

REPORT TO THE CITY COUNCIL FROM  
THE COMMITTEE OF THE WHOLE  
STANDING COMMITTEE OF THE MINNEAPOLIS CITY COUNCIL  
April 1, 2015

A regular meeting of the committee was convened 10:05 a.m. on this date.

Members Present: Council Members Elizabeth Glidden, Lisa Bender, Alondra Cano, Jacob Frey, Lisa Goodman, Cam Gordon, Andrew Johnson, Barbara Johnson, Linea Palmisano, John Quincy, Kevin Reich, Abdi Warsame, Blong Yang

Chair Glidden opened the meeting and called on Spencer Cronk to present for the single item on the agenda, the City Stationery and Graphics Standards item that was referred back to COW from the March 20 City Council meeting. Mr. Cronk gave a brief background on the item and then called on Matt Liable for the staff presentation.

1. City Stationery and Graphics Standards ([15-00297](#)):

- a) Approving the Visual Identity and Graphic Standards Policy relating to refreshed letterhead, business cards, and envelopes for all official City correspondence, superseding all previous Council Actions related to stationery use/standards;
- b) Requiring that all City materials follow the City graphics standards to project a cohesive, professional City brand and save dollars on printing costs and staff time; and
- c) Directing staff to review and clarify, as necessary, protocols relating to usage and oversight of the City's name and brand on projects within Minneapolis and by other jurisdictions that request the name of the City.
- d) Referred back to the Committee of the Whole so that staff can update the standards to incorporate the existing sailboats graphic.

Chair Glidden made a motion to approve the original staff recommendation as shown in a), b), and c) above. Council Member A. Johnson moved a substitute motion to have the item returned to staff, citing the staff direction had not been followed.

On voice vote, Council Member A. Johnson's motion failed. On voice vote, Chair Glidden's motion was approved.

Council Members reviewed the recommendations from each committee moving forward to the full Council for consideration. No actions were taken and no public comment was allowed. Agendas for each committee bringing forward a report are linked below.

- Community Development & Regulatory Services ([15-00394](#))
- Health, Environment & Community Engagement ([15-00395](#))
- Transportation & Public Works ([15-00396](#))
- Ways & Means ([15-00397](#))
- Zoning & Planning ([15-00398](#))

With no further business to transact, the meeting adjourned at 10:53 a.m.

Reported by Diana Armstrong, Council Committee Coordinator