

Business Loop Community Improvement District

Graphic Design Committee Meeting Minutes

601 Business Loop 70 West #128

March 5, 2019 10:00 am

Present:

James Roark-Gruender

Linda Schust

Dave Griggs

Michele Batye

Lili Vianello

Carrie Gartner

Russ Volmert - Arcturis

Troy Guzman- Arcturis

Judy Glick- Arcturis

James Butler- Arcturis

Mauricio Venegas - The Missourian

A public meeting was convened to determine how to solidify The Loop's brand and appropriately extend it into environmental graphics, including colorful sidewalk graphics, festive banners, wayfinding signage, and welcoming gateways.

Arcturis reviewed the current branding (logo, website, social media, other collateral) and then lead the discussion amongst the attendees about how they viewed the street. Participants also viewed sample environmental graphics and art installations from other cities and selected ones they found appealing.

Key ideas included softening the highway experience, creating a strong visual connection to the surrounding neighborhoods, adding "sustainable stories" to address stormwater and greening, recounting the history of the street and surrounding neighborhoods, emphasizing small-scale manufacturing and hands-on trades, and the visual theme of "industrial creative."

Arcturis will compile these ideas in a report containing a visual kit of tools and other appropriate graphic elements.