

Thursday, May 13,

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The Bainbridge Township Board of Trustees met in special session at the Bainbridge Town Hall on Thursday, May 13, 2021. Those present were Trustees Mrs. Lorrie Benza, and Mr. Jeffrey Markley. Mrs. Kristina O'Brien joined at 12:33 P.M. by Zoom.

Mr. Markley moved to call the meeting to order at 11:00 A.M. Everyone stood and recited the Pledge of Allegiance.

Mrs. Benza seconded the motion. Vote followed: Mr. Markley, aye; Mrs. Benza, aye. Motion carried.

Representatives from Ten/10 Design in attendance were: Mrs. Casey Zulantt, Mr. Joe Zulantt, and Ms. Megan Fogle.

In attendance from the township: Mr. Jim Stanek, Fiscal Officer Janice Sugarman, Chief Lou Ann Metz, and Mrs. Karen Endres. Chief Jon Bokovitz joined at 11:20 A.M.

Also in attendance were residents Bob Vickers, Chuck Hesse, Chuck Nichols, and Ted Seliga.

#### LOGO/REBRANDING DISCUSSION

This discussion was regarding the township's rebranding effort and logo. Township officials retained the services of Ten10 Design to freshen and update the township logo. The purpose of today's meeting was to solicit input on what the township finds important for an identity to be conveyed in our logo and any rebranding effort.

Currently, the logo on the township letterhead, website, and business cards is believed to be a rendering of the Bainbridge Town Hall, from some point within the last 50 or so years. The image is fuzzy and nondescript. This is not how the town hall looked originally, nor how it looks today. The township may want this image sharpened and clarified so as to reflect how the town hall looks today.

The other potential image that could be updated and used in our township logo, is the Tuberous Begonia flower depicted on our "Welcome to Bainbridge" signs. This flower hails from the WWI tour of duty by Bainbridge Township soldier Carlton Lowe when he served in Belgium. Today, the flower is not only a common household plant, but the recognized flower of Bainbridge Township, where a local greenhouse in the township still bears the Lowe name.

Messrs. Seliga, Nichols, and Vickers were staunchly and very vocally opposed to any effort to update the township logo, indicating there is a nationwide effort to re-write history, and this practice cannot affect our community. Mr. Hesse spoke as a former township trustee and past president of the Bainbridge Township Historical Society, expressing his desire that the township continue to appreciate the historical markers we have.

Township representatives assured those present that the idea is not in any way to revise, alter or abolish our township's history, but rather to freshen up an image that appears blurred and non-descript. Mr. Zulantt shared images of several companies that have updated their branding and business logos over the years, keeping and incorporating their central iconic image but updating it periodically; for example, Nike, and the various iterations of the Nike Swoosh image. Mrs. Sugarman explained that first responder departments would continue to display their department patches as emblems on vehicles and uniforms.

Mrs. Benza and Mr. Markley spoke about logo concepts from other communities, such as Willoughby Hills and Independence that make an impact, and Mr. Markley addressed the idea that a clearer, and more township-centric image can better attract businesses that benefit our community. Discussion ensued about a township motto, and "Gateway to Geauga County" was suggested.

Ten10 Design representatives will take all of the information that was gathered and discussed, and put together some ideas for township consideration.

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Everyone left the meeting with the exception of Trustees Markley and Benza at 12:20 P.M. Mr. Dave Dietrich and Mr. Steve Averill from the zoning department joined the meeting in person at 12:25 P.M. Trustee Kristina O'Brien and Ms. Carmella Shale of Geauga County Soil and Water Conservation District joined via Zoom at 12:33 P.M.

#### GEAUGA LAKE STORMWATER ISSUES

This discussion was regarding Geauga Lake stormwater issues. The trustees received a draft stormwater memo from ICP representatives highlighting some differences between approved stormwater requirements for the re-development of the Geauga Lake property, and other standard practices within Geauga County.

The approved requirements at issue are incorporated into the Consent Judgment Entry in Geauga County Common Pleas Court Case 20A000153. Ms. Shale offered thoughts on some of the concepts in the draft memo. Mr. Markley believes the developer is seeking a reply to the draft memo, but Mrs. Benza suggested that since the memo is a draft, nothing needs to be done by the township. Trustees indicated they would ask about the status in the executive session that followed.

At 12:55 P.M., the township's legal counsel, Mr. Tom Fitzsimmons, (Singerman, Mills, Desberg & Kauntz Co., L.P.A.), joined the special meeting via Zoom. Ms. Shale left the meeting at this time.

#### EXECUTIVE SESSION

Mr. Markley made a motion to go into executive session for the purpose of Pending Court Action per Ohio Revised Code Section 121.22(G)(3) and Consideration of Confidential Information for Economic Development Assistance per Ohio Revised Code Section 121.22(G)(8).

Mrs. Benza seconded the motion. Vote followed: Mrs. Benza, aye; Mrs. O'Brien, aye; Mr. Markley, aye. Motion carried.

The trustees recessed their meeting at 1:04 P.M. in order to go into executive session. Mrs. O'Brien left the meeting at this point.

Attorney Bridey Matheney of Thrasher, Dinsmore & Dolan and Mr. Jeff Martin and Mr. Chris Salata of ICP were invited into executive session at 1:08 P.M.

The trustees returned from executive session, after considering pending court action and consideration of confidential information for economic development assistance, and reconvened their special meeting at 2:09 P.M.

All participants on Zoom left the meeting. The trustees, along with Mr. Averill and Mr. Dietrich, continued discussions in the public meeting on Geauga Lake stormwater, design guidelines, and scheduling issues. Trustees noted that during the discussions in executive session, Mr. Jeff Martin indicated that no action needs to be taken relative to the draft stormwater memo discussed earlier, and that the approved stormwater requirements in the applicable judgment entry will be followed. Township representatives will advise Ms. Shale that no other action needs to be reviewed or taken.

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Since there was no further business to come before this special meeting of the Bainbridge Township Board of Trustees, the meeting was adjourned at 2:50 P.M.

Respectfully Submitted,

Janice S. Sugarman,  
Fiscal Officer, Bainbridge Township

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Date

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Date

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Date

Minutes Read: \_\_\_\_\_

Minutes Approved: \_\_\_\_\_

Bainbridge Twp. // Ten10 Design Logo Redesign Brainstorm

Thursday, May 13, 2021 // 11 a.m. – 12 p.m. // Bainbridge Town Hall

#### AGENDA

- I. Meeting objectives & introductions – 5 mins
- II. Vision for new logo – 20 mins
  - a. Trustees
  - b. Department stakeholders
- III. Open Discussion –25 mins
  - a. Important Township Attributes
  - b. Township (Brand) Positioning
- IV. Recap and Summary of Next Steps for Design Phase- 10 mins
- V. Adjournment