

CITY OF ALAMO HEIGHTS  
CITY COUNCIL  
March 29, 2017

A work session of the City Council of the City of Alamo Heights, Texas was held in the Council Chambers, located at 6116 Broadway, San Antonio, Texas, at 8:30 a.m. on Wednesday, March 29, 2017.

Present and composing a quorum were:

Mayor Pro-Tempore Fred Prassel  
Councilmember Lawson Jessee  
Councilmember Bobby Rosenthal  
Councilmember Lynda Billa Burke  
Councilmember John Savage

Also attending were:

City Manager J. Mark Browne  
Fire Chief/Assistant City Manager Buddy Kuhn  
Assistant to the City Manager Marian Mendoza  
Community Development Services Department Director Jason Lutz  
Police Chief Rick Pruitt  
City Secretary Jennifer Reyna

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Mayor Elect Bobby Rosenthal called the meeting to order at 8:36 a.m.

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*Item No. 1* Mayor Elect Rosenthal read the following caption.

**Discussion of City Rebranding project presented by Bradford Lawton**

City Manager Mark Browne stated Mr. Bradford Lawton will provide an update on the rebranding project.

Mr. Bradford Lawton made a PowerPoint presentation to report his updated materials and/or status. He reminded Council that color options may be changed or interchanged. Related to letterhead stationery, he presented two samples; however, he encouraged use of the larger seal to portray official business. A business card with the new rebranding logo on one side and the official seal on the other side was presented. Mr. Lawton recommended to clean and redo the City seal. A glimpse of the proposed newsletter with the new rebranding logo contains generic articles and information was highlighted. Mr. Lawson suggested perhaps renaming the City newsletter as part of the rebranding. T-shirts and bottled water wraps also contained the new rebranding logo stating "The City of Alamo Heights A Great Place To Be". Assistant to the City Manager Marian Mendoza shared how reasonable the cost would be for branded bottled water wraps to promote the

City's new rebranding project. An animated header on the home page for the City's website was recommended. Different web tabs would promote: A Great Place to Live, A Great Place to Dine, and A Great Place to Grow. Mr. Lawton explained the logo will be utilized in different social media avenues highlighting the square logo – AH09. Mr. Lawton presented at least six different statements the City would like to put on vehicles of Public Works Department. The logo may be on the vehicle doors and sides.

Mr. Lawton continued his presentation with signage. He began with the signage at City Hall. He stated it was difficult to encounter a vendor specializing in copper but acknowledged it is possible since Witte has one erected. He informed Council that he is selective when choosing vendors as he has learned some vendors fail. There was a brief discussion among Council regarding signage at City Hall in steel, oxidation, aluminum and copper. Councilmember Rosenthal expressed his like for copper signage at the corner of Broadway and Austin Highway along with a stone wall. Mayor Pro Tem Prassel shared Sioux City's process for getting public feedback for monument signs welcoming visitors to the City.

A sample of the obelisk was displayed. Mr. Lawton recommended the obelisk at 10 feet tall. He explained how lighting may be inserted into the obelisk with holes to promote a glow or provide an outline in which the edges would be lighted. Councilmember Jessee suggested different sizes and scales of the obelisk based on location. Councilmember Rosenthal commented obelisks should be designated as entry markers. Council agreed that obelisk signs should be taller.

The Alamo Heights 5K Fun Run/Walk was discussed next. The t-shirt for the event had the logo on the front, back, and sleeves of the t-shirt. The flyer and street banner were briefly presented. Councilmember Rosenthal asked how the event will be marketed. Mr. Browne responded that the event will be distributed via email blast, published in the City newsletter and on the City's website. Assistant to the City Manager Marian Mendoza stated Race Entry is the promoting agency who will compile the registrations and coordinate approval on 5K run route to be utilized. Councilmember Billa Burke asked if the logo was copyrighted. Mr. Lawton stated the City can do so and businesses can't duplicate.

Next steps include Mr. Lawton locating a vendor that specializes in copper and steel for the signage at City Hall, anticipating 8 – 12 weeks for final product. Mr. Lawton stated different sizes and materials may be considered for different locations and emphasized that the logo will remain the same. Councilmember Rosenthal suggested Mr. Lawton and Councilmember Jessee work together to produce the type of steel for signage and they agreed. Council agreed to produce the signage at City Hall first. The obelisk will be ordered at 10 feet tall and "The City of Alamo Heights" will be lighted. Councilmember Jessee suggested LED lighting and Mr. Lawton informed Council that LED lighting is drastically changing. Councilmember Billa Burke asked if the obelisk would be secured. Mr. Lawton responded the obelisk would be mounted.

Fire Chief Buddy Kuhn asked if wayfinding on City Hall will be incorporated to identify buildings. He reported that at least five times on a daily basis, he is escorting external customers to City Hall. Councilmembers Jessee and Rosenthal agreed the buildings are similar and the exterior lettering in the stone arches are subtle. Councilmember Jessee suggested landscaping to identify departments. Mr. Lawton stated he will explore ideas to identify buildings and not change

City Hall. Council briefly discussed wayfinding at City Hall as Mr. Lawton provided examples of wayfinding that were available from his website. Mr. Lawton agreed to walk around City Hall to explore wayfinding options.

Mr. Browne summarized Council's direction to move forward with preparations of the 5k fun run/walk, newsletter, stationary, t-shirt, website, and social media. He stated the vehicles of the Public Work department may be done later. Ms. Mendoza added that Public Works Director Pat Sullivan has viewed the new rebranding logo proposed for their vehicles. Councilmember Jessee recommended to consider rebranding the recycling bins. Mr. Browne stated he'd like to present to Council final designs of the entry signs and City Hall art work.

Councilmember Rosenthal directed Mr. Lawton and staff to move forward including a walk and drive within the City for wayfinding and location of obelisks. Police Chief Rick Pruitt will be included in the drive to ensure proposed locations of the obelisks adhere to the Transportation Code. Mr. Lawton estimated that ordering signage and obelisk(s) may take longer than six months and additional items will come as staff considers rebranding. Mr. Lawton agreed to obtain estimates from vendors on the copper signage. He emphasized that branding takes time and need to take gradual steps.

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There being no further business, Mayor Elect Rosenthal adjourned the meeting at 9:47 a.m.

  
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Bobby Rosenthal  
Mayor Elect

  
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Jennifer Reyna  
City Secretary