enchanting? So but also friendly. And so we didn't want anything corporate or anything to that point. And to Danny's point that [inaudible] will remain. And it will be as we go through the branding journey we will determine when that is used and when this is used. But you've heard me say the word again. I'll say one time it was an evolution of what exists in Middleburg. We didn't want to throw it out. So the final two that you guys are looking at are kind of the modern take on two really important elements of your township. Both the Fox and the Horse. But showing movement and really trying to kind of say, you know, and not force something either. You know we want as your branding partner when we introduced this new logo and what's to come after it, we want it to seem like a natural evolution of who Middleburg is. [inaudible] the community. That's kind of my standpoint to the final two. We've definitely gone through and learned a lot. I feel like I even as I go to King Street Oyster Bar for lunch sometimes I feel like I know more about Middleburg than I would ever thought to have known. But I think you've got some. I think you've got two logos there that are both quite

strong. The horse, a little bit more movement, but a little more contemporary. And you'll see in the fox that we tried to incorporate well actually in both kind of that stone wall look and appeal. Finally, from a typography standpoint, one of the things I had said to Danny is that we really want to try to always use that icon. But the beauty of that typography is that it can be used in different iterations too. Be it letterhead and the font you use when you're sending a letter to someone, business cards, etc. It's kind of it's a good twist of modern yet traditional.

**Danny Davis:** Awesome. Thank you Shay. That's super helpful and that's all I have. So I'll turn it over to Mayor to you or Council Member Miller.

**Bridge Littleton:** Yeah. So, Shay, thank you very much. I appreciate all your guys. You know, really hard work. If you've got two really great options for us to talk about and look at. Before we sort of dive into it I just want to ask Phillip, you know, if there's anything you want to add in or any perspectives or whatnot since. You know, you've really been heading this whole thing up and driving it from from the very beginning.

**Philip Miller:** You want me to beat a dead horse?

**Bridge Littleton:** We haven't been there for it. So for us, it's all brand new.

**Philip Miller:** Well, you've all been involved. I mean, you all know exactly the steps and the tedium that we've gone through for the most part. And these logos have not been just out of the box. I mean, this is these have gone through rounds of changes and conceptual and idea changes. And these are two very strong options for directions that we can take the Middleburg brand. I think the question just becomes, you know, one of basically which animal we want to be represented by. All the elements are very similar in both. And I think that they both represent the town very aware very well, especially when we go back and look at that at all of the different things that we said, the word clouds and, you know, all of the themes are all here and they're all very original and rustic. They're not too super modern. But I think the the big thing just comes down to which one we think will do more for us, I think in terms of marketing and tourism, I think is really a big focus because I think they both represent the town very, very well.

**Bridge Littleton:** Awesome. Thanks. I think, you know, the other thing to is which that I've been so, you know, Danny has everybody seen these in advance tonight. Okay. So one of the things that when Danny showed to me that I was thinking about, too, was which one gives us the most options of things to do with, you know, which one has. Not versatility, but, you know, things we can do multiple things with which I thought was a some some had said that it was when we were doing the previous logo's. Right. There's one logo that I think we all like, both sort of like, God. You can't do anything else with it, though. It's really only kind of one thing. So how do you want to do this? Do we just want to start over there and go on down and see how everybody feels.

**Kevin Daly:** Why don't you do a quick consensus just said hold up. Hold up one. Everyone hold what they think initial we might have consensus right off the bat. Yeah.

**Bridge Littleton:** Why not.

**Darlene Kirk:** Just everybody remember, we only have like 45 more minutes.

**Bridge Littleton:** Yeah. So we'll be quick. All right. So whichever you like. 1, 2, 3 foxes and 4 horses.

**Darlene Kirk:** Now I don't like the horse at all. I'll tell you why the horse could.

**Bridge Littleton:** Hold on. Hold on. I'm going to start down there and work it this way.

**Kevin Daly:** Well, the reason I went with the Fox am quick story and start out in the Army. First there is the all hias the Kaiser, then the cavalryman, then the Calvary Men's horse. Then there's nothing. Then there's the infantry. The thing with the horse? I don't know I've ridden horses. My wife rides horses. But it feels too elitist. I like the the Fox. That was the first thing that drew me into the town when I first came rolling in, it was. Relax you're in the village. And here's this fox just curled up and resting and sleeping. And that meant it was I found Middleburg very relaxing. It was a great town to walk in. It's still a great town to walk in. That's why I liked the fox.

**Cindy Pearson:** Ok. Same to you. I like the fox. As for the many years I've worked here. It's always been the fox that has been something that we have associated with. And I think it just. I like the peacefulness of the Fox. I'm not a fan of the horse. I don't think it's a horse that suits our territory. It's a little too contemporary for my tastes being the older section. I believe it. I do believe younger people would like it better than I do. But I just think the fox is more suitable [inaudible]

**Peter Leonard-Morgan:** So I am a huge fan of the Fox, but I'm looking I think I'm looking at a bigger picture basis, which is we are a major equestrian area and I feel that it really tells a story about what Middleburg is. I also love the fact that the horse is a little bit ahead of the stone wall. Originally I thought it was not centered properly, but I realize I realize now what the effort was there and so for. And I love that stonewall because that's another part of Middleburg that is so recognized. So. Well, I would suggest. Well, I won't suggest anymore. That's it right now.

**Bridge Littleton:** So a couple of things on it. So the reason I like the horses because it shows movement. Right. It's also an expression of activity, action, fun. You know that the fox is great. I'm not saying, you know, but it's sterile. It's a crest, right. It's like something you'd see on your coat of arms. And the thing I like about the horse, too, is you can actually pull component parts if you want to. If you just want to use the horse for something, you can just use the horse. If we just wanna have this or if you just want to have the stone wall. Right. You can use that. You can't really pull apart the crest. And the other thing is and I think that out who was had mentioned this when I was talking to them about it, you know, our town seal, which is never going to change, already has the fox in it. So if the town wants to use something with a fox, we've already got it. You know, if we limit our optionality, if we want to have an expression of equestrianism without having something that has a horse in it. So I think, you know, like I said, trying to figure out as many options in our, you know, because again, we're all sitting here today and this is gonna be something we adopt for 20 or 30 years. Right. So I'm trying to be thoughtful about what works today, but what also has to work for the next council and the next council and the next council. You know, so thinking about the fact we've got this kind of looks like a right to seal, its like a crest. So we've got that. We can use that whenever we want to. It was one of the things I liked about the horse as well. And the last thing is it just hit me right now. And I actually pulled it up. I was looking at this I'm going it reminds me of something. What does it remind me of? [off mic] What's that? [off mic] No. National Park Service. I mean, it's not the same thing, but it's, you know, that's got mountains in it. The the stone looks kind of like a mountain. It's the same shape of it.

And so anyway, not that that's a bad thing, it's just, you know, I don't know if that. And not being a marketing person, does that create confusion. I don't know. So, yeah, sort of like what Peter said. I liked the additional capabilities the horse gives us going down the road because we need to speak to other people outside of just what we all love about the fox, about foxes. So anyway.

**Darlene Kirk:** I totally disagree with a hundred percent. Middleburg's always been associated with the fox and this particular fox as the crest will stand alone. The horse is not going to stand alone. The horse could be anywhere. It could be half a dozen places in Virginia or for that matter. It could be Maryland or anything. It's just a horse jumping a fence. It doesn't say Middleburg. The fox has long been associated. Half the people who come here have seen the Fox brand and they know it. They see it around the town. They expect to see it. And I think to not have it and what's gonna be our branding is just wrong. The other thing and I was thinking. [off mic]. Well, I know, but it's been being overlooked then is what I'll say, because I still do think it's wrong. But she has also said that they're gonna and Philip, my dear friend here,

has said many times they're going to draw from this. So they may draw put at some point pull out the full fox to do either like on a bottom page thing or a header or a footer something like that. So that doesn't mean that there is can't be more options to it other than just the crest. But I think the horse is just I think it's wrong. I just don't like it.

**Philip Miller:** [off mic] I like them both, but I prefer the horse. I prefer the horse from a strategic perspective. When you go through town. Yes. We all love the fox. I love the relax, you're in the village sign. It's one of the things that attracted me to Middleburg. We have 37 different foxes when you walk through town. You've got the red fox. You've got what used to be what is still up there on the bank. You've got the sporting library, you've got the little red signs that say shopping and dining this way. You've got we're foxed out. We are saturated with foxes. So we have to compete with that to be and look official. And I have an issue with that. And I don't think that we're killing the Fox. We have so many foxes. We're still going to see foxes everywhere. This separates the town branding and we still have, as Bridge. said, the seal, which obviously isn't going anywhere. We have the fox and I like the motion and the aspirational nature of the horse. I think that it's strongly I think that it's alluring for people who haven't been out here before.

**Bud Jacobs:** I'm really torn because I like both of them. [laughter] The I favor the horse in part because I think it represents equine industries in the area which are far more important to the town and to its image than just foxhunting, which if you want to talk about an elitist undertaking, is certainly a more narrow segment of the market than people who like horses and ride and so on, so forth. That said, and everything everyone has said about the movement and moving ahead, I think that's all exactly right. The only concern I have, it's not a strong one, but as a general rule in branding, you want to be fairly consistent in branding. And that could be an argument for a symbol, an emblem looking more like a fox than a horse. We're gonna be unveiling the Fox statue on December 7th. We've got all the far as you say, we're out. We're not outfoxed. We're over Foxed. And I think maybe that's something to just ponder a little bit before we pull the trigger. We are we are going to have not conflicting brands with the horse. Maybe they're complementary, but there is a little dissonance there, I would say.

**Chris Bernard:** So I'm going to come at it from all different perspective. I like the horse logo better. I wish it was a fox jumping over a wall. So I think Middleburg is very much a fox town. It's very much a horse town. And at the same rate that we're foxed out, I think we're horsed out as well. So I think the difference between the two is negligible. I'd prefer to see the fox in a more of a motion heavy logo like the the horse logo. I think it also lends itself to maybe a pop of color. You know, if you use the orange right. Yeah, I'm not I'm not crazy about the Fox logo, but I like the Fox better if that makes any sense.

**Cindy Pearson:** I forgot to mention my. I know we're not supposed to mess with the design. The design is what it is, but I can hear sorry people saying that the horse does not look like the horses we have here. And I'm not saying you can't have the motion. I'd say still have it. I think it's just to cut if that makes sense. [off mic] [laughter]. And it doesn't need to be filled in that much. Yeah, but if it was just filled in some. I don't know. I can't. That looks more like one of those things. You just play on the steps with slinkys. Yeah. That's kind of what that reminds me of.

**Chris Bernard:** [off mic]

**Cindy Pearson:** [off mic] another step to go to.

**Bridge Littleton:** One second, Kevin had his hand up.

**Kevin Daly:** Yeah I know. I'm going to concur with Chris on that. [Inaudible] agreement with the others. I'm not that keen on the shield. I do like the wall that the horse has, but you can show the motion by having the fox leaping the wall also going forward. Or why couldn't we have them both together?



**Bridge Littleton:** Shay, let me ask you a question. Did you guys try instead of a horse leaping over the wall, the fox, a fox leaping over the wall?

**Shay Onorio:** That was one of the iterations that we did. It was hard to communicate the movement. Danny, Philip and my team and I had a conversation about the horse being easier to have the movement. It's certainly something we can entertain. Listen, I understand the council. Everybody has their opinion. It's a little bit committee designed by committee, which is always my favorite thing, but at this point we [inaudible].

**Bridge Littleton:** Shay, that's a good point. You know, I forgot about that, so. Yeah. All right. All right. Right. exact- we're not going to redesign this. It's one of the other. Right. And they could. They can make a little tweaks based on or whatever. But we're not going to redo it with a fox because you guys have done all that hard work. You looked at it and all that stuff.

**Philip Miller:** Can I can I just add a little bit of color to that? So I just. Sorry. Go next. So if we choose one of these directions, there are going to be secondary logos and the full brand identity. Other things that come out of it. There's opportunity to put a fox somewhere if we go with the horse potentially.

**Bridge Littleton:** Okay. Darlene.

**Darlene Kirk:** Okay. First of all, everyone up here said when they came first came to town and you've been here a long time. I know. As I. Cindy. You came here because you saw the fox and the rest in the village. Now it looks like we're going towards the horse. And I understand that because it does appeal to more people. And children love the horse, too. But the fox has long been Middleburg's logo and sort of has always been a part of the town since well before me and before your parents as well. And Cindy, you said something about the horse, maybe in color. Remember the other color logo we had? That had the horse, so that didn't really work. A horse in color had to be sort of a horse color. So I just want to mention that. [off mic]

**Bridge Littleton:** No, no, I understand that. I mean, we had to given the direction tonight. So my question. So here's my question. I guess we vote. But is anybody changing their choice of direction? [off mic] Kevin?

**Kevin Daly:** Yeah. In listening to everyone here. So I'm not an expert on branding, but like most of us. But we do have the fox within the town and, you know, listening to Phillip, yeah. Yeah, I would say. We have the fox. It's never going to go away. We can have the horse.

**Bridge Littleton:** Ok. Cindy, yeah.

**Cindy Pearson:** [off mic]

**Bridge Littleton:** It looks origami-ish. That's what I thought.

**Cindy Pearson:** [off mic]

**Bridge Littleton:** OK. So.

**Darlene Kirk:** I won't change my mind.

**Bridge Littleton:** No, it's fine. Darlene, you don't have to change your mind. We're not asking you to change your mind.

**Darlene Kirk:** I don't support that as a logo. It's not. It's just a picture of a horse. [off mic]

**Bridge Littleton:** Understood. Understood. So I think where we basically are is the consensus is to go forward with this one. And I guess what happens? What's that?

**Darlene Kirk:** That's wrong.

**Bridge Littleton:** So Darlene, you have to be respectful of everybody else's choice.

**Darlene Kirk:** I am. I am.

**Bridge Littleton:** We're respecting your disagreement.

**Darlene Kirk:** But I'm not sure we're respecting the towns.

**Bridge Littleton:** But Darlene, Darlene, we all have equally valid opinions to yours. So we're not wrong. We're just different.

**Darlene Kirk:** I'm not saying you're wrong.

**Bridge Littleton:** You said it's wrong.

**Darlene Kirk:** I said this is wrong. [off mic]

**Bridge Littleton:** Understood. It's duly noted. But I think this is the direction the rest want to go with. So, you know, we all are going to respect everybody's individual opinion. So what is next for you guys? You're going to take this as a starting concept, right. And come up with more iterations or feedback or.

**Danny Davis:** Yeah. I mean, I think we're we're at the very tweaking stage, I think is the right word. If that's an official word, next, we go to color, typography, secondary logos, all that kind of stuff.

**Darlene Kirk:** Isn't this the typography?

**Danny Davis:** If there's a secondary font for let's say we have an event that we're putting underneath our logo. Something like that. [off mic] [multiple speakers]

**Kevin Daly:** For what it's worth, I really like the font on both of these pages. Oh they're the same.

**Danny Davis:** I do think I will say in terms of this for for the application of just Middleburg, Virginia, this font, the flow, I've pulled it apart from the icon itself and just looked at it by itself and it really, really pops has got a really nice. [off mic] That's exactly it. Right. Right.

**Darlene Kirk:** [off mic]

**Danny Davis:** So everyone strongly conceded that that was the favorite. [off mic] So I do think then we will we will go with then going through color options and iterations. And you know, I think there's the challenge here of how to get something that is that is useful in a number of applications, but also still allows it to to pop in its own way.

**Bridge Littleton:** So let me ask a question, Shay and Philip, this is kind of for you guys, because I want to you know, I do think it's important that as we go forward, you know, we are just thoughtful of any suggestions or ideas [inaudible] may have. So, I mean, you guys are the arbitrators at the end of this. Right, because you're the professionals in branding and all that kind of stuff. But would it be inappropriate for us to give any notes or bullet ideas or thoughts that we like, send it to your point about maybe a more

filled in, you know, version of or whatever. Yeah, we can give you guys feedback on what we think about this one. [off mic] Or whoever we'll give it to, you know, we'll give it to Philip and Danny and they can give it to Shay and you guys can, you know, take that feedback, not take it. But at least, you know, since we got a direction now and to Darlene's point, if there's a fox jumping over the fence, you know, I'm just.

**Darlene Kirk:** [off mic]

**Bridge Littleton:** Yeah, I got it. Got it.

**Darlene Kirk:** [off mic] I'm sorry. How much of a business out here really is the horse? Because the only place you can ride is either Salamander or down here at a farm. There's not many places you can actually do any horse riding here. It's gone. I mean, there really is no place.

**Bridge Littleton:** So Darlene. We're not. It's been decided.

**Darlene Kirk:** I know. I'm just asking a question.

**Bridge Littleton:** To what end?

**Darlene Kirk:** Just to my satisfaction.

**Peter Leonard-Morgan:** So I think there are dozens and dozens of stables all around Middleburg. Yeah. [off mic]

**Bridge Littleton:** I mean, no one comes out to a Fox race. Everybody comes out to a horse race.

**Darlene Kirk:** Not everybody.

**Bridge Littleton:** Well, thousands.

**Darlene Kirk:** What do they come in to town on the parade day? The fox.

**Bridge Littleton:** And the hounds and the horses. Not Foxes.

**Darlene Kirk:** [off mic]

**Bridge Littleton:** We're gonna move on. So. So anyway, what we'll do is if, you know, maybe like by the end of the week, since this is fresh in everybody's mind, let's just if you got any notes or bullet points or ideas or thoughts, you want to e-mail them to Danny and to Philip. Yeah. [off mic] What else are you doing on Thursday. [off mic] Just shoot an email to Danny and to Philip you know again. Any ideas or thoughts. Nothing's wrong. Any input you want to give on on this one. And then you guys just take it for what it's worth.

**Danny Davis:** And I will say that yeah. A lot of the feedback we heard from the ambassadors, but of course in discussions with council was the idea of the pastoral, you know, nature when you're driving out this way from Gilbert's Corner, whatever it might be. And so integrating that idea into our as we're looking at color schemes and other pieces, I think will be a key part not to get all flowery or anything, but just to say that, you know, we want to make sure we kind of have this grounding to, you know, the sense of whether it's open space, earth, things like that as we look at color palettes.

**Bridge Littleton:** Darlene.

**Darlene Kirk:** Just look at his jacket. I mean, that's the color palette of Middleburg it's cut the oranges and the greens and the browns. I mean [inaudible]

**Danny Davis:** I'll send you a text Shay.

**Kevin Daly:** I disagree. I think it's what Bud is wearing. Pattern on pattern is important.

**Darlene Kirk:** I was actually being serious. Cause it is the colors. [off mic]

**Bridge Littleton:** Is there anything else you guys need us to cover tonight for the meeting?

**Danny Davis:** I feel comfortable with the direction. Philip, Shay, anything else you need directly from the council at this time?

**Shay Onorio:** No, I don't believe so. Danny and Philip if you guys can. You obviously have been paying careful attention. Let's just collect the notes and if you guys are aiming for the end of the week, I know it's the holidays then we can touch base maybe Monday or Tuesday with my team. And determine kind of which direction we want to go with iterations, etc.. And then we can talk through timing and next steps. You know, I tell every single client doesn't matter if it's a township or an major corporation, that the logo is always the most sensitive part of any sort of rebrand or branding journey. So you're none of you are alone. Always when someone says to me, how long will this take? And I always say, well, it's really kind of going to be up to you. [inaudible] Yeah, right. So let's collect those notes. And then Danny, you and I and the team and when Philip is available can hop on the phone and keep this moving and I look forward to meeting all of you face to face soon.

**Danny Davis:** Awesome.

**Bridge Littleton:** Thank you very much. Thank you, Shay. So and I just want to say thank you to you guys and your team as well for working as hard as you did. Meeting with his May folks in town as you did and coming up with, you know, some really, really great options. I mean, you made it very difficult for us, which is good. Right. So thank you. Thank you very much.

**Shay Onorio:** You're more than welcome. We'll get to the finish line. And Danny, why don't you try to connect either through text or through e-mail or pigeon carrier on Monday?

**Danny Davis:** Yeah. Sounds good. Thanks Shay.

**Bridge Littleton:** You too, have a great Thanksgiving. Last thing I want to say, too, is I want to say thank you to Philip and Danny and Jamie for all the work you guys did with all the folks in town, the ambassadors, the marketing folks. I mean, having to get this thing restarted after the first people sort of let us down. You know, that's a lot of effort. I mean, you know, to get to where we are today and thank you guys very much for all your perseverance. And Philip, it's worth all the money you got out of it. [laughter] And is there anything else? [off mic] And you know, just for you, Philip, we're going to end 15 minutes early tonight. And Danny there was nothing else? Rhonda, there's nothing else we need to do? Unless there's anything else, we will adjourn the meeting. All right. Thank you all very much.