



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, March 16, 2021

Time 5:15 p.m.

Council Chambers

1. Call to Order

Mayor Craig Thurmond called the meeting to order at approximately 5:15 p.m.

2. Roll Call

Present: 5 - Christi Gillespie, Debra Wimpee, Johnnie Parks, Scott Eudey, Craig Thurmond (Johnnie Parks arrived at approximately 5:16 p.m.)

3. Pledge of Allegiance to the Flag

Mayor Thurmond led the Pledge of Allegiance to the Flag.

4. General Council Business

A. 21-385 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 reported on August 4, 2020, the Broken Arrow City Council authorized the City Manager to negotiate and enter into a contract with BrandEra for a marketing and branding strategy for New Orleans Square as recommended by the Broken Arrow Elm and New Orleans Advisory Committee. He reported in December of 2020, City Council reviewed two logos and one was selected; however, since then it was requested other options for a logo be made available for review. He indicated members of the BrandEra team would discuss data and possible logos.

Ms. Beth Owens, BrandEra consultant, presented remotely via video and Power Point. She discussed the work BrandEra had completed up to this point. She discussed why BrandEra and Broken Arrow chose not to utilize traditional New Orleans colors and symbols as this would limit Broken Arrow options and there was no true connection between Broken Arrow and New Orleans. She displayed the original logo options. She displayed and discussed an example of a logo which utilized New Orleans colors and symbols. She displayed and discussed another logo example which utilized New Orleans colors but was ultimately discarded. She displayed multiple other logo options discussing how decisions were made regarding colors and symbols. She noted with any branding initiative a variety of iterations were visited and refined. She indicated City Staff preferred logo numbers 3, 4 and 8 which were then revisited and refined. She further discussed the evolution of the logos which BrandEra developed. She indicated logos 3e and 4e were ultimately presented to City Council and logo 3e was selected. She stated following the selection of the final logo BrandEra would begin developing the brand board, buttoning up the final files which would include various versions of the logo and file types (black and white, .jpeg, .pdf, etc.), develop the style guide for internal and external purposes, develop the strategic marketing plan and move forward on the creative concept and logo launch.

Council Member Gillespie stated she understood not wanting to recreate New Orleans; however, there were discussions of utilizing things such as the fleur-de-lis in architectural accents. She stated she did not feel a fleur-de-lis was strictly a New Orleans/Louisiana symbol; it was actually French in origin. She noted she felt the Committee had intended to borrow New Orleans themes through music and such, for example jazz as Broken Arrow had a musical history. She stated she preferred the logos with the fleur-de-lis.

Council Member Wimpee stated she liked the logo with black and gold colors, logo 3b and 3c.

Council Member Gillespie commented she liked several of the logos which had not been shown to the Council during the previous Meeting.

Mr. Larry Curtis recommended reviewing each of the available logos with City Council to see which logos were preferred. It was agreed.

Mr. Curtis displayed and discussed the first logo which contained purple, gold and utilized the fleur-de-lis. He stated he felt the City Council would like to see a nod to New Orleans, a

hint of the City of New Orleans within the design and a hint of Broken Arrow.

Council Member Gillespie noted the New Orleans Square report had a fleur-de-lis in the heading.

Mr. Curtis indicated he himself added the fleur-de-lis, this was not chosen by the Committee. He displayed the second logo which contained the building outlines. Discussion ensued regarding this logo; City Council did not approve.

He displayed the third logos (3a and 3b). Discussion was held regarding these logos, the arrows being similar to a fleur-de-lis, and changing out the colors for events.

Ms. Owens stated color changes weakened the effect of the branding, particularly upon launch. She explained there were other ways to express creativity while allowing the brand to remain true to what was ultimately approved.

Discussion ensued regarding the possibility of later down the road, after the brand was well established, changing logo colors for different events, such as using green and brown for an environmental event.

Mr. Curtis displayed logos 4a and 4b. Discussion ensued regarding liking the design but disliking the prominent “NO” at the top, the fonts utilized, and the nod to New Orleans. Discussion ensued regarding this logo; City Council did not approve.

Mr. Curtis displayed the diamond logo. Vice Mayor Eudey stated it looked like the Sam’s Club logo. Discussion ensued regarding the logo being similar to Sam’s Club, and the hint of a fleur-de-lis. The City Council unanimously decided against this logo due to its similarity with the Sam’s Club logo; however, liked the logo overall otherwise. Mr. Curtis suggested possibly increasing the contrast between the two blue colors to discourage the comparison to a Sam’s Club logo.

Mr. Curtis displayed the next logo noting the fleur-de-lis and New Orleans type font. The City Council had mixed feelings regarding this logo.

Mr. Curtis displayed the next logo, which was square with purple background, had fleur-de-lis, and utilized a font called New Orleans font. Discussion ensued regarding this logo; City Council did not approve.

Mr. Curtis displayed and discussed the next logos, 8a, 8b and 8c. Discussion ensued regarding liking the color choices of these logos, the ribbon effect, and changing the color of the logo for variations.

Mr. Curtis displayed and discussed 3a, 3b, 3c, and 3d. Discussion ensued regarding these logos as compared with 3e including color differences, and the fleur-de-lis usage.

Vice Mayor Eudey suggested utilizing the square from 4a and 4b without the initials, to replace the square in this logo (3e).

Council Member Wimpee suggested also utilizing the fleur-de-lis line as a nod to New Orleans.

Council Member Gillespie agreed with Vice Mayor Eudey and Council Member Wimpee.

Ms. Owens stated she could explore this. She commented New Orleans, Louisiana often used NOLA for marketing, and it was never misinterpreted as “no Louisiana.”

Vice Mayor Eudey explained it was the politics; this part of Broken Arrow felt as if the City had been saying “no” to it for a very long time. He stated while this was not an accurate assessment, it was the public opinion, and he did not want to put NO at the top of the branding for the area.

Council Member Gillespie stated utilizing NOLA for branding was different than NO SQ as NOLA was one word while NO and SQ were separated into two elements.

City Manager Spurgeon suggested Mr. Curtis ask the consultant to create what City Council wished to see as ultimately it was the City Council’s decision.

Mr. Curtis agreed. He stated he liked the direction City Council was choosing to move by merging the two logos together. He asked Ms. Owens to develop the logo as recommended by City Council and submit a few renditions. He noted in the future if the City wished it could insert the letters back into the square for marketing reasons. He agreed this was a good design of an image which would reach the public and be well-received.

Ms. Owens asked if City Council wished the anchoring line between the square and the words to be embellished with a fleur-de-lis. She asked if City Council wished to see the logo both with and without the embellishment.

Council Member Wimpee and Council Member Gillespie agreed both variations would be appreciated.

Ms. Owens asked about the color palette.

Vice Mayor Eudey stated he liked the colors from 3e, blue and yellow, Broken Arrow City colors. He stated basically he wished to see 3e with the other square on top, without the initials “NOSQ” and the line with and without embellishment. City Council agreed.

Mr. Curtis asked if this was the direction of City Council.

MOTION: A motion was made by Scott Eudey, seconded by Debra Wimpee.
Move to direct staff to prepare for review and possible approval a design consisting of the other square (from item 4) to replace the square in item 3e, of similar size as the square in 3e, and to see examples both with and without line embellishment (such as 3b, 3c, and 3d), but utilizing the same color scheme as item 3e

The motion carried by the following vote:

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

5. Adjournment

The meeting adjourned at approximately 5:56 p.m.

MOTION: A motion was made by Scott Eudey, seconded by Debra Wimpee.

Move to adjourn

The motion carried by the following vote:

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

Mayor

City Clerk
