

MINUTES OF MEETING
DANIA BEACH CITY COMMISSION WORKSHOP
WEDNESDAY, OCTOBER 25, 2017 - 2:00 PM
HELD AT
REDLINE MEDIA GROUP
1951 TIGERTAIL BOULEVARD
DANIA BEACH, FLORIDA 33004

1. Call to Order/Roll Call

Mayor James called the meeting to order at 2:05 p.m.

Present:

Mayor:	Tamara James
Vice-Mayor:	Bill Harris
Commissioners:	Chickie Brandimarte
	Bobbie H. Grace
	Marco A. Salvino, Sr.
City Manager:	Robert Baldwin
City Attorney:	Thomas J. Ansbro
Deputy City Clerk:	Tom Schneider

2. Discussion Items

2.1 Branding & Marketing - Redline Media Group

Cima Georgevich, CEO of Redline Media Group, presented branding Concepts #1, #2, and #3, and the positioning statements (taglines) created by Redline.

Commissioner Grace and Mayor James preferred Concept #1.

Commissioner Brandimarte and Vice-Mayor Harris favored Concept #2. Vice-Mayor Harris said Concept #2 would be easily adaptable to signs, flags, mugs and other items.

Discussion ensued among the Commission and audience participants about the concepts and positioning statements.

Mr. Georgevich noted they trademark searched all of the positioning statements and all are available to be used. The same is true for domain names.

The Commission consensus was that Concepts #1 and #2 would be the finals to be taken to the Commission meeting.

Mr. Georgevich added they will build a variety of lockups to choose from and noted the tagline is not for everything; for instance, the D, minus the tagline, would be used for signage. He also spoke of the four focus groups that had already been convened.

Discussion ensued regarding entranceway signs and incorporating the chosen concept. Marc LaFerrier, Community Development Director, noted the bid for the entranceway signs could be delayed in order to incorporate the new brand.

Mr. Georgevich noted once a brand is chosen, they will finalize a Brand Style Guide and a rollout strategy.

2.2 Street Renaming and Co-designation Policy

This item was discussed at the October 24, 2017 City Commission meeting.

2.3 Establishing a Marketing Board

Robert Shapiro, Master Development, spoke of the meeting with stakeholders held in August, who were all excited about a marketing program. With the recent discussion with the Chamber of Commerce, he would like to go back to the stakeholders for additional discussions. The marketing board, comprised of various types of businesses in the City, would be separate from the City, with the idea to market the City. Once the City decides on a logo, they will figure out how to apply it to the stakeholders' property.

Randie Shane, Chamber of Commerce, noted the Chamber is open to redoing their brand.

A brief discussion ensued regarding the City seal versus a logo. Mr. Georgevich and Colin Donnelly, Assistant City Manager, clarified the seal is used for official City documents and is not technically a logo.

Mayor James felt City Hall should be remodeled utilizing the brand chosen by the Commission

Discussion ensued regarding the positioning statements presented. The consensus was See It, Live It, Love It and Ride the Wave.

Assistant City Manager Donnelly asked if See It could be written Sea It. Mr. Georgevich responded he will take it to the creative team.

Mayor James questioned the timeframe Redline needs and Mr. Georgevich said they would be ready to make a presentation at the November 14th Commission meeting.

2.4 City Hall

This item was discussed at the October 24, 2017 City Commission meeting.

2.5 Christmas Tree Decorations

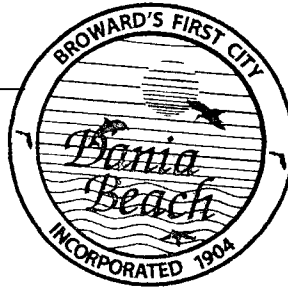
This item was discussed at the October 24, 2017 City Commission meeting.

3. Adjournment

Mayor James adjourned the meeting at 3:09 p.m.

ATTEST:


LOUISE STILSON, CMC
CITY CLERK



CITY OF DANIA BEACH


TAMARA JAMES
MAYOR

Approved: November 14, 2017