



## **Minutes City of Tempe Transportation Commission Public Involvement/Marketing Committee January 7, 2008**

Minutes of the City of Tempe Transportation Commission Public Involvement/Marketing Committee held on Monday, January 7, 2008 at 3:30 p.m. at the Tempe Transit Office, 20 E. Sixth Street, Tempe, Arizona.

**Members Present:** Pen Johnson, Judi Nelson, David Strang, Jackie Terry

**Members Absent:** Monica Allread, Lucy Logan, Jayson Matthews, Amanda Ormond

**City Staff Present:** Sue Taaffe

**Guests Present:** Mario Diaz and Heidi Gracie with Valley Metro

### **Agenda Item 1 – Consideration of Minutes**

Committee Consensus: The minutes of the December 3, 2007 meeting were approved.

### **Agenda Item 2 – Public Appearances**

There was no public comment.

### **Agenda Item 3 – Valley Metro Brand Identity Program Presentations**

Mario Diaz and Heidi Gracie with Valley Metro presented to the Committee new Valley Metro logo concepts and color schemes. Included in the presentation was a discussion on whether or not to continue with the name Valley Metro for the region's transit system or to switch to METRO.

**Consensus:** The Marketing Committee approved the following:

- naming the region's transit system METRO;
- using the newly designed logo with the uppercase M and the word METRO underneath the graphic; and
- changing the logo colors to green, purple and silver.

### **Agenda Item 4 – Next Meeting**

The next meeting is scheduled for Feb. 4, 2008 at 3:30 p.m. in the Tempe Transit Office, 20 E. Sixth Street.

### **Agenda Item 5 – Adjournment**

Judi adjourned the meeting at 4:05 p.m.

Prepared by: Sue Taaffe

Reviewed by: Amanda Nelson