

City of Montgomery
Government Affairs Committee Minutes
June 8, 2020

Present

Brian Riblet, City Manager
Tracy Roblero, Asst. City Manager/Acting Comm. Dev. Dir.
Connie Gaylor, Clerk of Council
Matthew Vanderhorst, Community and Information Services Director
Faith Lynch, Communications and Engagement Coordinator
Shawn Cooper, Customer Service Representative
Nichole Roberts, Kolar and Rasor Marketing
Kegan Riley, Kolar and Rasor Marketing
Grace Hall, Miami University Student

City Council Committee Members Present

Gerri Harbison, Chair
Craig Margolis
Lynda Roesch, Teleconference

The Government Affairs Committee of Council convened its meeting for June 8, 2020 at 4:30 p.m. in person and by telephone conference via Zoom with Mrs. Harbison presiding. This remote access meeting was allowed by emergency legislation adopted last week by the Ohio General Assembly and approved by the Governor. The emergency legislation added language to RC Section 121.22 allowing public meetings by telephone conference during the current pandemic and declared State of Emergency. As required by the statute, notice of the telephonic meeting was publicized more than 24 hours in advance to allow public access through the same conference call in service. The public was also given a backup number to call in the event there were technical difficulties. This notice was posted on the City's website and a similar Notice was sent to The Cincinnati Enquirer.

Commission Logo Recommendation (Community and Information Services)

Mr. Vanderhorst explained the City is nearing the end of the City's branding campaign with one of the last items being the approval of Board and Commission logos. The City has worked with Kolar and Rasor Marketing, in partnership with Grace Hall, Miami University student to create several logo versions for each Commission. A survey was sent to the six external boards and commissions with three choices to vote on. The survey lasted from May 6 - May 20. Nichole Roberts and Kegan Riley presented the results of the survey to the Committee.

A total of 33 members participated with the following breakdown:

Parks & Recreation: 7 (21.2%)
Sister Cities: 4 (12.1%)
Arts: 5 (15.2%)
Beautification & Tree: 8 (24.2%)
Environmental Advisory: 4 (12.1%)
Landmarks: 5 (15.2%)

Ms. Roesch stated she never received the survey and would like to be able to vote. She stated the number of responses was not enough to make a decision.

Mr. Vanderhorst explained it was sent two times with a follow up email to each of the Commission members. Mrs. Lynch further commented that with the timing of the survey and Covid-19, many Commission members may have not had time to respond.

Ms. Roberts continued the presentation showing the style preferences questions. The survey gave three options of Style:

- Option 1: Single object/Single color
- Option 2: Scene of Objects/Two Colors
- Option 3: Starburst Background

Option 3 was the most preferred overall with the starburst background. Option 2 is the least preferred.

The next question on the survey was the logo design preferences showing the following results:

- Parks & Recreation Commission - Option 2 was the most preferred with Option 1 being the least preferred.
- Sister Cities Commission - Option 3 was the most preferred with Option 2 being the least preferred.
- Beautification & Tree Commission - Option 3 was the most preferred with Option 2 being the least preferred.
- Environmental Advisory Commission - Option 2 was the most preferred with Option 1 being the least preferred.
- Landmarks Commission - Option 1 was the most preferred with Option 2 being the least preferred.
- Arts Commission - Option 1 was the most preferred with Option 3 being the least preferred.

Ms. Roberts continued the presentation explaining the Color Strategy portion of the survey. The questions asked were:

- Which of the following Color Strategies do you most prefer for the board and commission logos?
- Which accent color(s) best complement the City's existing palette?
- Should color be a distinguishing factor between external & internal logos.

The options given were one accent color, two accent colors and three accent colors. Three accent color option was most preferred, and the one accent color was the least preferred option.

Ms. Roberts further explained the design insights and recommendations of logos. The Starburst background would be used on all logos for system continuity - similar to our normal City logo. The system colors for each logo would be Red for all Internal boards and commissions, Green for external, nature-based commissions and Sky Blue for external, heritage and culture-based commissions. Ms. Roberts then showed each finished logo concept for each board or commission.

Mrs. Harbison asked why the Environmental Advisory Commission had changed from the preferred design to the design shown.

Ms. Roberts explained that some preferred design concepts needed simplified to read best on the starburst background.

Finally, Ms. Roberts showed the final designs with the text included and welcomed any additional feedback.

Ms. Roesch recommended taking the results back to each commission to discuss and get additional feedback before making a final decision. Mrs. Harbison and Vice Mayor Margolis agreed.

Mrs. Harbison thanked them for their presentation and confirmed Staff will review the designs with each Commission before moving forward.

Other Business

Mr. Riblet explained the State of Ohio is allowing playgrounds to reopen as of Wednesday, June 10; however, the City is waiting on further guidance from the Hamilton County Health Department on the guidelines for doing so. The guidelines state that high-touch surfaces would have to be cleaned once every hour and this is not a feasible option for our staff. Mr. Riblet stated he is in the process of getting clarification on the specifics. He stated, the City will have signs made encouraging social distancing and a further update will be made after the meeting with the Health Department.

Mr. Riblet reminded the Committee the Montgomery Community Pool will be opening on Monday, June 15. He stated that reservations were already being made and almost sold out for the first day.

Minutes

Vice Mayor Margolis moved to accept the May 11, 2020 Government Affairs Committee minutes. Ms. Roesch seconded. The Committee unanimously agreed.

Adjournment

Vice Mayor Margolis moved for adjournment. Ms. Roesch seconded. The Committee unanimously agreed. The Governmental Affairs Committee of Council meeting was adjourned at 5:00 p.m.



Chair