

STATE OF TEXAS §

COUNTY OF TARRANT §

CITY OF BEDFORD §

The City Council of the City of Bedford, Texas, met in work session at 6:00 p.m. in the Bedford Law Enforcement Center at 2121 L. Don Dodson Drive on the 8th day of April 2010 with the following members present:

Jim Story	Mayor
Chris Brown	Council Members
Ray Champney	
Roger Fisher	
Lori Nail	
Roy Savage	
Roy W. Turner	

Constituting a quorum.

Staff present included:

Beverly Queen	City Manager
David Miller	Interim Deputy City Manager
Michael Wells	Acting City Secretary
Jill McAdams	Human Resources Director
Bill Syblon	Development Director
Mirenda McQuagge-Walden	Managing Director of Community Services

WORK SESSION

Mayor called the work session to order at 6:00 p.m.

1) Presentations from Torch Creative and Switch Creative Group regarding rebranding.

Councilman Fisher gave a brief overview of the rebranding process. The City sent out a Request for Proposal and received six responses ranging in price from \$6,000 to \$126,000. The Rebranding Committee did a round of interviews with three of the companies. They delineated the scope further and got some more specifics. Two of the companies stuck out in the Committee's mind and they will both give presentations to Council tonight.

He first introduced Mike Thurman and Brad Bishop of Torch Creative. They are a small agency started in 2005 and located in Dallas. They focus a lot on sports branding and have developed relationships with the NHL and NBA as well as colleges and universities. They have worked with other areas including most recently developing the City of Southlake's new logo.

Their approach to branding is the same with every project. They like to keep logos classic and clean and to have them work on several levels. Their process is to start with a sketchbook and pen and paper and come up with as many free flowing thoughts as they can. They do baseline research on the City to see what it has to offer as well as its unique traits and characteristics. They also do research as it relates to the specific project including trademarks. From there they move onto concept development where they come to the Council with a bigger picture to explain the reasoning for the concepts and try and come up with something that is as unique as possible. After a concept is chosen, the next step is concept

refinement. From there they then move onto final design selection and deliverables to include horizontal and vertical formats, black and white and color formats, breakouts of the logo, and usage guidelines. Their timeframe based on the City's feedback, Rebranding Committee and Council meetings, presentations, etc. usually ranges from 12-15 weeks. Their cost estimate includes the timeline, the logo as well as the usage guidelines. In regards to a position statement, they stated that this would be developed during the research.

Roger Fisher then introduced Kimi Dallman and Glen Collins of Switch Creative Group and Dwight Fletcher of Spearfish. Switch Creative is a Dallas-based group started in 2004 and they currently have ten employees. They are a boutique creative services and branding firm that focuses on foundational rebranding packages for clients of all shapes and sizes. As a business, they are not a traditional advertising agency. They invest in resources that contribute to design and creativity. They are not consumer insight specialists in building a knowledge base for certain complex projects. Instead they rely on Spearfish as it shares their philosophy about consumer insights and market research.

Mr. Fletcher then spoke about Spearfish which was started in 2000. Their goal is to develop core ideas to base a campaign around and build a business mission. They are strictly dedicated to positioning work, new product development, concept testing, naming, and brainstorming. He stated the key is get the perspectives of the Council upfront and then obtain the perspectives of the residents of Bedford on how they feel about the rebranding and have them validate the direction Council is going. At the end of the day they would come up with positioning statements and make sure they are rock solid with Council and the citizens of Bedford. They will come up with theme lines and logos at the same time.

Mr. Collins stated they will take these insights and will collaborate with Spearfish and come up with different messages. They will then create a black and white pallet of a few different logo identities in lockstep with a new motto. They would then do a color study to bring the logo to life and consider it for every media environment possible. Another major component is the brand usage guidelines. The timeline for everything to come together would be about five to six weeks.

Mr. Fletcher stated the process would involve a two hour meeting with Council to get initial feedback. They would take this feedback and formulate a discussion guide for the focus groups. He is recommending two two hour focus groups outside in the community. They would then take the information from those groups and present the most viable positioning directions and present four or five to Council. They will then get approval of a positioning statement and then they will develop theme lines or mottos that will express the exact positioning statement in parallel with developing a logo.

After the presentations were completed and further discussion, Council was of the consensus to bring an action item to the April 13, 2010 Council meeting authorizing staff to negotiate with one of these firms with a set time frame contingent upon negotiating a successful contract within that time period.

2) Update on the 183 expansion to include aesthetics, drainage, utilities and traffic.

Interim Deputy City Manager David Miller gave an update on the 183 expansion. The deadline for a decision on aesthetics has been moved to April 15 because the design team also has a deadline to meet. Maribel Chavez of TXDoT recently called a meeting of the mayors first to apologize to the entities and secondly to get a consensus on the direction they wanted to go. Bedford has 45% of the mileage, 38% of the signage and 30% of the intersections. The consensus of the cities at that time was to keep aesthetics below \$11.5 million. Mayor Story stated that if the entities wanted to go over that amount, he wanted the vote to be pro-rated.

The primary issue that came up as far as what cities did or did not want happened to be the most expensive aspect of the project which was the desire for round columns or square columns, round columns being the original design element that TXDoT always builds. The cost of square columns all the way through the corridor is approximately \$2 million. The general feel among the committee was to

do a combination of the two. The biggest price then was staining the columns and putting in a form liner. The majority of the group did not want to spend the \$5 million to stain the columns. They instead wanted to use that money to go back into the project to address aesthetics individually at intersections and put the primary focus on what people will see.

Mr. Miller then went over a spreadsheet that was developed by staff which removed the column staining and inserted items that deal directly with the intersections and that affect the aesthetic view of those people traveling 30 mph on the service roads. These include:

- Bridge superstructure staining and cap staining – Cap staining costs approximately \$700,000 and staff would like to give that up at the next Committee meeting. A majority of the cities liked the striping on the bridge.
- City name at underpasses – It was decided not to do put the City name on overpasses which would cost approximately \$100,000 corridor wide.
- Retaining walls - These walls are form lined and can be three different depths. The price listed is the cost for having the least amount of depth.
- Noise walls - TXDoT is required to get public input regarding noise walls. They will have to sit down with homeowners and businesses who can opt not to have them or, if they do want the walls, to choose the finish. They can also pick which form liner is to be used. TXDoT missed putting form liners in the contract and it is now included in the aesthetics at a cost of approximately \$200,000.
- Hardscape – This item is for sidewalks and crosswalks that delineate crosswalks and intersections. The price for this item is \$1 million corridor wide.
- Decorative Fencing – This item goes along the bridge rail for cross street and will enhance every bridge along corridor. It is included because it is an intersection enhancing feature. The type of fencing has to be consistent along the corridor. It can be included as a local option. Centra is responsible for all maintenance on the fences for 52 years.
- Lighting for crossing bridges – Bridges along the corridor would have this lighting going across the intersection at a cost of approximately \$700,000.
- Signal lights and illuminated signs – The cities were in favor of the powder coated signal lights.
- Landscaping – This item would include low maintenance trees like crepe myrtles and live oaks as well as native grass, etc. There was a desire to put in landscaping that would irrigate well for the first couple of years and then become low maintenance at a cost of approximately \$2.3 million. The reason to keep it in is because it would be maintained for the next 52 years while it would cost the City \$42,000 a year to maintain landscaping.

Mr. Miller explained that based on the previous meeting with TXDoT that the spreadsheet is what most of the cities desired which included better intersections, better eye-level aesthetics, and better corridor consistency. Staff would like to present this to the Aesthetics Committee at their meeting on April 9, 2010. He stated if the other cities agreed with it, there will be a low end cost and a worst case scenario. TXDoT would then take what the committee recommended, value engineer and bring it back the total cost. If it less than \$11.5 million, they would find a way to spend the remaining money. If it is over, then a decision would have to be made on what items needed to be cut or how to fund it. How the funding is to be divided has still has not been decided and TXDoT has left it up to the Committee to decide.

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Council was of the consensus to support the recommendations on the spreadsheet and to make the argument to keep landscaping part of the package. In regards to the emblem, Council decided on emblem #1.

ADJOURNMENT

Mayor Story adjourned the meeting at 9:26 p.m.

Jim Story, Mayor

ATTEST:

Michael Wells, Acting City Secretary