



City of Broken Arrow
Minutes
City Council Special Meeting

City Hall
220 S 1st Street
Broken Arrow OK
74012

Mayor Craig Thurmond
Vice Mayor Scott Eudey
Council Member Johnnie Parks
Council Member Debra Wimpee
Council Member Christi Gillespie

Tuesday, December 15, 2020

Time 6:00 p.m.

Council Chambers

1. Call to Order

Mayor Craig Thurmond called the meeting to order at approximately 6:00 p.m.

2. Roll Call

Present: 5 - Christi Gillespie, Debra Wimpee, Johnnie Parks, Scott Eudey, Craig Thurmond

3. General Council Business

A. 20-1547 Consideration, discussion, and possible action in regard to marketing and branding by Brandera Consulting in regard to New Orleans Square

Community Development Director Larry Curtis introduced the consultants from BrandEra. He indicated Staff had been working diligently with BrandEra since the City Council approved the contract between the City of Broken Arrow and BrandEra to market New Orleans Square. He indicated BrandEra was present to discuss logos, potential next steps, and possible spring events.

BrandEra Consultant Kyle Fields and Beth Owens presented. Mr. Kyle Fields discussed BrandEra's services. He noted BrandEra reviewed City supplied reports and findings regarding New Orleans Square, completed an immersion day with City Staff, conducted a focus group with approximately 20 citizens, developers, and business owners in New Orleans Square, deployed an online survey which would close on December 19, 2020 (750 completed responses to date), issued a creative survey, and developed several logos which were then narrowed to two.

Ms. Beth Owens, co-founder of BrandEra, asked those present to keep the chosen logo a secret to enable BrandEra to unveil and launch the new brand. She discussed rebranding of a high school in Texas in which the logo was revealed in a meaningful way as was intended for New Orleans Square. She discussed the qualitative research which was completed via the surveys, focus groups, and Staff interaction. She stated she was going to present the logo choices and discussed the steps moving forward. She displayed and discussed the logo designs. She asked if there were any questions or recommendations.

Mr. Curtis commented (inaudible comments). Discussion ensued regarding the NOSQ logo. Comments were made regarding dislike of the "N O" at the top of a logo, liking the colors of a logo, and both logos being identifiable.

Ms. Owens indicated BrandEra needed direction moving forward in order to begin developing the ancillary deliverables. She indicated which logo Staff preferred. She noted the logos were not intended to mirror New Orleans, LA; the logos were intended to reflect Broken Arrow and imply New Orleans Square was a place to come and experience gathering, music, and food. Discussion ensued regarding which logo was preferred, preferred colors, vertical versus horizontal, possible domain names for a website, and the area being currently branded as #NOS (# New Orleans Square).

Ms. Owens explained the next step would be development of a brand board which articulated fonts and colors to ensure consistency throughout the packaging, style guide development, logo format options development, strategic marketing plan development, and creative concept development. She indicated things to consider moving forward included professional photography to capture the "coming together" component for advertising. She discussed the difference between photojournalism and photo advertising. She indicated BrandEra reviewed the New Orleans Square website, was working to put together a package for economic development and working towards completing a brand launch. She asked City Council to provide direction regarding the logo.

Council Member Debra Wimpee commented on the various fonts.

Council Member Christi Gillespie indicated there were aspects of both logos she appreciated.

Mr. Curtis responded Staff believed its chosen logo had staying power, was bold, easily seen and recognized, and was a logo Broken Arrow would easily be able to carry forward into the future. He noted in the future “New Orleans Square” could be dropped from the logo and the initials alone could be utilized. He stated he believed the initials would be iconic.

Vice Mayor Scott Eudey indicated he liked the symbolism of Staff's preferred logo.

Ms. Owens discussed the ease of typing in a website URL utilizing initials as opposed to full names.

Mayor Thurmond stated NOSBA would be a good website URL as well. Ms. Owens indicated BrandEra did not see NOSBA come through in the survey information.

Discussion ensued regarding the colors, the initials versus full name logo, changing colors on the logos, and incorporating approved color schemes into the style guide.

Council Member Parks indicated he preferred the logo Staff did not recommend. He explained 85% of the time he agreed with Staff recommendations, but in this case, he preferred the other logo choice.

Move to approve the horizontal name logo

Aye: 5 - Christi Gillespie, Debra Wimpee, Johnnie Parks, Scott Eudey, Craig Thurmond

Council Member Wimpee asked if BrandEra would provide differing iterations of the chosen logo. Ms. Owens responded in the affirmative.

The meeting adjourned at approximately 6:27 p.m.

Move to adjourn

Aye: 5 - Christi Gillespie, Debra Wimpee, Johnnie Parks, Scott Eudey, Craig Thurmond

City Clerk