

**CHARTER TOWNSHIP OF YPSILANTI
MINUTES OF THE APRIL 19, 2022 WORK SESSION**

Supervisor Stumbo called the meeting to order at approximately 5:07pm in the Ypsilanti Township Civic Center Board Room, 7200 S. Huron River Drive, Ypsilanti Township.

Members Present: Supervisor Brenda Stumbo, Clerk Heather Jarrell Roe and Treasurer Stan Eldridge
Trustees: John Newman II, Gloria Peterson, and Debbie Swanson and Jimmie Wilson Jr.

Members Absent: None.

Legal Counsel: Wm. Douglas Winters

PUBLIC COMMENTS

There were no public comments given.

AGENDA

- 1. REBRANDING PRESENTATION.....M3 GROUP**
 - 2. AGENDA REVIEW.....SUPERVISOR STUMBO**
 - 3. OTHER DISCUSSION.....BOARD MEMBERS**
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- 1. REBRANDING PRESENTATION.....M3 GROUP**

Melissa Demot and Penny Spehar from M3 Group spoke about the rebranding process and presented two logos and taglines for consideration (see attached).

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Discussion continued with the board members on various ways to change the logos to better represent Ypsilanti Township.

4. AGENDA REVIEW.....SUPERVISOR STUMBO

Request to Seek Sealed Bids for Two Fire Pump Engines

Chief Copeland discussed the two fire trucks he would like to purchase from Spartan and discussed the status of the current fire trucks.

Trustee Peterson asked if the older fire trucks could be sold and about the fire trucks that were purchased in 2018. Chief Copeland stated that they would try to sell them and detailed the trucks that were purchased in 2018 and stated they were purchased because the fleet was in constant repair.

Chief Copeland stated they were requesting to purchase these trucks from a single source because all the other fire trucks were from Spartan and they were able to use the same mechanic for all of them.

Chief Copeland stated they were bringing this request to the board tonight because on May 1, 2022 there would be a price increase.

Clerk Jarrell Roe spoke about the sealed bid process and stated that this purchase should follow that process. Chief Copeland stated that they could come back. Clerk Jarrell Roe replied that it is on the agenda tonight to approve seeking sealed bids.

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Attorney Winters asked about the warranty for the trucks. Matt Wholes, general manager for CSI Emergency Apparatus detailed the warranty that is given with the different parts of the fire truck.

REQUEST TO APPROVE THE STAGE II FINAL SITE PLAN, DETAILED ENGINEERING AND DEVELOPMENT AGREEMENT FOR RANGE USA, LOCATED AT 660 JAMES L. HART PARKWAY

Planning Director Jason Iacoangeli gave an overview of the Range, USA project.

Treasurer Eldridge asked if this parcel would be zoned correctly for this type of business if it was not zoned PD. Mr. Iacoangeli stated that the underlying zoning is B3 and that type of business would be allowed. He added that since this parcel is zoned planned development it gives the township the ability to address some of the security concerns with the business.

Trustee Newman asked if someone at Buffalo Wild Wings or McDonalds would be able to hear gunshots. Mr. Iacoangeli responded that you would not be able to hear gunshots in that area.

Supervisor Stumbo asked about a letter from the drain commission that stated that Range, USA was not approved. Mr. Iacoangeli responded that that is the most recent letter from them but that he does have email correspondence from the drain commission stating they were approved and that a formal letter should be coming.

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Supervisor Stumbo stated she would be more comfortable if the board waited to discuss during the regular meeting so that more residents will be able to hear.

**REQUEST TO AUTHORIZE CIRCUIT COURT LITIGATION TO ABATE A PUBLIC
NUISANCE LOCATED AT 6050 S. IVANHOE BUDGETED IN LINE ITEM #101-729-801-
023**

Belinda Kingsley, Community Compliance Director, detailed the property located at 6050 S. Ivanhoe.

**REQUEST TO APPROVE THE MASTER AGREEMENT FOR MUNICIPAL STREET
LIGHTING WITH DTE FOR THE INSTALLATION OF TWENTY FOUR (24)
STREETLIGHTS FOR HURON ST. IN THE AMOUNT OF \$140,654.16 AND BUDGETED
IN LINE ITEM #213-901-986-009 CONTINGENT UPON APPROVAL OF THE BUDGET
AMENDMENT**

Mike Hoffmeister, Residential Services Director, stated the lights were being installed for the Huron St. Pathway Project and detailed improvements coming up in phase II.

Supervisor Stumbo asked if these were cobra lights. He stated they were the same lights installed on US 12 and asked him to verify.

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The Work Session meeting was adjourned at approximately 6:48pm.

Respectfully Submitted,

**Heather Jarrell Roe, Clerk
Charter Township of Ypsilanti**

brand **FORWARD**

THE M3 DIFFERENCE



M3 Group

Ypsilanti Township Rebrand Presentation

Agenda



- M3 Group Introductions
- Our Process
- Tagline & Logo Presentation
- Next Steps
- Questions

Introductions



M3 Group is a full-service branding, marketing, public relations and advertising agency headquartered in the heart of downtown Lansing. Formed in 2002, the agency has grown to three offices and 24 employees. Focused on integrating disciplines to provide clients the most effective strategy possible, M3 Group thrives on fully understanding the challenge, developing a strategy to meet the need and implementing the tactics necessary to show results.

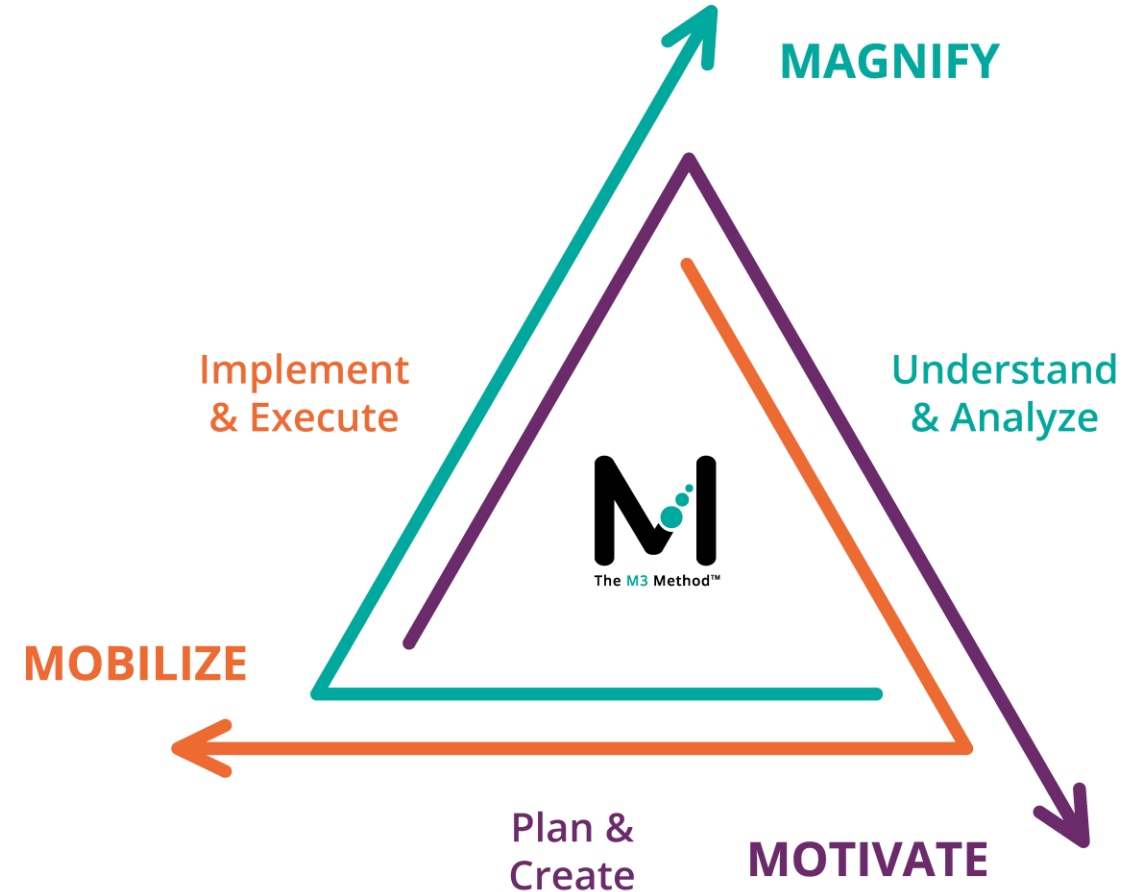
Your Team:

- Sean Hickey, Chief Marketing Strategist
- Melissa DeMott, Client Strategist
- Penny Spehar, Senior Content Strategist
- Kathryn Aspin, Creative Visionary

Our Process



- We use our trademarked M3 Method that delivers exceptional results when followed fully. This system brings the power of understanding, strategy development and implementation to every client.
- Magnify
- Motivate
- Mobilize

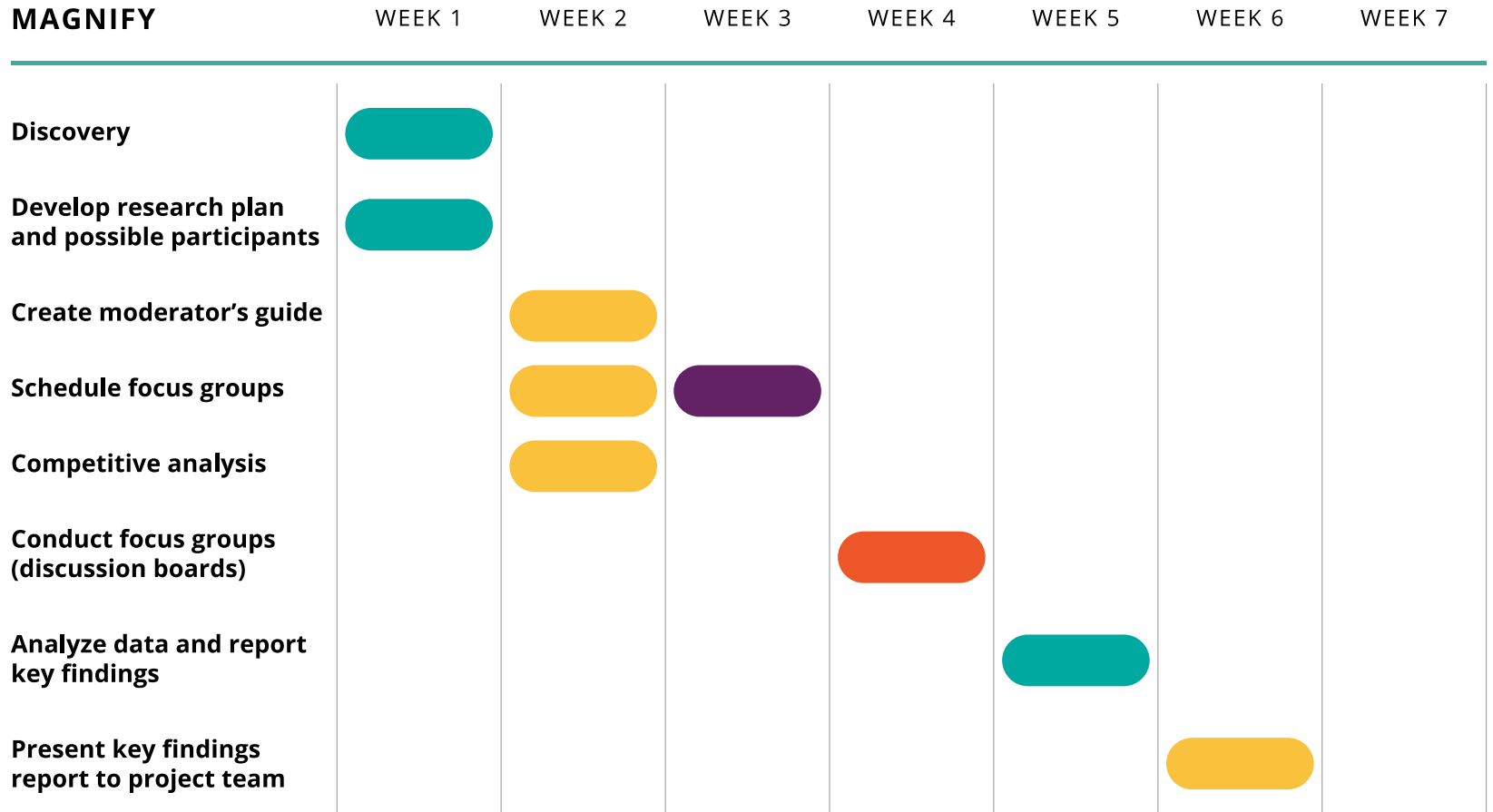




PROJECT SCHEDULE

Our phased approach gives us an opportunity to discover everything we need to know about you and the competitive landscape through our initial **Magnify phase**.

MAGNIFY



What that looked like for Ypsilanti Township



Primary Research — Interviews (Delivered)

- Discussion Boards
 - Monday, Nov. 8, through Friday, Nov. 12, 2021.
 - Engaged business and nonprofit/faith leaders as well as employees and residents from and around the township.
 - Depth Interviews
 - Conducted eight depth interviews.
 - Participants included trustees, leadership and key staff.
 - The participants were asked similar questions as the discussion board participants, but the interview setting allowed the participants to expand on their replies in greater detail.

Secondary Research — Competitive Analysis (Delivered)

- Researched Ypsilanti Township and its surrounding communities and their branding, web and social properties, and demographics. We used this information as a point of comparison to identify Ypsilanti Township's strengths and weaknesses relative to each competitor and drive message development.
 - Pittsfield
 - Superior
 - Van Buren
 - York

What that looked like for Ypsilanti Township



Brand Messaging (Delivered)

- Brand descriptors — What Ypsilanti Township is or is not.
- Key differentiators — The main points that set Ypsilanti Township apart from its competitors.
- Unique Value Proposition — The one thing that sets the organization apart from all other competitors.
- Audience segmentation.
- URL recommendation.
- Tagline development.
- Update mission and vision statements.

Creative Brief (Delivered)

- Used by the M3 Group team and approved of by the Ypsilanti Township rebranding team.
- Connects findings from the competitive analysis, research and brand messaging into one reference document used to inform the creative approach and delivery of new logos, taglines and seal.

What that looked like for Ypsilanti Township



Implementation Strategy (Delivered)

- A plan to document, manage and prioritize all the internal, external and administrative aspects, as well as costs, that go into rolling out a new brand.
- Guidance on protecting your investment.
 - Use of the logos and taglines contribute to a municipality's unique character and the outside world's perception of that municipality, as well as licensing opportunities that could lead to revenue from their use. Now, because the township invested significant resources into its new logo and tagline, it should take steps to protect its investment by trademarking and copyrighting them.

Style Guide (In process)

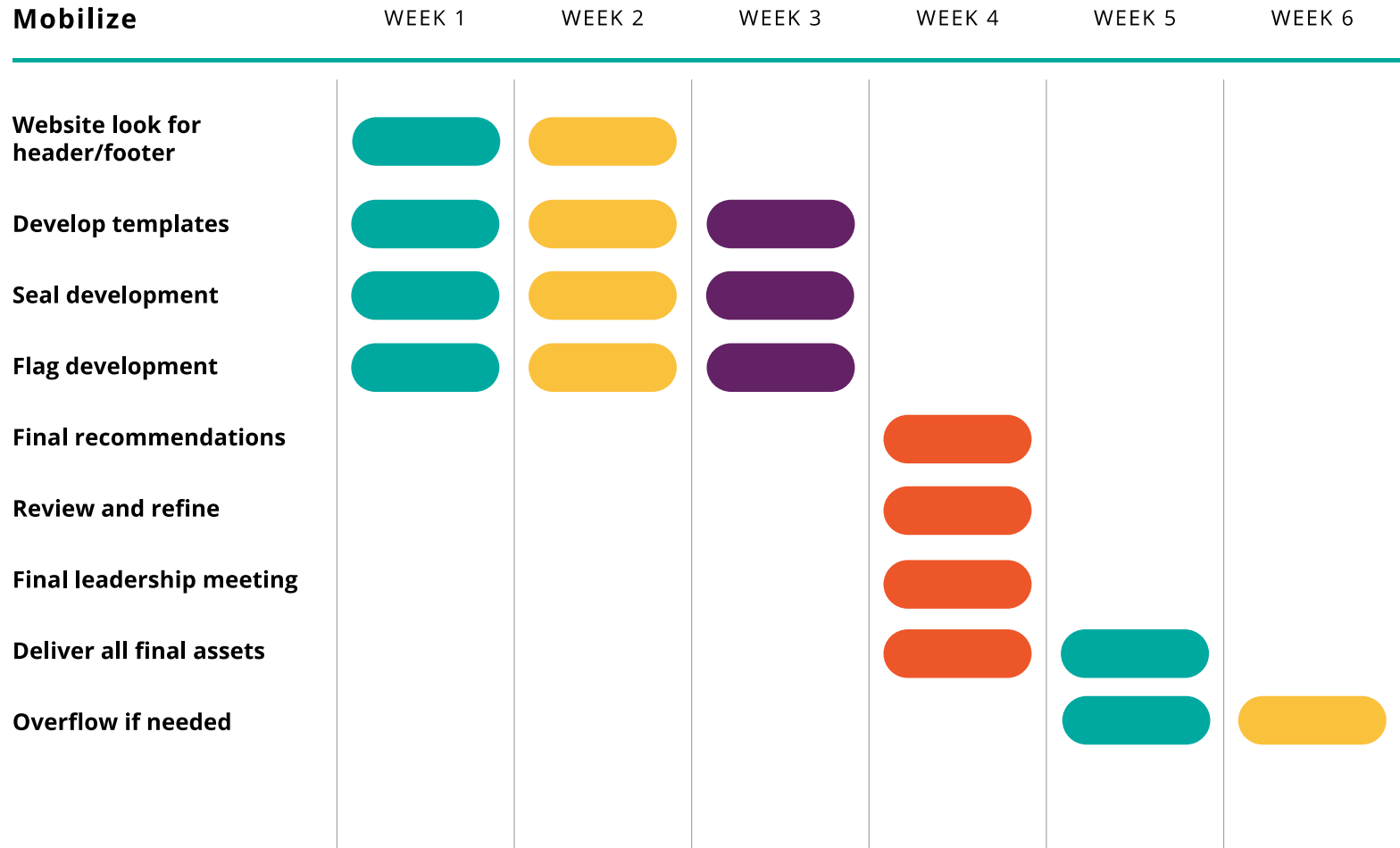
- An instruction manual on how the new brand should be communicated. It contains the standards required to represent your brand correctly, both internally and externally.



PROJECT SCHEDULE

Finally, we continue our approach and enact our **Mobilize phase** through the monthly execution of deliverables, allowing for amazing KPIs and return on investment.

Mobilize



Tagline & Logo

Tagline: Discover Your Roots



Discover Your Roots

- Active voice
- History put Ypsilanti Township on the map, but now discover our trails, lake, community and the future.
- It's a nice balance between the past and the future.

Desired Outcomes

What do you want the audience to THINK about the key message/product?

Ypsilanti Township is a place where they belong.

What do you want the audience to FEEL about the key message/product?

Pride in their community.

What do you want the audience to DO with the key message/product?

We want residents to be inspired to get out to explore and connect with their community more actively. We want potential residents and businesses to consider Ypsilanti Township as a new place to live or start/grow a business.

Logo Option 1



YPSILANTI
TOWNSHIP

Rationale:

The beauty and bounty of the natural world around us has long been a touchstone of Ypsilanti Township's attractive offerings. This logo plays into the township's embrace of its alliance with nature. The blues and the greens in the color palette reflect that sense of harmony with the environment while also presenting a feeling of trust and confidence. The logo mark gives a subtle nod to the letter Y, and the image itself tying the township and nature into a unified and welcoming visual plays seamlessly into the tagline "Discover Your Roots."







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TOWNSHIP



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• Discover your Roots •



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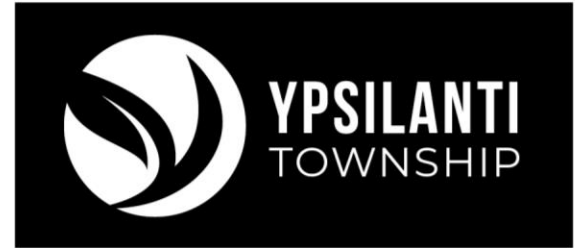
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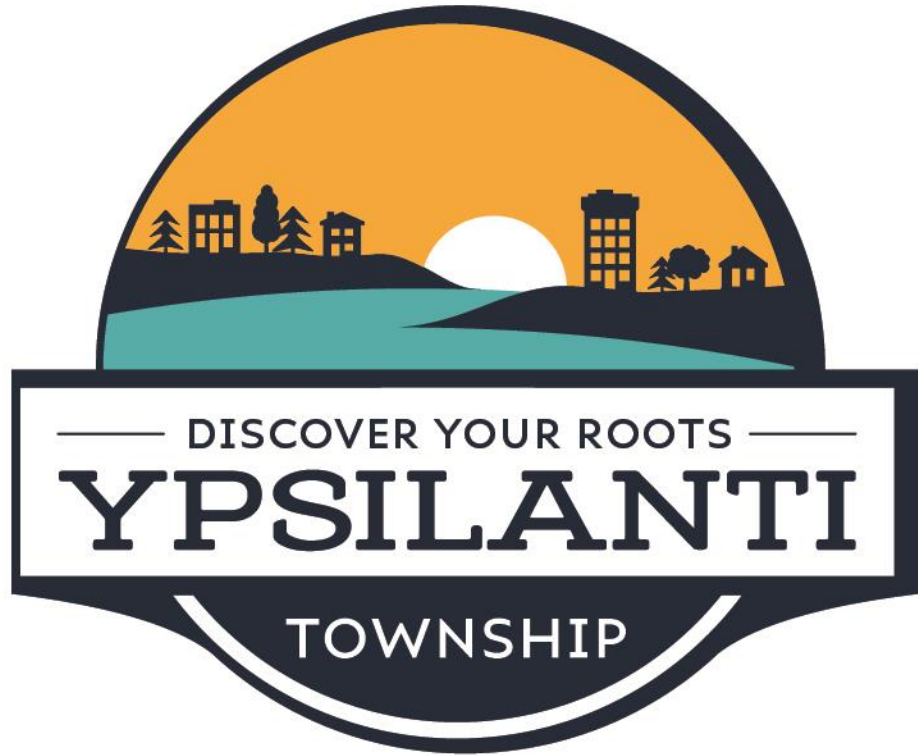
Logo Option 2



Rationale:

Ypsilanti Township residents are as familiar as they are as fond of Ford Lake. So it's fitting that its calm waters serve as the focal and centerpiece of this logo option. The vast recreational opportunities Ford Lake provides serve as a primary link between township residents and nature, as depicted in the background of the image. The palette for this option draws upon colors used previously but places a greater emphasis on the warm orange more than other options, which provide a soothing and relaxing balance. The warm-and-cool color combination show that the township is rooted, trusted and welcoming.







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DISCOVER YOUR ROOTS



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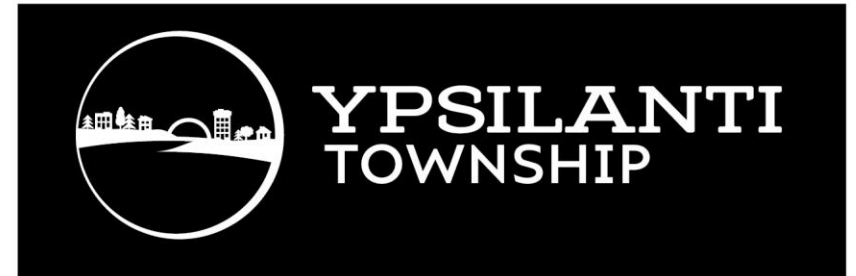
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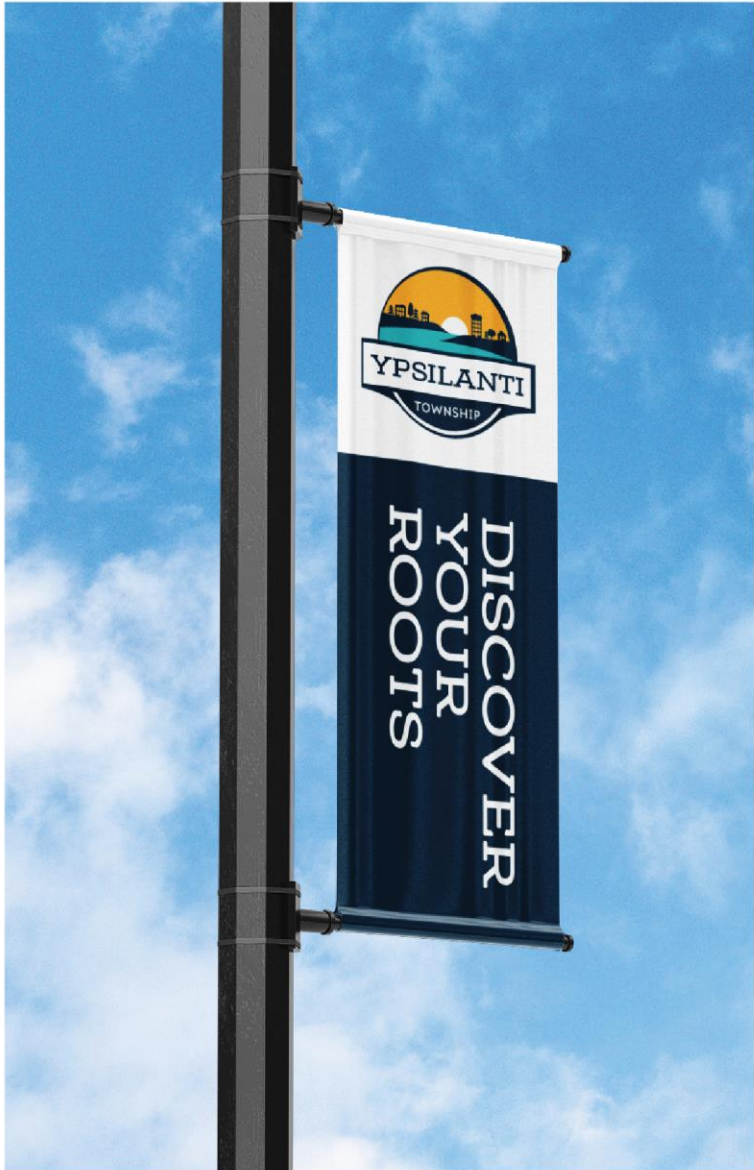
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Logo Options



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Questions?

