



MERIDIAN
development corp.
REVIVE • RENEW • REDEFINE

33 E. Broadway Ave.
Meridian, ID 83642
208.477.1632
www.meridiandevlopmentcorp.com

WAYFINDING AND SIGNAGE COMMITTEE MINUTES
Wednesday, August 20, 2014
3pm
City Hall, North Conference Room

Attendees: Ashley Squyres, Dan Basalone, James Fullinwider, Brian McClure, Eric Jensen, Emily Kane and Dave Winder

1) Branding Study Update – Ashley

Ashley reviewed the Technical Memo outlining the results of the research phase from CH2M Hill with the committee and the desired feedback needed by August 26. The tentative schedule is as follows:

August 26: Comments due on the technical memo

September 01: Draft report to MDC includes logo options, key messaging and an implementation plan

Week of September 10: Meeting to discuss the report

Week of September 16: Final report delivery

2) Historical Walking Tour Update – Jacy

Jacy was unable to attend the committee meeting but provided a memo to the committee outlining the next steps with the historical walking tour and the West Ada County School District and for the next phase of the tour. The Mayor requested a map to show each destination associated with Phase II.

3) Utility Box Art Wrap Update – Emily

Emily presented the first utility box art wrap that was created by a student in the school district. This is anticipated to be located at either Pine and Main or Franklin and Main. Emily provided a map that delineates where future wraps may be placed. The city is working with ACHD to modify the license agreement to allow for these wraps.

4) Review of Budget Items for FY15

Ashley reviewed the applicable Wayfinding and Signage projects that were approved with the FY15 budget with the committee.