

SARASOTA CONVENTION & VISITORS BUREAU
Optional Marketing Committee Meeting
via Telephone Conference
December 9, 2010 – 10:00 AM

Minutes

Call participants: Mindy Pieper, Laurie Pike, Beth Owen Cipielewski, Josh Haas, Gordon Greenfield; Gray Lawry of atLarge, Inc., and the Chappell Roberts team of Erin Gray, Robyn Walters, Margaret Norquist, and Cindy Troupin; Anne Zavorskas and Janis Holland of SCVB.

All Marketing Committee members were invited to join this optional telephone conference to provide feedback on new logo options provided by ChappellRoberts. Five committee members attended the call, along with others as noted above. All call participants were provided with a copy of logos revised by ChappellRoberts after the Nov. 17th committee meeting, as well as some new logos. Cindy Troupin of Chappell Roberts provided a general outline of changes made. The committee then reviewed each logo and provided comments, as follows:

Concept 1: One member likes the original logo; two like neither the original nor revised logo; one indicates that these are his favorites and, of the two versions, he prefers the revised version.

Concept 2: Four members like the revised version of Concept 2; one dislikes both versions because they are too botanical.

Concept 3: Four members like revision B of this logo concept; one also likes revision A; one dislikes all versions of this concept.

Concept 4: Two members like the revised version; three dislike all versions.

Concept 5: None of the members like this concept at all.

New Logo 1: None of the members like the shields on this logo.

New Logo 2: Three members dislike this logo; one thinks it is OK but would not translate well to black and white uses; one does not like the use of lower case letters.

New Logo 3: Cute but bland, font OK but “O” appears to be frowning.

New Logo 4: Two members like it but logo won’t translate to black and white; two members like the sunshine aspect but find the logo too heavy; one finds the logo pedestrian.

The ChappellRoberts team commented that whatever logo is selected, it will ensure that the logo will work in black and white as well as color, although 95 percent of usage will be in color.

New Logo 5: Several members feel that all “A” letters should be the same; most members like the sunset aspect of the logo.

The general consensus is that New Logo 5 (with revisions) is the first choice; and Concept 4 revised is the second choice. Chappell Roberts’ team will incorporate these suggestions and send new logos to be presented to a focus group.

The conference call concluded.