

**A. CALL TO ORDER:**

A Regular Meeting of the Troy City Council was held on Monday, December 15, 2014, at City Hall, 500 W. Big Beaver Rd. Mayor Slater called the meeting to order at 6:00 PM.

**B. ROLL CALL:**

- a) Mayor Dane Slater
- Jim Campbell
- Wade Fleming
- Dave Henderson
- Ellen Hodorek
- Ed Pennington
- Doug Tietz

**C. DISCUSSION ITEMS:**

---

**C-1 Update From Media Genesis Regarding Troy's Brand**

Mayor Slater called the meeting to order and asked City Manager Brian Kischnick to begin the discussion. Mr. Kischnick discussed the history of the rebranding of the City of Troy which began with hiring the Marketing Coordinator and a letter from Media Genesis.

Andrew Opalewski, Marketing Coordinator, explained the process that has occurred over the past year in the effort of rebranding Troy. The first part of this rebranding, he explained, is creating a new logo for the City of Troy. He introduced Antoine Dubeauclard, President of Media Genesis.

Mr. Dubeauclard discussed a presentation that described the goals, history and ideas for Troy's new logo.

Council Member Tietz asked if there is a proposed change to the tagline. Mr. Dubeauclard answered that a tagline revision could be looked at in the future. Council Member Tietz explained that he believes the tagline should be revised before the logo is revised. Mayor Slater commented that this is a study session just to look at the logo, and the tagline can be looked at next, and the decisions will be made at a later date. Mr. Dubeauclard commented that there are many things to consider before a new logo or new tagline are adopted, such as public response. The examples shown tonight are to gather a consensus of the direction to go in, not necessarily to make a final decision. Council Member Tietz commented that the current logo and tagline don't match. Mr. Dubeauclard explained that this is a starting point, and we aren't ready to make any final decisions, just getting an idea of which direction to head. Mayor Slater commented that Troy's tagline has remained the same through one logo change.

Council Member Pennington asked for further explanation from Mr. Dubeauclard about the logo designs.

Mayor Pro Tem Campbell asked if there is a timeline for the logo reveal and if it coincides with a future event. Mr. Kischnick answered that there is no timeline, and that we are continuing to

move on with this project. Mayor Slater commented that the new logo could be ready for the 60<sup>th</sup> birthday of Troy.

Mayor Slater asked if the word Michigan is left off on purpose. Mr. Dubeauclard answered that mentioning Michigan isn't necessary since Troy has its own identity. Mayor Slater commented that there are other Troy cities such as Ohio and New York, and that should be considered.

Council Member Hodorek commented that Troy is so much more than roads and commercial property, and she likes the logos that symbolize more than just those two aspects of the city. She said that she would rather not change the tagline, and instead just update the logo to get a fresh look.

Mayor Slater asked if tonight the Council is looking to move away from the direction of pictures and images and instead move toward a logo being more of a logo to represent Troy.

Council Member Tietz commented that some cities have just rebranded and used pictures such as trees, and would like to see a larger sample of what some other cities comparable to Troy are doing for their new brand.

Mayor Slater said he believes Troy does need a change, and his opinion has moved away from needing a picture and he likes the idea of a recognizable logo such as the "T".

Mr. Dubeauclard explained that brands are stand-alone on their own and are recognizable on their own, whereas a picture like a tree isn't necessarily recognizable on its own.

Council Member Pennington likes the idea of a logo, but asked if it should be all one color. Mr. Dubeauclard explained that logos can be multiple colors, but should be vector which makes it able to be scaled without disrupting the logo.

Council Member Fleming agrees that the logo should be a letter that is more modern. He explained that he wants our logo to be distinguishable from what other Troy cities are doing, and even what other cities in our area are doing. He likes the idea of the T logo.

Mayor Slater explained that he saw logos from Troy, NY and Troy, OH, and they both emphasize their states. Mr. Dubeauclard showed the logos from Troy, NY and OH to compare.

Mr. Kischnick said he will put together a comparison of other logos. He said he has a consensus of Council to move away from the picture logo and toward a T logo.

**D. PUBLIC COMMENT: No Public Comment was received.**

**E. ADJOURNMENT:**

The Meeting **ADJOURNED** at 6:55 PM.

---

Mayor Dane Slater

---

M. Aileen Bittner, CMC  
City Clerk