16

04-03-08

Tempe

Minutes
City of Tempe Transportation Commission
Public Involvement/Marketing Committee
January 7, 2008

Minutes of the City of Tempe Transportation Commission Public Involvement/Marketing Committee held on Monday, January 7, 2008 at 3:30 p.m. at the Tempe Transit Office, 20 E. Sixth Street, Tempe, Arizona.

Members Present: Pen Johnson, Judi Nelson, David Strang, Jackie Terry

Members Absent: Monica Allread, Lucy Logan, Jayson Matthews, Amanda Ormond

City Staff Present: Sue Taaffe

Guests Present: Mario Diaz and Heidi Gracie with Valley Metro

Agenda Item 1 – Consideration of Minutes
Committee Consensus: The minutes of the December 3, 2007 meeting were approved.

Agenda Item 2 – Public Appearances
There was no public comment.

Agenda Item 3 – Valley Metro Brand Identity Program Presentations
Mario Diaz and Heidi Gracie with Valley Metro presented to the Committee new Valley Metro logo concepts and color schemes. Included in the presentation was a discussion on whether or not to continue with the name Valley Metro for the region's transit system or to switch to METRO.

Consensus: The Marketing Committee approved the following:

- naming the region's transit system METRO;
- using the newly designed logo with the uppercase M and the word METRO underneath the graphic; and
- changing the logo colors to green, purple and silver.

Agenda Item 4 – Next Meeting
The next meeting is scheduled for Feb. 4, 2008 at 3:30 p.m. in the Tempe Transit Office, 20 E. Sixth Street.

Agenda Item 5 – Adjournment
Judi adjourned the meeting at 4:05 p.m.

Prepared by: Sue Taaffe

Reviewed by: Amanda Nelson