

A Special Meeting of the
Brian Head Town Council
Brian Head Town Hall – Council Chambers
56 North Highway 143 – Brian Head, UT 84719
www.Zoom.us ([Click Here](#))
Via Zoom Meeting ID# 851 1796 2852
TUESDAY, NOVEMBER 15, 2022 @ 1:00 PM

AGENDA

- A. **CALL TO ORDER**
- B. **PLEDGE ALLEGIANCE**
- C. **DISCLOSURES**

D. **AGENDA ITEMS:**

- 1. **BRIAN HEAD TOWN REBRANDING / LOGO.** Bret Howser, Town Manager. The Council will discuss the rebranding and logo for Brian Head Town.

- E. **CLOSED SESSION OF THE TOWN COUNCIL** to discuss pending or imminent litigation and the purchase, sale or lease of real property including water rights.

2. **ACTION FROM CLOSED SESSION**

F. **ADJOURNMENT**

Date: November 10, 2022

Available to Board Members as per Ordinance No. 11-003 authorizes public bodies, including the Town, to establish written procedures governing the calling and holding of electronic meetings at which one or more members of the public board may participate by means of electronic communications. In compliance with the Americans with Disabilities Act, persons needing auxiliary communications aids and services for this meeting should call Brian Head Town Hall @ (435) 677-2029 at least three days in advance of the meeting.

CERTIFICATE OF POSTING

I hereby certify that I have posted copies of this agenda in three conspicuous locations; the Post Office, The Mall, and the Brian Head Town Hall and have posted copies on the Utah Meeting Notice Website and the Brian Head Town website and have caused a copy of this notice to be delivered to the Daily Spectrum, a newspaper of general circulation.

Nancy Leigh, Town Clerk



Option 1



Option 2



Option 3



Option 4



Some Public Input on Branding

"Thank goodness. I ar

Concept #1



BRIAN HEAD
TOWN

Concept #2



BRIAN HEAD
TOWN

Concept #3



BRIAN HEAD
TOWN

Concept #4



BRIAN HEAD
TOWN

Concept #5



BRIAN HEAD
TOWN

Color Pallet



Font

BRIAN
HEAD
TOWN



BRIAN HEAD TOWN



n not a fan of the current logo."

Comments

Shelly Martin: This is exciting. I'm really leaning toward concepts one and five. They seem the most modern and I feel would appeal to the younger, upcoming generations.

Debbie McKewan: Looks like a Star Wars weapon or a space bug

Mitch Ricks: This is my first choice.

Shelly Martin: Two and Four look like... not appealing to me.

Bruce McKewan: The others (2 and 4) kind of look like river rock or rock walls.

Debbie McKewan: looks more like rocks and not immediately clear that it's a pine cone

Bruce McKewan: I really like 3 and 5 best. When you see 5 on the town hall it looks really good. Looks more current.

Debbie McKewan: ok but little too busy

Susan Klafs: I definitely prefer option 3 in the black/green colorway, which feels sophisticated and modern.

Ron and Nancy Baldwin: Ron and I liked concept pine cone #3. It felt more welcoming and friendly, hinting at Christmas and its associated family time.

Mitch Ricks: This is my second choice.

Marylin Jones: I Like this one too.

Robert Jones: Looks too much like a Christmas tree.

Melanie Tidwell: I like 3 and 5.

Krystal Wendelboe: 2nd Favorite

Shelly Martin: Two and Four look like... not appealing to me.

Bruce McKewan: The others (2 and 4) kind of look like river rock or rock walls.

Debbie McKewan: more rocks

Robert and Marylin Jones: We like this one.

Shelly Martin: This is exciting. I'm really leaning toward concepts one and five. They seem the most modern and I feel would appeal to the younger, upcoming generations.

Bruce McKewan: I really like 3 and 5 best. When you see 5 on the town hall it looks really good. Looks more current.

Debbie McKewan: hands down the winner for me. I know what it is. It is memorable. It has more of a Nike feel. One look and I would know it's BH's logo. Very professional

Krystal Wendelboe: My Favorite. I love the bristlecone theme. Concept 5 looks more modern and simple. For me it is simple, relevant, memorable, versatile, and scales easily.

Melanie Tidwell: I like 3 and 5.

Susan Klafs: Blue/orange colorway feels juvenile, and will date.

Marylin Jones: I think colors are too trendy and will look dated sooner.

Bruce McKewan: I like the earth tones. More subdued and comfortable. Gives Brian Head an identity.

Robert and Marilyn Jones: We like the above brown black and green color scheme and picture as they seem to best represent Brian Head Town.

Krystal Wendelboe: I like this color combo. Black color is important in design.

Susan Klafs: All the fonts are very basic, always used.. something more updated in a font and definitely a tad bolder to offset the design size.

Robert and Marylin Jones: We both prefer the above simple fonts to bring out the natural rugged nature of the area.