

**MINUTES FOR THE SPECIAL SESSION OF COUNCIL**  
**Monday, May 12, 2014 at 12:00 p.m.**  
**Mayor's Office**

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Council President Stephen Stuart called the meeting to order at 12:00 p.m.

**ROLL CALL**

Council-at-Large & President:	Stephen L. Stuart	Present
Ward 1:	Duane R. Fishpaw	Present
Ward 2:	Robert M. Valentine	Present
Ward 3:	Ruth Detrow	Present
Ward 4:	Sandra Tunnell	Present

The meeting began with a presentation of the possible logo for the City of Ashland by Jeremy Harrison of Spire Advertising, Gary Underwood of Detrow and Underwood and Amy Daubenspeck of the Ashland Area Convention and Visitors Bureau.

The designers of the proposed logo have been working pro-bono on the rebranding project, which began in 2012 by Ms. Daubenspeck, who is the Executive Director of the Ashland Area Convention and Visitors Bureau.

Ms. Daubenspeck stated that she has conducted interviews inside and outside the City to see what people thought of Ashland, and she also stated a task force of stakeholders was assembled shortly after she established the goal for the project.

It was mentioned that after interviews were conducted, the data went to a team of local designers from 805 Creative, Advantage Marketing, Detrow and Underwood, Lange Design, RedRed Design and Spire Advertising, all of which collaborated in an effort to design a logo and slogan that could be used as the official city logo.

The slogan that the team came up with was, "Authentic, Connected, Community," which is based on the survey results.

Another element of the rebranding included a proposal for the development of a three dimensional version of the logo, which would be 40 feet high near the U.S. 250 and Ohio 42 intersection.

Council expressed their appreciation for all of their hard work and dedication to the City's rebranding; however, it did not make any final decisions to adopt the logo or slogan proposals.

**ADJOURNMENT FROM SPECIAL SESSION: 1:10 p.m.**

**Moved** by Mr. Valentine and seconded by Mrs. Tunnell to adjourn.

Ayes: Mr. Fishpaw, Mr. Valentine, Mrs. Detrow, Mrs. Tunnell, Dr. Stuart,

Respectfully Submitted by  
Lindsey M. Gardiner, Clerk of Council