Business Loop Community Improvement District
Board of Directors Meeting Minutes
601 Business Loop 70 West #128
Jan. 7, 2019 9:00 am

Present:

Lili Vianello	Carrie Gartner
James Roark-Gruender	
Linda Schust	

Schust opened the meeting. Gartner offered a description of the changes to the contract extension estimate based on the scope of work changes recommended by the committee. The committee reviewed specific pricing details including the "not to exceed" amount of $19,300 and the hourly rates (which Vianello said were in line with the field). Gartner said the $19,300 was already allocated in the FY19 budget.

Roark-Gruender said this project is an extension of the Corridor Plan and that it would save costs by avoiding the need to readdress issues already covered during a long public process and would prevent a disjointed planning process. Vianello agreed that the historic knowledge Arcturis gained through the planning process is beneficial. Both also said that much of the actual production (signage, etc.) could be local.

The following questions were posed by the committee and the answers from Arcturis are reprinted here:

Is there a charge for stock photos? If so, what is the cost? Yes. We won't know until we get into the concept development but costs can be anywhere from $10 an image to several hundred dollars depending on the concept and subject matter approved by the Committee. During our design review we will have a preliminary budget developed to present along with the concept.

Will we receive native files or just a PDF? Yes. The native files are listed under deliverables as "scalable, (printer-ready) vector art files."

What is the difference between a banner design and a "banner system"? Street banners usually have more than one version within a similar design style that can be composed of different images, colors, patterns and/or messages. This makes them more dynamic and engaging on the streets. That's why we are calling it a system. We think this will be the best approach along the corridor as opposed to just one banner design.

Will we receive a font file for future uses? Yes. We will purchase any fonts and bill those back to you as a reimbursable. Any fonts used will be delivered along with the native artwork files. We will first look to the fonts that are currently used within The Loop brand and investigate whether to add more fonts.

Roark- Gruender motioned to recommend to the CID Board that they approve this contract extension. Schust seconded. Motion passed unanimously.

Public Comment
No comments from the public.