

City of Grand Blanc
Steering Committee
Tuesday, September 17, 2019
8:00 a.m.

1. Call to Order
2. Public Comment (Limited to 3 minutes)
3. Approval of Minutes of August 27, 2019 (Enclosure 1)
4. Branding Discussion
 - a. Logo Trademark
5. Welcome signs (Enclosure 2)
6. Miscellaneous
7. Next Meeting Date - October 22, 2019 at 8:00 a.m.
8. Adjournment


City of Grand Blanc
Steering Committee Minutes
Tuesday, August 27, 2019
8:00 a.m.

Present: Susan Soderstrom, Chris Carr, Julie Nielsen
Absent: Wendy Jean-Buhrer, Liz Lissner, Kim Turner
Staff: Christina Irwin
Others: None

The following items were discussed:

1. The meeting was called to order at 8:06 a.m.
2. Public comment - none.
3. Approval of minutes from April 30, 2019
Motion to approve minutes from April 30, 2019 by Nielsen, supported by Carr.
Motion carried by all verbal vote.
4. Font Discussion
Committee discussed the proposal of standardizing fonts across all uses.
Committee consensus was to use the font closest to the font in the logo.
5. Branding Discussion -
 - a. Logo Trademark -
Irwin stated she would discuss with the City Manager for an update.
Committee would like to know how other city's handle this piece
and the cost associated. Committee will revisit this at a later date.
6. Welcome Signs -
Irwin presented the welcome signs at the south and north end of Saginaw Street for review. The Beautification Committee would like to have the signs possibly redone. The posts need to be painted and current City logo colors might look nice. Steering Committee discussed the possible color schemes.
Committee asked if Keri LaRange could mock up Welcome Signs to help visualize the various requests.
7. Next meeting date - September 17, 2019 at 8:00 a.m.
8. Miscellaneous -
Committee reviewed the new website design. Website is currently in the development stages.
9. The meeting was adjourned at 8:55 A.M.

Respectfully Submitted,



Christina Irwin
Acting Recording Secretary
Steering Committee



