



**MERIDIAN**  
development corp.  
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33 E. Broadway Ave.  
Meridian, ID 83642  
208.477.1632  
[www.meridiandevdevelopmentcorp.com](http://www.meridiandevdevelopmentcorp.com)

**WAYFINDING AND SIGNAGE COMMITTEE MINUTES**  
**Wednesday, November 19, 2014**  
**3pm**  
**City Hall, North Conference Room**

Attendees: Ashley Squyres, Dave Winder, Dan Basalone, Brian McClure, Eric Jensen and C. Jay Coles

**1) Branding:**

**A. Review of stakeholder comments**

The committee reviewed the stakeholder comments.

**B. Discussion of the three options**

Based upon the stakeholder comments, the committee reviewed each of the three options. The following discussion was had:

Option #1:

This is no longer considered an option moving forward. The angle of the logo will make it cumbersome for use in the future.

Option #2:

Out of options #2 and #3, the committee and DBA felt this is the most viable and easy to incorporate option. That said, the committee would like to see more variations. They would like to see the split corridor roadway pattern moved. They would like to have the split at the bottom on the logo and to show the roadway farther to the north as this would be more representative of downtown. Both groups felt strongly regarding this as the area south of the railroad tracks is not considered as downtown Meridian. The groups would also like to see the downtown banner moved farther up and other options for this including different fonts or ways of showing the word downtown. Concerns are that this looks too similar to the City of Boise's downtown parking logo as shown. The groups were not enthralled with the green option and would like to use the original color palette or yellow and orange.

Option #3:

While the MYAC group did not care for this logo, members of the DBA did and that has to be an important consideration given that they will be the organization that will utilize this logo the most. Many would like to see the rays

of sun have more of a hand-drawn feel and that the word Meridian needs to be in a darker color as we are concerned it will not show on the signage.

### **C. Next steps**

Before communicating with CH2M Hill, MDC will await any final comments from the MDBA meeting on Friday. Once received, Ashley will meet with the consultant and determine the next steps for the modifications.

## **2) Kiosks:**

### **A. Review of bid for modifying existing kiosks**

The committee reviewed the bid for modifying the three kiosks to fix the warping issue. The committee will recommend approval of the bid to the board.

### **B. Review of bid for three new kiosks**

The committee reviewed the bid for the design and construction of the three new kiosks. Ashley stated that she has asked the contractor to revise to include permitting and installation costs. Brian McClure stated that the bid should be modified to include extra panels.

### **C. Discussion of potential locations for new kiosks**

The committee discussed that potential locations should include:

- 1) The Boys and Girls Club
- 2) Storey Park
- 3) Near Cherry and Main
- 4) Centennial Park