

DESIGN COMMITTEE MEETING

MINUTES

North Park Main Street
Tuesday, June 6, 2017 at 9:00 AM
North Park Main Street Office | 3076 University Avenue
(619) 294-2501

Attendance: Angela Landsberg (Executive Director), Jake Romero (Assistant Director), Miguel Martinez (Intern), Steve Codraro, Garrick Oliver, Lynn Susholtz, and Donna Posin

1. Call to Order and Introductions: 9:10 am

2. Approval of Agenda and Minutes

- a. Motion to approve by Lynn Susholtz

3. Wayfinding

- a. Angela gave an overview of the wayfinding project as it was initially proposed including the slide presentation developed by Graphic Solutions.
- b. A conversation between the committee members ensued about the benefits of traditional brick and mortar signage vs. technology.
- c. Donna and Lynn advocated for creative uses of signage, at least in the beginning, to get the wayfinding project going.
- d. General consensus was that pursuing the development of the app is the way to go.

4. Explore North Park Magazine

- a. Angela presented the proof for the new cultural assets brochure that accompanies the Explore North Park Magazine.
- b. Feedback from the committee ranged from suggesting alternative sizes of the brochure to swapping out some of the pictures.

5. NPMS Outreach Brochure

- a. Feedback was given on the design of the NPMS outreach piece. After hearing from the committee, Jake will design a rack card sized piece.

6. Announcements

- a. Instead of announcements, Liz revisited the topic of wayfinding, calling for general guidelines for projects. Jake suggested wayfinding information should have its own page on the NPMS website. Angela asked Jake to work on a process flow chart for disseminating and approving wayfinding project ideas. Lynn to forward to NPMS information on guidelines.

7. Adjournment

- a. Move to adjourn at 10:15, all in favor.

Next Meeting: July 5, 2017 at 9:00 am