

MEETING MINUTES

**OLD TOWN LEWISVILLE TASK FORCE
SEPTEMBER 30, 2019**

**TONIC3 OFFICES
151 W. WALTERS STREET
LEWISVILLE, TX 75057**

REGULAR SESSION – 12:30 P.M.

Roll Call:

Committee Members Present:

Heather Cicirello
Kristin Green
Robert Maxey
Amanda Ferguson
Natasha Dehart

Committee Members Absent:

Cynthia Dearburger
Ronda Owens

City Staff Present:

James Kunke, Community Relations and Tourism Director
Christina Williams, ED Specialist
Matt Martucci, Public Information Officer

1. **Call to Order**
Called to Order at 12:35PM – Quorum Present
2. **Consideration and Approval of Minutes**
Minutes for the September 9, 2019
Motion to approve by Heather Cicirello and seconded by Amanda Ferguson,
Motion approved 5-0
3. **Discussion and Presentation led by Tonic3**
 - **Logo Concepts**
 - **Background Narratives**

NOTICE OF ASSISTANCE AT THE PUBLIC MEETINGS

The Lewisville City Hall & Community Development Conference Room are wheelchair accessible. Access to the building and special parking are available at the front entrance along Church Street. Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf or hearing impaired, readers, or large print, are requested to contact the Economic Development Office at (972) 219-3455 or by FAX (972) 219-3698 at least two (2) working days prior to the meeting so that appropriate arrangements can be made.

Tonic3 gave a presentation over the abovementioned topics.

4 logo concepts emerged:

1. Perspective
2. Vignettes
3. Personal Mark
4. Heart

General discussion by the committee

- Liked the font and spacing of the vignette concepts and liked the concept and message behind the heart and discussed tying the concept behind the heart to the look of the person mark branding
- Explore possibly mix matching the font styles with the images presented between City Hall and the silos and what a view of Main Street would look like as an image
- Explore historical homes as a possible icon/image and incorporating the railroad tracks into future images
- Overall the personal mark and the vignette of city hall without the border were the top choices of all the concepts

4. Consideration and Direction for Design

The committee narrowed the choices down to the top two favorites, which were the personal mark and the vignette and Tonic3 will work on different variations of both concepts. The committee also discussed the importance of conveying the message of Old Town as a gathering place and sharing of a small community.

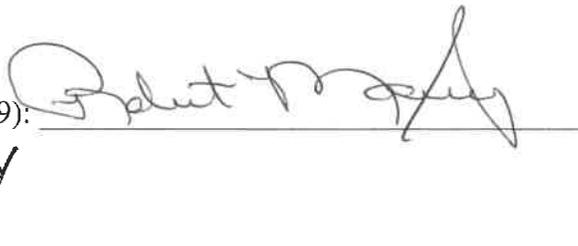
Tonic3 will present the top 1 or 2 concepts to focus groups and the Committee agreed they will regroup after the focus groups in mid-October.

5. Adjournment

Adjourned at 1:45PM

Certified by ~~Chair Green~~ (11/5/2019):

Vice Chair Maxey



NOTICE OF ASSISTANCE AT THE PUBLIC MEETINGS

The Lewisville City Hall & Community Development Conference Room are wheelchair accessible. Access to the building and special parking are available at the front entrance along Church Street. Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf or hearing impaired, readers, or large print, are requested to contact the Economic Development Office at (972) 219-3455 or by FAX (972) 219-3698 at least two (2) working days prior to the meeting so that appropriate arrangements can be made.