



RECREATION COMMITTEE MEETING

MONDAY, FEBRUARY 5, 2024

2nd committee meeting

The Committee will meet in Mauldin City Hall at 5 East Butler Road in the Council Chambers

The meeting will be available remotely through Zoom. Please visit the City's website at <https://cityofmauldin.org/your-government/meeting-minutes-agendas/> to access the meeting via audio and videoconferencing.
A quorum of Council will be present.

**RECREATION COMMITTEE MEETING
FEBRUARY 5, 2024
CITY HALL - COUNCIL CHAMBERS
5 E. BUTLER ROAD**

Committee Members:

- | | |
|---|---------------------|
| 1. <u>Call to Order</u> | Chairperson Allgood |
| 2. <u>Public Comment</u> | Chairperson Allgood |
| 3. <u>Reading and Approval of Minutes</u>
a. Recreation Committee Meeting: January 2, 2024
[Pages 3-4] | Chairperson Allgood |
| 4. <u>Reports or Communications from City Officers</u>
a. Recreation Director Bart Cumalander | Chairperson Allgood |
| 5. <u>Unfinished Business</u>
a. Trail Branding and Bridge Naming [Pages 5-17] | Chairperson Allgood |
| 6. <u>New Business</u>
No new business | Chairperson Allgood |
| 7. <u>Public Comment</u> | Chairperson Allgood |
| 8. <u>Committee Concerns</u> | Chairperson Allgood |
| 9. <u>Adjournment</u> | Chairperson Allgood |

**MINUTES
RECREATION COMMITTEE MEETING
JANUARY 2, 2024
CITY HALL - COUNCIL CHAMBERS
5 E. BUTLER ROAD
3rd committee meeting**

Committee Members present were Chairman Frank Allgood, Committee members Mark Steenback and Michael Reynolds.

Others present: Recreation Director Bart Cumalander and City Administrator Seth Duncan

1. Call to Order- Chairman Allgood

2. Public Comment- None

3. Reading and Approval of Minutes

a. Recreation Committee Meeting: December 4, 2023

Motion: Councilman Reynolds made a motion to approve the minutes with Councilman Steenback seconding.

Vote: The vote was unanimous (3-0).

4. Reports or Communications from City Officers

a. Recreation Director Bart Cumalander

Mr. Cumalander reported that sports sign-ups are starting. The department is going to stop providing helmets for sports. The equipment is hard to collect back after the season is over.

Improvements at the Senior Center are starting. The building will be painted, Public Works is working on getting quotes for roof replacement, and the existing basketball courts will be resurfaced.

Basketball season starts on Thursday.

The Senior Center has started using scan tags like the Sports Center does. This will allow staff to know who is in the building.

The Sports Center will be getting some replacement equipment.

Councilman Reynolds asked when the equipment should be coming in. Mr. Cumalander said probably within the next 30 days. The fire department will be receiving some of the older equipment and some of it can be sold. Councilman Reynolds then asked about the

helmets that will not be used any more. Mr. Cumalander said the helmets have stickers on them to show expiration dates. If they are still able to be used, helmets could be issued to needy kids.

5.Unfinished Business- There is no unfinished business.

6. New Business- There is no new business.

7. Public Comment-

Taft Matney, 712 Knollwood Drive, said some sports are more costly than others. Football and Lacrosse needs additional equipment to be purchased to ensure player's safety. He wants to make sure families are not being priced out of the ability to play. The team environment offers role models for kids they may not otherwise be exposed to. If there is someone that cannot play because they cannot afford the equipment, he wants to make sure we can work something out to help them.

Mr. Matney said sports equipment is continually changing because of science. He wants to make sure we don't make ourselves liable due to those changes.

Chairman Allgood asked if we could find a funding mechanism to help serve the underserved.

8. Committee Concerns- None

9. Adjournment- Chairman Allgood adjourned the meeting at 6:54 p.m.

Respectfully Submitted,
Cindy Miller
Municipal Clerk

RECREATION COMMITTEE

MEETING DATE: February 5, 2024

AGENDA ITEM: 5a

TO: Recreation Committee
FROM: Seth Duncan, City Administrator
SUBJECT: Trail Branding & Bridge Naming

DISCUSSION

The Recreation Committee will continue its discussion regarding trail branding and bridge naming for the City of Mauldin.

HISTORY/BACKGROUND

In December 2023, the Recreation Committee supported the idea of releasing a Request for Qualifications (RFQ) to explore the cost of branding for the City's trails and the new pedestrian bridge. After further consideration, staff reached out to the City's on-call marketing and advertising firm for budget assistance for this project. Drum submitted the following scope of work and budget:

Mauldin Trail System Logo Design (\$5,000-\$6,500) <ul style="list-style-type: none">- Stylescapes- Provide 4-5 concepts in grayscale- Color Study- City will have full ownership of the final selected concept- Basic Style Guide	\$6,500
Bride Naming and Logo Design (\$6,500-8,000) <ul style="list-style-type: none">- Provide Name Options- Provide 4-5 concepts in grayscale- Color Study- City will have full ownership of the final selected concept- Basic Style Guide	\$8,000
Implementation Plan <ul style="list-style-type: none">- Includes a more detailed Style Guide- Implementation plan to go public	\$1,500
	\$16,000

ANALYSIS or STAFF FINDINGS

The City has over the years created trail segments throughout the community. At current, the City has the following trails and trail segments completed or under construction:

Completed Trail Segments

- David Bates Greenway (Hamby to Rockbridge Road)
- E. Butler to BridgeWay Station
- Pineforest Park
- Sunset Park
- City Park

Under Construction or Planned

- Alston Townes (Green Street)
- City Center (Jenkins Court)
- E. Butler (City Center Drive to City Park)

FISCAL IMPACT

In 2023, the City entered into a contract with Drum Creative for marketing and advertising purposes. To better understand the potential financial commitment of a trail branding and bridge naming project, staff asked for a quote on the following scope of work:

- | | |
|------------------------------------|--------------------------|
| • Mauldin Trail System Logo Design | \$5,000-\$6,500 |
| • Bridge Naming and Logo Design | \$6,500-\$8,000 |
| • Implementation Plan | <u>\$1,500</u> |
| | \$13,000-\$16,000 |

Should the Committee and Council desire to move forward with the quote from Drum Creative, staff recommends funding this project for H&A Fund Balance.

RECOMMENDATION

As the City begins to bring on-line trail segments throughout the City, a unified branding strategy will be necessary. Though it might be early in the process, at Committee and Council direction, staff could proceed now with this plan or allocate funding in FY2025 budget for this project.

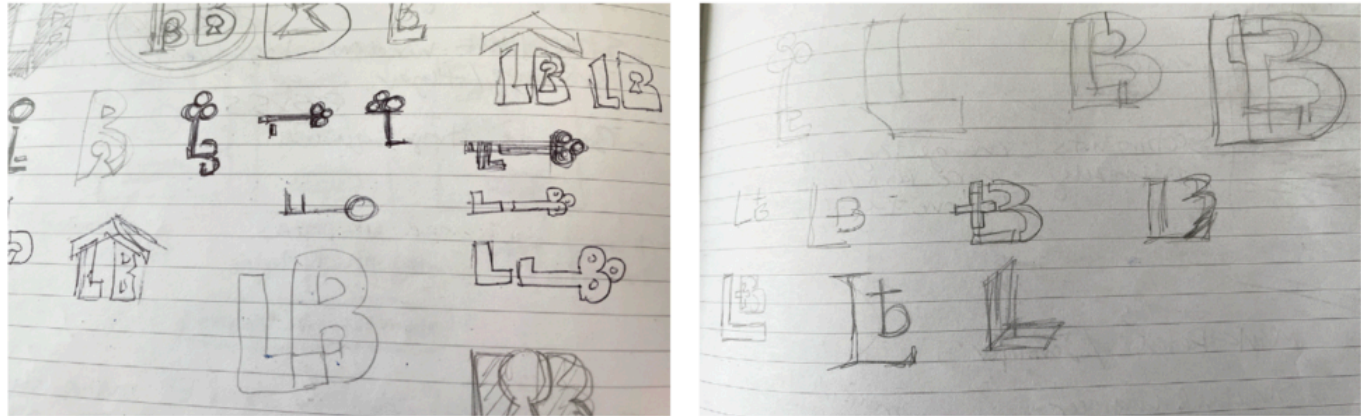
ATTACHMENTS

Drum Creative Quote

Logo Design for City of Mauldin

Process: Logo Design

THUMBNAIL
SKETCHES



BLACK + WHITE
CONCEPTS



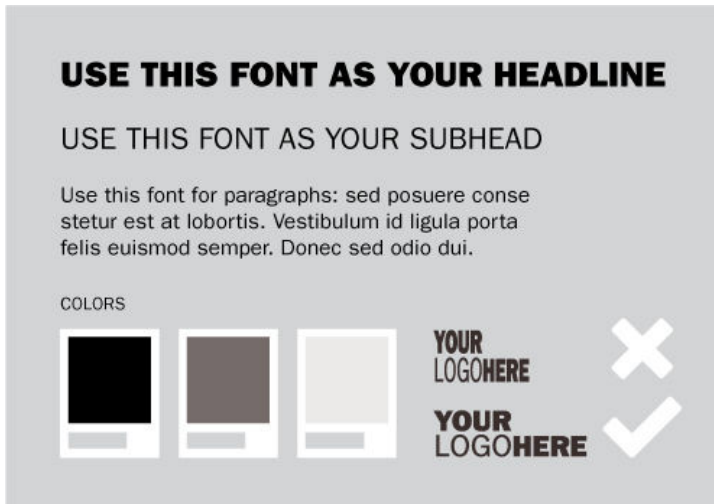
CHOSEN LOGO
WITH COLOR
OPTIONS



FINAL LOGO



Process: Logo Design



Style Guide

Drum can now create a style guide that sets the standard for all designs to streamline your communication efforts, allowing your message to be read consistently across multiple platforms. This guide includes logo usage, font styles, colors, image sizing, and reference points and is an invaluable resource for your growing business.

What's Included?

Once we've developed your branding and you've approved this direction, our designers will move into interpreting your brand characteristics in a more visual way. We will develop guidelines for your vendors and internal team to follow to protect the brand and reflect the defined style.

This includes but is not limited to:

- Fonts to use on web, ads, signage.
- Colors (PMS, CMYK, HEX, etc.)
- Position/proportions of the icon to the font (If applicable)
- Logo usage - Do & Don'ts
- Iconography

Logo Portfolio

Rebranded Logos

OLD



NEW



Logo Portfolio



Strengthening Community for
Special Needs and Disabilities



Logo Portfolio



INVESTMENT Brand Story

DESCRIPTION	PRICE
Mauldin Trail System Logo Design - \$5,000-\$6,500 <ul style="list-style-type: none"> • Stylescapes • Provide 4-5 concepts in grayscale ◇Concepts are presented in vertical and horizontal formats (as applicable) ◇ • Color Study - we will perform a color study to find the right combinations for your logo • ◇Full ownership of the final selected concept ◇Logo will be provided in several formats <ul style="list-style-type: none"> ◦ jpeg, transparent png, eps, and illustrator ◦ ◇4-color process, spot color, black and white, reversed out white, and embroidery. • Basic Style Guide 	\$6,500
Bridge Naming and Logo Design - \$6,500 - \$8,000 <ul style="list-style-type: none"> • Provide name options • Provide 4-5 concepts in grayscale ◇Concepts are presented in vertical and horizontal formats (as applicable) • Color Study - we will perform a color study to find the right combinations for your logo • Full ownership of the final selected concept ◇Logo will be provided in several formats <ul style="list-style-type: none"> ◦ jpeg, transparent png, eps, and illustrator ◦ 4-color process, spot color, black and white, reversed out white, and embroidery. • Basic Style Guide 	\$8,000
Implementation Plan <ul style="list-style-type: none"> • Includes a more detailed Style Guide • Implementation plan to go public - Set priorities and costs (Not actual work) <ul style="list-style-type: none"> ◦ Free-standing trail signage ◦ Ground Signage ◦ Shirts ◦ Brand Essence ◦ Images ◦ Wind flags ◦ Clothing (T-shirts, polos, hats, etc.) 	\$1,500
TOTAL	\$16,000

Agreement

Date: January 30, 2024

Between "agency", Drum Creative, and "client", City of Mauldin

1.0 Sole Agreement

This agreement, together with the signed proposal, contains the entire agreement and understanding of the parties with respect to the subject matter hereof and supersedes and replaces all prior discussions, agreements, proposals, understanding, whether orally or in writing, between the parties related to the subject matter of this agreement. This agreement may be changed, modified, or amended only in a written agreement that is duly executed by authorized representatives of the parties. If any provision hereof is deemed to be illegal or unenforceable by a court of competent jurisdiction, the enforceability of effectiveness of the remainder of the agreement shall not be affected and this agreement shall be enforceable without reference to the unenforceable provision. No party's waiver of any breach or accommodation to the other party shall be deemed to be a waiver of any subsequent breach.

2.0 Mutual Cooperation

Agency agrees to use it's best efforts to fulfill and exceed client's expectation on the deliverables listed above. Client agrees to aid agency in doing so by making available to agency needed information pertaining to client's project and to cooperate with agency in expediting the work.

3.0 Responsibilities of Agency and Client

3.1 Agency's Responsibility for Releases

Agency shall obtain releases, licenses, permits or other authorization to use testimonials, copyrighted materials, custom photographs, artwork or any other property or rights belonging to third parties obtained by agency for use in performing services for client (If applicable). All stock images purchased by agency are rights managed by agency on client's behalf and NOT owned by the client.

4.0 Copyright Ownership Rights and Usage

Client shall have full ownership and control of the final deliverables in Illustrator format and other formats named in the investment section. All other concepts are owned by the agency.

5.0 Client Amends

This is an estimate of the length of time agency believes it will take to complete the outlined work above, and will not exceed this amount unless a change of direction to the design occurs. Change of direction includes significant design modifications to artwork that has already been created or is in the process of being created. This estimate does NOT include a provision for significant page modification and/or creation of additional artwork in excess of the above estimate. In addition, this estimate does not include stock photography purchases. agency Creative will be pleased to provide an estimate of additional time if requested by the client.

6.0 Terms of Payment

Agency will invoice 50% at the signing of this agreement and will bill the remaining balance at the completion of the project(s) outlined in this proposal/agreement. This proposal serves as a good faith estimate. In the event a project goes over 30 days, the Agency will invoice work completed within the 30 day period of work completed by that date. Payment is due Net 30 days from the invoice date. Changes in the scope of work may necessitate a change in the production plan and corresponding changes in the price. Any printing purchases will be billed at the signing of this agreement. This does not include any additional shipping, rush fees, or changes made during the printing process.

Agency will supply client with all necessary purchase order numbers and other internal information required for invoice processing before the close of the month of work (if applicable).

6.0 Agreement

This agreement becomes effective only when signed by agents of the client and the agency. A separate agreement will be sent for any monthly ongoing fees/work if applicable. This estimate is good for 45 day from receipt.

The agreement contained in this contract constitutes the sole agreement between client and agency regarding all items included in this agreement.

Client acknowledges that it has read this Agreement, understands it, and agrees to abide by the terms and conditions.

Next Steps

 SIGNATURE
JR Charles

City of Mauldin
JR Charles

 SIGNATURE
Joe LaPenna

Drum Creative
Joe LaPenna

1

Review The Contract

Please read the contract on the previous page to make sure you understand how you will be working with us. We work hard to lay a solid foundation for a great working relationship through transparency and clear communication.

2

Contact Us With Questions

If you have any questions at all, please let us know.
If you'd like to speak to us by phone, please call 864-918-1936.

3

Sign This Document

Once you are ready to move forward, please click the 'sign here' button and sign the pop-up box to make your acceptance official.

4

We'll Be In Touch

Once we receive notification of your acceptance, we'll contact you to get the project rolling. We're excited to work with you!

Thank You