

Minutes of the Centerville **Special City Council** meeting held Tuesday, July 30, 2024, at 9:00 a.m. with participants present at Centerville City Hall, 250 North Main Street.

MEMBERS PRESENT

Mayor	Clark Wilkinson
Council Members	Spencer Summerhays Robyn Mecham Brian Plummer Cheylynn Hayman Gina Hirst (arrived at 9:13 am)

STAFF PRESENT

Brant Hanson, City Manager
Jennifer Robison, City Recorder
Bryce King, Administrative Services Director
Bruce Cox, Parks and Recreation Director
Mike Carlson, Public Works Director
Michael Eggett, Community Development Director
Haley Turner, Community Services Manager
Allen Ackerson, Centerville Police Chief

VISITORS

Greg Lowe, Jibe Media
Sydney Bishop, Jibe Media

CENTERVILLE BRANDING SESSION

Greg Lowe and Sydney Bishop with Jibe Media recapped the previous meeting where a large number of logo options were considered and narrowed down to four. Since then, they had been working on color applications and demonstrating the logos on various materials such as shirts, hats, and flags. The intent was to provide an idea of versatility and real-world applications of each logo concept. They emphasized the scientific approach to color application and the exploration of various layouts such as horizontal lockups, vertical lockups, and badge or seal versions.

The Council engaged in a thorough discussion about each concept, including visual appeal, simplicity, and symbolic elements of each logo. Concerns were raised regarding the busyness of some design and the color palette used in others. Suggestions for adjustments, such as altering colors and removing lines to simplify design, were proposed. The Council decided against making an immediate decision and instead resolved to see adjusted versions of Concepts 1 and 2 with the discussed modification.

ADJOURNMENT

At 10:05 a.m., Councilmember Summerhays **moved** to adjourn the meeting. Councilmember Hayman seconded the motion, which passed by a unanimous vote (5-0).

Jennifer Robison
Jennifer Robison, City Recorder

8/8/2024 | 12:32 PM MDT
Date Approved

