

MEETING MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) SUBCOMMITTEE

Wednesday, April 11, 2007
3:00 PM – 3:30 PM
Fremont City Hall
City Council Chambers

MEETING OF THE STREETScape/SIGNAGE SUBCOMMITTEE

Call to Order

The Streetscape/Signage Subcommittee meeting was called to order at 3:06 p.m.

Streetscape/Signage Subcommittee

Members Present:	Ron Vliem James Rynberg	Executive Director, Fremont Area Chamber of Commerce Fremont City Mayor
Members Absent:	Ted Caris	Fremont Business and Property Owner
Others Present:	Don DeVries Rick Stout	Manager, Fleis & Vandenbrink Landscape architect, Fleis & Vandenbrink
Staff Present:	Michele Ribant	Fremont Neighborhood & Economic Development Director

Selection of Signage for the Market Pavilion

Rick Stout presented a very basic picture of how the signage for the Market Pavilion could look; the picture was from Matt Zugweg of Carvedfish. The Subcommittee gave Mr. Stout the following feedback on the picture:

- There should be more emphasis on the word “Fremont”.
- The colors need to make the sign “pop”. The red color looks more orange, and the white looks too cream.
- It would be easier to make decisions in terms of font, depth of the lettering, etc. if different ideas could be presented to the Subcommittee.

The Subcommittee decided to recommend two signs, one for the east and one for the west side of the Market Pavilion. The cost for the two signs that are being recommended is \$9,400.00, which would include the installation for the two signs. Rick Stout indicated at the next meeting he would have some sign designs the Subcommittee could choose from. The Subcommittee decided that there would be no signage for the north and side sides of the pavilion.

Feedback from Rotary on Entryway Signs and Rotary Emblem

Michele Ribant reported that the Rotary Club definitely wants their Rotary Emblem displayed prominently somewhere in the City. After some discussion, it was decided that there could be a place at the base of the monument entryway signs which could include our service clubs’ emblems. Rick Stout is going to look into this when it comes time to present ideas for the entryway signs in Fremont.

Next Meeting

Wednesday, April 25, 2007
4:00 p.m. – 4:30 p.m.
Fremont City Hall
Council Chambers

Adjournment

There being no further business of the Subcommittee, the meeting adjourned at 3:34 p.m.