



Doug Joseph, President
Caleb Skinner, Ward 1
Brett Luzader, Ward 2
Marshall Spalding, Ward 3
Mel Clemens, Ward 4
Barth Cotner, At-Large
Stacie A. Baker, At-Large
Kristin J. Bryant, At-Large

CITY COUNCIL

Committee Meetings Regular Council Meeting

7232 E. Main St
Reynoldsburg, OH 43068
www.ci.reynoldsburg.oh.us

April Beggerow
614-322-6836

Monday, April 22, 2019

07:30 PM

Council Chambers

OPENING 7:30 PM

INVOCATION – PASTOR DENNIS KING, REYNAZ CHURCH

PLEDGE OF ALLEGIANCE

ANNOUNCEMENTS

DEVELOPMENT, PARKS AND RECREATION COMMITTEE MEETING

1. CALL TO ORDER - ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

a. Development, Parks and Recreation Committee – Committee Meeting – April 8, 2019

4. LEGISLATION FOR EMERGENCY ADOPTION

a. ORDINANCE AUTHORIZING CITY AUDITOR TO REMOVE EQUIPMENT FROM THE PARKS & RECREATION DEPARTMENT'S FIXED ASSET LIST; AND DECLARING AN EMERGENCY. (First Reading 4/8/2019).

5. LEGISLATION FOR THIRD READING

- a. ORDINANCE AUTHORIZING THE MAYOR TO ENTER INTO A CONTRACT WITH GUIDE STUDIO FOR MARKETING AND BRANDING SERVICES. (Second Reading 4/8/2019).

- b. ORDINANCE AUTHORIZING THE MAYOR TO ENTER INTO CONTRACT WITH EMH&T FOR THE ENGINEERING, PLANS, ADVERTISING, AND TO PREPARE BID DOCUMENTS FOR JFK PARK IMPROVEMENTS AND APPROPRIATING FUNDS THEREFORE. (Second Reading 4/8/2019).

MINUTES COMMITTEE MEETING
 REYNOLDSBURG DEVELOPMENT, PARKS AND RECREATION COMMITTEE
 April 8, 2019

Chairman Marshall Spalding called the meeting to order at 7:37 PM

Call to Order - Roll Call

PRESENT: Spalding, Baker, Bryant, Skinner

ABSENT:

Approval of Agenda

Agenda stands approved.

Approval of Minutes

- a. Development, Parks and Recreation Committee – Committee Meeting – March 25, 2019

RESULT:	ACCEPTED
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NEW LEGISLATION/DISCUSSION ITEMS

ORDINANCE AUTHORIZING CITY AUDITOR TO REMOVE EQUIPMENT FROM THE PARKS & RECREATION DEPARTMENT'S FIXED ASSET LIST; AND DECLARING AN EMERGENCY. --- Spalding, Development, Parks and Recreation Committee.

Ms. Bauman: Thank you Chairman Spalding, members of the committee. This legislation is requesting authorization for the City Auditor to remove equipment from the Parks and Recreation Departments' s fixed asset list. I am also requesting it to be passed as an emergency on the second one. I do apologize for that but we are planning on trading that mower in and I forgot to put it on the legislation I brought forth in January.

RESULT:	REFERRED TO COUNCIL [UNANIMOUS]	Next: 4/8/2019 7:35 PM
MOVER:	Marshall Spalding, Chairman	
SECONDER:	Kristin Bryant, At-Large Councilmember	
AYES:	Spalding, Baker, Bryant, Skinner	

LEGISLATION FOR SECOND READING

ORDINANCE AUTHORIZING THE MAYOR TO ENTER INTO A CONTRACT WITH GUIDE STUDIO FOR MARKETING AND BRANDING SERVICES. --- Spalding, Development, Parks and Recreation Committee.

Minutes Acceptance: Minutes of Apr 8, 2019 7:30 PM (Approval of Minutes)

MINUTES COMMITTEE MEETING
 REYNOLDSBURG DEVELOPMENT, PARKS AND RECREATION COMMITTEE
 April 8, 2019

RESULT:	REFERRED TO COUNCIL [UNANIMOUS]	Next: 4/8/2019 7:35 PM
MOVER:	Marshall Spalding, Chairman	
SECONDER:	Caleb Skinner, Ward 1 Councilmember	
AYES:	Spalding, Baker, Bryant, Skinner	

ORDINANCE AUTHORIZING THE MAYOR TO ENTER INTO CONTRACT WITH EMH&T FOR THE ENGINEERING, PLANS, ADVERTISING, AND TO PREPARE BID DOCUMENTS FOR JFK PARK IMPROVEMENTS AND APPROPRIATING FUNDS THEREFORE. --- Spalding, Development, Parks and Recreation Committee.

RESULT:	REFERRED TO COUNCIL [UNANIMOUS]	Next: 4/8/2019 7:35 PM
MOVER:	Marshall Spalding, Chairman	
SECONDER:	Stacie Baker, At-Large Councilmember	
AYES:	Spalding, Baker, Bryant, Skinner	

LEGISLATION FOR THIRD READING

46-19

A RESOLUTION TO WAIVE THE PROVISION OF SECTION 971.16 OF THE CITY'S CODIFIED ORDINANCES FOR THE 2019 TOMATO FESTIVAL. --- Spalding, Development, Parks and Recreation Committee.

Mr. Luzader: I had one and I am not even sure if you can answer this one yet. Ms. Bauman. I was looking at the layout, proposed layout for the Tomato Festival and everything and I see there is going to be a fence all the way around, which we already knew that. Do you know exactly where your openings are going to be for entrance and exit to the festival.

Ms. Bauman: We have not marked those exactly. There will be at least be two entrances off of Davidson, there will be one coming in off of Spangler and one from the Senior Center parking lot. And then my map I forgot to list that there will be fencing around the beer garden as well. That way we come in one point of entrance so that ID's can be checked.

Mr. Luzader: Thank you.

RESULT:	REFERRED TO COUNCIL [UNANIMOUS]	Next: 4/8/2019 7:35 PM
MOVER:	Marshall Spalding, Chairman	
SECONDER:	Caleb Skinner, Ward 1 Councilmember	
AYES:	Spalding, Baker, Bryant, Skinner	

45-19

Minutes Acceptance: Minutes of Apr 8, 2019 7:30 PM (Approval of Minutes)

MINUTES COMMITTEE MEETING
 REYNOLDSBURG DEVELOPMENT, PARKS AND RECREATION COMMITTEE
 April 8, 2019

A RESOLUTION TO WAIVE THE PROVISION OF SECTION 971.16 OF THE CITY'S CODIFIED ORDINANCES FOR THE 2019 REYNOLDSBURG FARMERS' MARKET. --- Spalding. Development, Parks and Recreation Committee.

RESULT:	REFERRED TO COUNCIL [UNANIMOUS]	Next: 4/8/2019 7:35 PM
MOVER:	Marshall Spalding, Chairman	
SECONDER:	Stacie Baker, At-Large Councilmember	
AYES:	Spalding, Baker, Bryant, Skinner	

Minutes Acceptance: Minutes of Apr 8, 2019 7:30 PM (Approval of Minutes)

Parks & Recreation Dept.**Donna Bauman****7232 E. Main Street****Reynoldsburg OHIO 43068****614-322-6879 Phone****ORDINANCE REQUEST****DATE:** **April 22, 2019****TO:** **Development, Parks and Recreation Committee****RE:** ORDINANCE AUTHORIZING CITY AUDITOR TO REMOVE EQUIPMENT
FROM THE PARKS AND RECREATION DEPARTMENT'S FIXED ASSET
LIST.

Approval:

Completed Brad McCloud	Jed Hood	Completed Stephen Cicak
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Emergency/Suspension: Emergency

Reason For Emergency: Financial needs of the City's government

Requesting Emergency passage after the second (2nd) reading to allow for the SCAG Turf Tiger (#2486) to be traded in on a replacement mower.

Authorize the City Auditor to remove the following from the Parks & Recreation Department's Fixed Asset List:

#2065 Cub Cadet Snowblower--rusted out/no longer throws snow. This item will be placed on the City's auction site.

#2486 SCAG Turf Tiger mower will be traded in for a new mower.

Development Department

Andrew Bowsher
7232 E. Main Street
Reynoldsburg OHIO 43068
614-322-6831 Phone

ORDINANCE REQUEST

DATE: April 22, 2019

TO: Development, Parks and Recreation Committee

RE: Ordinance Authorizing the Mayor to Enter into a Contract with Guide Studio for Marketing and Branding Services.

Approval:

Completed Brad McCloud	Completed Jed Hood	Completed Stephen Cicak
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Contract for Guide Studio to coordinate a marketing and branding strategy and include deliverables. The overall cost will be \$50,000 and has been budgeted for 2019. The development department researched, explored, and spoke with 8 separate professional service companies regarding this contract. In the end this decision was made in conjunction with development staff and the mayor to be the best fit for the city.

Through a future creative branding strategy, the development department plans to re-imagine and reinvigorate the perception of Reynoldsburg. The development department plays a vital role in the built aspect of the city, but we also feel it is our responsibility to project an image of diversity, history, economic vitality, and small town charm. Through this branding strategy, we hope to outline a process by which our team will create a compelling, relevant brand identity and key messaging that differentiates Reynoldsburg from other communities. We intend to effectively communicate our vision, values, and aspirations for the future and provide a consistent, cohesive representation of the city across all communication platforms. Deliverables will include changes to the website, Logo Design, signage, and other uses where applicable. Overall cost \$50,000 USD (Estimate/Budgeted) Waive of competitive bidding, for professional services. 7 additional firms were apart of this proposal process.



13110 Shaker Square, Suite 101
Cleveland, OH 44120

guidestudio.com
216-921-0750

7 March 2019

City of Reynoldsburg, OH
Andrew Bowsher, Development Director
ABowsher@ci.reynoldsburg.oh.us

TERMS OF ENGAGEMENT

Thank you for the opportunity to work with your company. Our professional insurance carrier requires that we have an Engagement Letter for each and every client at Guide Studio. This letter spells out the basic services and responsibilities of our engagement. If you have any questions, please do not hesitate to call.

For each Project, Guide Studio shall provide the City of Reynoldsburg ("Client") with a proposal (the "Project Quote") setting forth the scope and estimated cost of the Project.

1.0 BASIC TERMS & CONDITIONS

1.1 INVESTMENT. The total Investment for each element or phase of the Project will be comprised of Professional Fees and Reimbursable Expenses. An itemization of the estimated costs associated with a Project shall be included on each Project Quote (Exhibit A). All Project Quotes are reviewable by Guide Studio and subject to change if not accepted within 60 days. Guide Studio will notify Client of any requests that are out of Scope (Scope and Approach outlined in Exhibit B) and seek Client's approval for any increase in fees or expenses as a result of that out of Scope request.

1.2 PAYMENT TERMS AND ARRANGEMENTS. Guide Studio will begin work on the Project upon approval of the Project Quote and receipt of a signed copy of this Engagement Letter. Invoices will be issued monthly in alignment with the project schedule. Invoices shall be paid upon receipt. A finance charge of 2% per month shall be applied to invoice balances overdue by 60 days. Client accepts responsibility for the payment of any legal fees, including reasonable attorney's fees, incurred in the collection of overdue invoice balances. Guide Studio reserves the right to cease work(s)-in-progress and/or delivery of completed work if invoice payments are significantly overdue.

1.4 RELATIONSHIP OF THE PARTIES. The relationship between Guide Studio and Client shall only be considered that of independent contractors. Nothing contained in this Engagement Letter shall create an agency, partnership, joint venture, or employment relationship between Guide Studio and Client. Further, Guide Studio and Client hereby specifically agree that nothing contained herein shall create a "work made for hire" relationship between Guide Studio and the Client.

2.0 WORK PRODUCT

2.1 INTELLECTUAL PROPERTY. Guide Studio retains exclusive ownership and intellectual property rights in all Instruments of Service it creates. Client is hereby granted a non-exclusive license to publish, reproduce, and otherwise use the Instruments of Service, in electronic or other tangible form, in connection with Client business.



“Instruments of Service,” as used herein, means all works of authorship, designs, discoveries, programs, routines, procedures, processes, formulas, know-how, techniques, developments, drawings, notes, documents, objects or elements within a design, letter styles, images, materials made, conceived or developed, improvements, modifications and derivative works, whether or not subject to copyright protection, in any media, including digital files, whether preliminary or final, which are made, conceived, expressed, written or authored by Guide Studio, solely or jointly with others, in connection with any services performed for, or at the request of Client, at any time during the course of Guide Studio’s engagement with Client.

2.2 BRAND IDENTITY OWNERSHIP. In the case of an approved Brand Identity as the Instruments of Service, which may include a deliverable of a logo, logo type, icon, or badge developed as a unique visual expression of the Client’s place, service, product or business, Guide Studio shall transfer exclusive ownership and intellectual property rights upon full payment.

2.3 PORTFOLIO USE. Guide Studio hereby retains the right to use the Instruments of Service for the purposes of design competitions, future publications on design, educational purposes and the marketing of Guide Studio’s business, services and portfolio; but no other use without the Client’s express written consent.

2.4 REPRODUCTION RIGHTS. Client also acknowledges and agrees that Guide Studio retains all reproduction rights to the Instruments of Service and waives the right to challenge the validity of Guide Studio’s ownership and reproduction rights to the Instruments of Service. Client further acknowledges that the Instruments of Service may not be used or produced in any form by Client or any third party engaged by Client, other than those uses expressly identified and included in the Project description set forth above or within the Project Proposal, without the prior written consent of Guide Studio.

2.5 INSTRUMENTS OF SERVICE CREDIT. Guide Studio reserves the right to require Client to include a credit line with any editorial use of the Work Product. Guide Studio further reserves the right, in its sole discretion, to prohibit Client from attributing any credit to Guide Studio, in any form, in any editorial use of the Work Product. When required by Guide Studio, the credit line shall be in the following form: © Guide Studio, Inc. 20___. Client further agrees to employ best efforts to protect Work Product produced under this Engagement Letter from unauthorized duplication, reproduction and/or alteration.

2.6 THIRD PARTY SOFTWARE AND IMAGE LICENSES. Third party software and image licenses are generally non-transferable. If Client wishes to create any derivative works or reprint any Work Product for any use other than the Project described and delivered by Guide Studio, without using Guide Studio, they may do so, however, Client is responsible for purchasing the license to any fonts, photos, illustrations, other images or software that may be used, as required by the product developer.

3.0 SIGNAGE DESIGN & WAYFINDING SERVICES

3.1 DESIGNER’S RESPONSIBILITY. Guide Studio shall design and recommend items required for a signage and wayfinding Project that may include specifications for materials and construction details. However, it is understood by the Client that the Designer is not a licensed engineer or architect, and that responsibility for the interpretation of design drawings and design and engineering of all work performed under this contract to yield an effective and safe product is the responsibility of the Client’s architect, engineer and/or Sign Contractor.



3.2 CODE COMPLIANCE. Guide Studio may provide Client with signage and wayfinding solutions that require compliance with the Americans with Disabilities Act (ADA), Manual for Uniform Traffic Control Devices (MUTCD), Building Codes including Fire Safety, and local Zoning Codes. The Client understands that the requirements of these rules, codes, ordinances, and regulations, etc. may be subject to various and contradictory interpretations. Guide Studio will therefore employ its reasonable and professional efforts and judgment to interpret applicable requirements of federal, state and local rules, codes, ordinances and regulations as they apply to the project. Guide Studio, however, cannot and does not warrant or guarantee that the Project will comply with all interpretations of the requirements of these rules, codes, ordinances, and regulations, etc. as they apply to the project.

3.3 DESIGN INTENT. Guide Studio may provide Client with Design Intent Drawings. The graphic design requirements shown by the details on the sign type drawing documents are for design intent only and intended to establish basic dimensions of units or modules, profiles and sight lines of members, and appearance. They are not intended for fabrication reference, and therefore, may not be provided to a Sign Contractor without Guide Studio's express written consent and/or involvement in the fabrication phase of the Project.

3.4 SIGN CONTRACTOR'S RESPONSIBILITIES. The Sign Contractor shall supplement the general design shown with detailed shop drawings for the Owner's/Construction Manager/Designers approval. The shop drawings shall include major aspects of the system proposed, such as sections, shapes and connections of components and joints, how temperature movement is handled, venting, and anchorage to structure or ground. Guide Studio's review of shop drawings provided by the Sign Contractor is only for conformance with the design concept of the Project and compliance with the information given in the Design Intent Documents. Review of a specific item shall not include review of an assembly of which the item is a component. The Contractor is responsible for: dimensions to be confirmed and correlated at the job-site; information that pertains solely to the fabrication processes or the means, methods, techniques, sequences and procedures of construction; coordination of the Work with that of all other trades and performing the Work in a safe and satisfactory manner. Corrections or comments made on the shop drawings during this review do not relieve the contractor from compliance with the requirements of the plans and specifications.

3.5 COSTS OF FABRICATION. Unless the Project Proposal describes the services as "Design-Build", the client shall contract and pay directly for implementation services such as fabrication or installation. The designer shall not be held responsible for the quality or timeliness of the fabricator's work, whether or not the designer assists the client in the evaluating, selecting or monitoring of the fabricator or installer.

4.0 TERMINATION OR SUSPENSION

4.1 TERMINATION. Either party can terminate this Engagement Letter or a Project by providing to the other party fifteen (15) days notice in writing. If Client should decide to terminate then it would owe Guide Studio a pro-rated amount of the fee due for the Project phase in which work is authorized, at the end of the fifteen (15) days notice plus all actual expenses incurred at that same date. If Guide Studio should decide to terminate it would provide Client with a report and design plans developed up to the point of termination, for the Project phase in which work is authorized, and Guide Studio would be paid a pro-rated fee at the date of its termination letter plus all actual expenses incurred as of the date of such letter.

4.2 SUSPENSION. If any Project is suspended in whole or in part or delayed for 12 weeks or more by Client, Guide Studio reserves the right to renegotiate the fee to reflect any changes in hourly rates, expenses or Project Scope. In the case of Project suspension, Guide Studio shall be paid for all services performed and reimbursable expenses extended to that date.



5.0 LIMITATIONS OF LIABILITY

5.1 LIMITATIONS OF LIABILITY. Guide Studio hereby disclaims any and all implied warranties of merchantability and/or warranties of fitness for a particular purpose. In no event shall Guide Studio be liable to any person or entity for any consequential and/or incidental damages. The Client agrees to limit the liability of the Guide Studio to the Client for any and all claims, losses, costs, damages of any nature whatsoever or claims expenses from any cause or causes, including attorney's fees and costs and expert-witness fees and costs, so that the total aggregate liability of Guide Studio to the Client shall not exceed the Guide Studio's total fee for services rendered on this Project. It is intended that this limitation apply to any and all liability or cause of action however alleged or arising, unless otherwise prohibited by law.

5.2 WAIVER OF CONSEQUENTIAL DAMAGES. Notwithstanding any other provision of this agreement, and to the fullest extent permitted by law, neither the Client nor Guide Studio shall be liable to the other for any incidental, indirect or consequential damages arising out of or connected in any way to the Project or this Engagement Letter. This mutual waiver of consequential damages shall include, but not be limited to, loss of use, loss of profit, loss of business or income or any other consequential damages that either party may have incurred from any cause of action whatsoever.

6.0 CLAIMS OR DISPUTES

6.1 DISPUTE RESOLUTION. In an effort to resolve any conflicts that arise during the process of the Project or following the completion of the Project, the Client and Guide Studio agree that all disputes between them and arising out of or relating to this Engagement or the Project shall be submitted to mediation unless the parties agree otherwise.

7.0 INSURANCE

Guide Studio shall, during the performance of the Agreement, keep in force statutory Workers Compensation Insurance plus Comprehensive General Liability and Automobile Liability Insurance with a combined single limit of \$1,000,000 policy aggregate for bodily injury and property damage, plus Professional Liability (errors and omissions) Insurance with an aggregate limit of \$1,000,000.

8.0 MISCELLANEOUS

(a) In the event of any inconsistency or discrepancy between this Engagement Letter Agreement and the Quote attached hereto as Exhibit A and incorporated herein by reference, the terms and conditions of this Engagement Letter Agreement shall be controlling.

(b) This Agreement shall be governed by Ohio law. In the event that any dispute arising between the parties cannot be resolved in mediation, the parties may attempt to resolve their dispute in any court of competent jurisdiction located in Franklin County, Ohio. (Which of the 3 counties?)

(c) This Engagement Letter Agreement may be signed in counterparts and such counterparts, considered together, shall constitute one and the same binding contract. Electronic and facsimile signatures shall be considered original signatures for purposes of this Engagement Letter Agreement.



SUMMARY

If you have any questions regarding any of these above terms and conditions, or if you ever have questions or complaints to make about our statements or services, please call me so we may resolve these matters. It is our desire to provide you with prompt and efficient services in this or any other matter for which you may engage us.

Again, we thank you for your consideration of our firm and we look forward to working with you toward a satisfactory completion of the Project. You may indicate acceptance of the foregoing by signing a copy of this Engagement Letter and returning it to Guide Studio, Inc.

Respectfully submitted,

Guide Studio, Inc.

6 March 2019

Cathy Fromet, President

Date

Approved and Accepted by

Signature and Title of Authorizing Party

Date

Formal Company Name

Business Type

Tax ID

EXHIBIT B

Research & Brand Strategy Development



BRAND STRATEGY SERVICES

Brand Strategy is a long-term plan for the development and implementation of a brand in order to achieve specific goals. A brand strategy uncovers your brand promise by leveraging the characteristics, features and distinct advantages that connect the City of Reynoldsburg (“City”, your place/organization) to your audience’s expectations.

Research

- **Initial Meeting with the Client Team*:** To establish priorities, define the work plan and Phase 1 timeline, set benchmarks, define the working relationships, and identify the appropriate public and/or internal communication process. We will determine the approach to gathering both qualitative and quantitative data and learn about challenges as you see them that will guide our Phase 1 work.
- **Existing Plans, Studies, Research, Data, Existing Brand Review:** We will request any existing research, studies, strategic plans procured or developed for your organization to be reviewed and analyzed to inform the discovery sessions as well as the ultimate recommendations.

*Client Team is one to two people who will act as the project managers on the client side.

Discovery

We will ask you to form a Steering Committee comprised of 8-10 people who will be responsible for advising the process, making decisions and advocating for the determined solution.

- **Discovery Session with Steering Committee:** The consulting team will facilitate one Discovery Workshop with the selected Steering Committee representatives. Sessions are typically 2 hours.
- **Discovery Workshop with Community Stakeholders:** The consulting team will facilitate up to two Discovery Workshops with a cultivated (invite only) group of stakeholders (recommend 25+ participants). This intensive group workshops further verifies the brand story and fills in the gaps that quantitative research can’t provide. Workshops may be 2-3 hours.
- **Signage Challenges and Experience Perceptions Interview** – conduct a focused 1 hour meeting with you and select community stakeholders to discuss issues related to signage and placemaking. (Note, this meeting may occur during visit to present Brand Identity Conceptual Design)
- **Online surveys:** We may conduct online surveys that will provide information and support to ideas and conclusions that may have been drawn before and after the Discovery Workshops.

Brand Platform

Key findings from the work conducted in Phase 1 will be summarized and documented in the Brand Platform. From this information, key themes and commonalities on the outreach and research will be highlighted, including:

- **Key Findings:** We will craft a written narrative of the research and data collected during this initial activity. Furthermore, key themes for your organization will be highlighted. This may also include:
 - Discovery Session outcomes
 - Audit, Survey and Interview results
 - Perceptions, Opportunities and Challenges uncovered
 - Target Audience/Persona Definitions
 - Distinct Advantage/Value Propositions Definitions

PROJECT SCOPE & APPROACH

Branding, Marketing & Signage | Reynoldsburg, OH

EXHIBIT B

Other components of an effective Brand Platform may include, but are not limited to:

- **Brand Positioning** is how you position the City amongst your stakeholders, visitors and peers; this includes a cohesive statement as well as identification and articulation of Target Audiences, Distinct Advantages, Products/Services and End Benefits.
- **Personality** is the personification of your brand that helps influences internal and external communications, brand voice and City culture.
- **Character/Image Study** is the visualization (moodboards) that help translate the Brand Platform into the visual components of your brand.

The **Brand Platform** will guide all decisions in the creative process of building your brand and establishing an implementation plan. This document will also define the general parameters for how and where the visual brand elements will be used in communications.

Project Approach — Brand Identity Design

BRAND IDENTITY DEVELOPMENT SERVICES

We utilize the Brand Platform to provide a foundation for which the visual representation of your Brand and its core components will be refined/designed and developed.

Brand Identity Design

- **Brand Identity:** Conceptual design includes 3–5 identity options. At our discretion, with each concept, we will share examples of the brand in action— the brand look and feel may be applied to select applications such as a business card, stationery, social media skins, etc.
- **Brand Elements:** Including font and color palettes, image styles and other distinguishing elements.

Identity Development & Refinement

- **Brand Identity Design Revisions/Refinement:** Once a concept is selected, we include up to two rounds of revisions/refinement to the Brand Identity Design and will provide artwork in the necessary electronic versions to accommodate multi-purpose applications.
- **Targeted Key Messages** are high-level statements that articulate the most relevant information to each of your specific audience groups. This tool is a cornerstone for public facing communication. Key Messages will be further demonstrated with examples of various applications, such as web copy, digital ads, newsletter headlines and social media, among others. These will be presented through example layouts so you may see how both your messaging and brand identity is translating into communication materials.
- **Brand Application Concepts:** Conceptualize how the new Brand Identity will be translated visually to the following elements:
 - Facility Identification Signs Concept (Park and/or City Building)
 - Street Banner Concept
 - Home Page Sample
 - Business Card and Stationery
 - Vehicle Graphic



PROJECT SCOPE & APPROACH

Branding, Marketing & Signage | Reynoldsburg, OH

EXHIBIT B

Protect & Share

Brand Guidelines document key elements of the brand platform, visual and verbal brand identity to support desired uses, avenues and expectations for sharing the identity with interested parties .

- **Brand Guidelines:** Once the look of the brand visual package has been approved, our team will create Brand Guidelines. These guidelines provide detailed documentation of the brand platform as well as correct and incorrect uses of the brand, its various applications and styles. It also includes directions on color palettes, imagery use, typography and tonality guidelines with samples.
 - This document will be provided to the client as a digital file (pdf). The Brand Guidelines will be one of the most important deliverables; because the brand will be used widely by various departments and programs, consistency of visual identity and messaging is critical to success. The Brand Guidelines will be presented via on-line meeting software—GoTo Meeting.
- **Brand Guidelines Revisions/Refinement:** We include up to two (2) rounds of revisions/refinement to the Brand Guidelines. The final document will be provided as an electronic (pdf).

Place Identity in the Public Realm — Design Development

- **Sign Design** - Based on the concept designs shared during the development of the Brand Identity, we will design and develop the following sign types for an initial implementation of signage that represents Reynoldsburg's new brand. The client team is responsible providing content/information for inclusion on the signs and for selecting the locations for initial implementation. Budget numbers for fabrication and installation will be provided during Schematic Design and revised prior to completeing bid documents.
 - City Facility Sign
 - City Park Entry Sign
 - City Park Instructional/Information Sign
 - Street Sign embellishment
- **Banner Program Design** - Based on the concept designs shared during the development of the Brand Identity, we will further develop the street banner program. The client team is responsible for selecting the locations for initial implementation. Budget numbers for fabrication and installation will be provided during Schematic Design and revised prior to completeing bid documents.
- **Design Development Process** includes multiple levels to explore, review and verify the Design Intent of the Sign and Banner Program: Schematic Design (30%) understand scale and how the entire family of signs looks and works together, Design Development* (60%) explore the details of materials and construction methods, Bid Documents (100%) finalize details and instructions to ensure that the program will be built (by others) as specified.

* After Design Development has been reviewed and approved, this presentation is typically appropriate for local Architectural Review Boards or Planning Commissions for the approval of the Wayfinding Program.

PROJECT SCOPE & APPROACH

Branding, Marketing & Signage | Reynoldsburg, OH

EXHIBIT B

Project Approach — Implementation Plan



BRAND IMPLEMENTATION PLANNING SERVICES

We will work with the City to get your new Brand out into the world on the right foot. Whether it's with a simple reveal, a full brand launch and/or an effort to educate and recruit Brand Champions, we will show you how to start using your brand so it can begin working for you.

Implementation Strategy

This process will establish the short-term objectives within a long-term vision and map out a step-by-step guide to launch the new brand. We will recommend marketing and communication strategy and tactics for continued awareness building beyond the initial launch.

- **Implementation Workshop:** We will conduct a working session with the Client Team to discuss roll-out of the new brand and how staff and individual programs may adopt and champion this system. The outcome of this meeting will be an action plan that addresses brand launch, ongoing communications (awareness building) and establishing the rebrand through all your materials and touch points.
- **Implementation Plan:** Develop an Implementation Plan that identifies key strategies and detailed tactical recommendations for brand launch and first year or two of communication management. This will include timeline and budgets for a comprehensive picture of the next steps.
 - This also includes recommendations for timing and associated costs for changing the brand on your communications materials beyond the initial development of the Communications Materials (below).

Basic Brand Launch Kit (included, no additional cost)

To help you get the new brand off the ground and on the right foot, we are including the following tools to help you launch the new brand.

- **Standard Communication Templates:** Includes business card template, letterhead and PPT template. Artwork as InDesign and Power Point files will be provided.
- **Social Media Skins:** Working with you to identify up to 3 social media platforms that will be most utilized by your key audiences, we will provide the appropriate new brand launch imagery to be featured on these pages.
- **Press Release:** Using Key Messages developed during the Brand Strategy process, we will write your initial new Brand Press Release.

>> end of Branding, Marketing & Signage foundational scope <<

REVISED TIMELINE

Branding, Marketing & Signage | Reynoldsburg, OH

EXHIBIT B

Project Timeline

WEEK 1-3	• Initial meeting with client team • Internal project & Discovery Workshop preparation • Review of existing research, plans, etc. • Deploy pre-workshop survey
WEEK 3-4	• Discovery Workshops (1-1.5 days on-site)
WEEK 4-7	• Develop key findings report from research review, survey and Discovery sessions • Develop Brand Platform Strategy • Presentation of the DRAFT Brand Platform to Steering Committee
WEEK 7-9	• Deploy broad reach online survey — testing themes and concepts • Finalize Brand Platform
WEEK 9-12	• Conceptual Brand Identity Development • Present Brand Identity Concepts to Steering Committee/Client Team • Re-group with Client Team for conceptual feedback
2 WEEK BUFFER	• Conceptual Design Feedback/Revision period
WEEK 14-18	• Selected Brand Identity Refinement • Develop Brand Application Concepts and Key Message Development • Design Development Presentation to City Council* • Delivery of Production-Ready Logo Artwork,
WEEK 18-22	• Implementation Workshop via On-site Meeting* • Development of Brand Guidelines • Develop Sign and Banner Designs • Share DRAFT of Implementation Plan with Client Team • Refine and revise Implementation Plan • Delivery of Implementation/Launch Plan. Share DRAFT of Brand Guidelines* • Present Developed Sign and Banner System Design* * Meetings can occur same day
WEEK 22-26	• Basic Brand Launch Kit Development • Bid Documents for Signs and Banners • Delivery of Templates, Brand Guidelines and Sign and Banner Bid Documents

Attachment: Guide_EXHIBITB_Reynoldsburg_Scope&Approach (Branding & Marketing Contract)



Andrew Bowsher
City of Reynoldsburg
7232 East Main Street
Reynoldsburg
OH 43068
USA

Guide Studio, Inc.
13110 Shaker Square, Suite 101
Cleveland, OH 44120

Quoted By: Cathy Fromet

EXHIBIT A

QUOTE DATE
03/08/2019

QUOTE TOTAL
50,000.00

VALID TO
05/07/2019

EXHIBIT A: Branding, Marketing & Signage

INTRODUCTION

I appreciate the confidence that you have expressed in Guide Studio, Inc. (GS) ("Consultant") by asking us to assist the City of Reynoldsburg, OH ("Client"), in the development of a Branding, Marketing and Signage Initiative ("Assignment" or "Project"). The purpose of this Proposal is to set forth the terms of our engagement, to identify the services you may expect to receive and to establish the manner by which Guide Studio will be compensated for services rendered.

PROJECT SCOPE

1. Guide Studio will develop a community brand strategy, brand identity, and marketing plan for the City of Reynoldsburg:
2. The scope of work for a Community Brand Strategy includes Stakeholder Engagement, Community Survey, and Brand Platform
3. The scope of work for a Community Brand Identity includes: Identity Design, Key Messages, Brand Guidelines, and Place Identity in the Public Realm
4. The scope of work for Implementation Deliverables includes: Brand & Marketing Implementation Plan, Brand Launch Kit
5. This work may be completed within 24-26 weeks of contract signature.

PROJECT APPROACH

See attached Exhibit B Project Approach

PROJECT PARAMETERS

We expect to deliver this work within the context outlined below:

Project Timelines

We establish timelines with project milestone dates at the beginning of the project. These milestone dates are for review feedback, presentations, and/or meetings, and are set early to ensure all parties have proper notice for review time and attendance to presentations/meetings.

- Milestone meetings that need to be rescheduled within two weeks of the original date should not affect project timelines. However, milestones that are pushed back by the client team more than 3 weeks may push back the project schedule by 4-6 weeks back depending on Guide Studio's Active Project schedules.
- If a project is pushed back more than 2 months, additional time and service fees to manage the project back on track will be required.

Project Review and Feedback

Review and feedback from the Client Team and Steering Committee/Approval Entity are required throughout the project.

This feedback is critical for the development of the project but it can be difficult to decipher the desired direction when each Steering Committee member presents feedback separately.

- Rounds of revisions considered in scope are documented within the Project Approach. A round of revisions is defined as any change or update requested by the Client or the Client's representative.
- We require that comments/feedback from the Steering Committee/Approval Entity be consolidated by the Client Team to minimize the time spent on multiple rounds of revisions.
- The Client Team (with support from Guide) is responsible for approving the final direction based on the comments/feedback presented by the Steering Committee.
- Any revisions and requests for changes made after sign-off will be considered out-of-scope and a Change Order will be submitted prior to completing work. Additional revisions billed hourly.

Approvals

- Sign-off on work completed/approved direction of current Phase is required for all work to move into a new Phase.

		AMOUNT
Professional Fees		
Phase 1 Brand Strategy Services		14,500.00
Phase 2 Identity Design & Place Identity Design		30,500.00
Phase 3 Brand Implementation Planning		8,500.00
Basic Brand Launch Kit	3,500.00	- 3,500.00
Subtotal		50,000.00
Tax		Tax Exempt
Total USD\$		50,000.00

Terms:

DEPOSIT

Upon approval of this Proposal, we will send an invoice for a deposit typically requested for the start of projects.
[\$5,000.00]

INVOICING

The project schedule indicates that this work will take **(6) months** to complete. Invoices will be submitted over the course of **5 months** in monthly installment payments of approximately **\$9,000**. If the project extends to **7 months**, we will split the final payment. Invoices are due upon receipt.

REIMBURSABLE EXPENSES (Included)

In-house reimbursable expenses such as travel expenses, mileage, digital outputs (color), digital output (b/w), large format output (color), presentation materials, CDs, scans, postage/couriers, and other incurred costs are included in the total fee.

Acceptance

Signed: _____ Date: _____

Parks & Recreation Dept.**Donna Bauman****7232 E. Main Street****Reynoldsburg OHIO 43068****614-322-6879 Phone****ORDINANCE REQUEST**

DATE: April 22, 2019

TO: Development, Parks and Recreation Committee

RE: Ordinance Authorizing the Mayor to Enter into Contract with EMH&T for the Engineering, Plans, Advertising, and to Prepare Bid Documents for JFK Park Improvements and Appropriating Funds Therefore.

Approval:

Completed Brad McCloud	Completed Jed Hood	Completed Stephen Cicak
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Authorize Mayor to enter into contract with EMH&T , 5500 New Albany Rd., Columbus, OH 43054, for engineering, plans, prepare bid document, supply bid documents for distribution, advertise for bids, and preparation of bid tabs, surveying, and electrical design fee for JFK Park Improvements.

Proposed improvements to JFK Park are as follows:

New Playground Structure(s)

Poured Playground Surface

Concession and Restroom Facility

Request appropriation of \$74,369.00 from the unappropriated CIP Fund 410 to account number 410.000.0172.5639, JFK Park Improvements.



Engineers, Surveyors, Planners, Scientists

March 11, 2019

Ms. Donna Bauman
 Director of Parks and Recreation
 City of Reynoldsburg
 7232 East Main Street
 Reynoldsburg, OH 43068

Subject: JFK Park Improvements
 Proposal for Survey, Landscape Architecture, Design, and Bidding Services

Dear Ms. Bauman,

EMH&T is pleased to present a proposal for survey, landscape architecture, detailed engineering, and bidding services for the JFK Park restroom/concession facility and new playground. This improvement was identified on the City's 2018-2022 Capital Improvement Plan with a total park budget of \$800,000. We understand that the park improvements will include the following:

- Demolition / removal of the existing concession building, restroom building, and playground equipment.
- The preparation of a master plan specific to the activity areas directly surrounding a new combined restroom / concession building and playground, and their direct relationships to parking and pedestrian circulation and walking paths.
- New playground equipment with accessible surface material.
 - This playground is intended to serve as an inclusive play space that is ADA compliant and containing swings, elevated play opportunities, ground level play features and surfacing designed for those with cognitive and physical limitations.
- A new combined restroom / concession facility will be located in place of the existing concession facility. It is the City's intent that this facility be a precast structure similar to the one pictured below. This facility will have two or three stalls in each (men and women) restroom and approximately 240 SF of concession space with a roll-up window.



Easi-Set Precast Building: Model 2430

- EMH&T will evaluate the existing sanitary sewer and water services in the park to determine their suitability in serving this new facility. Based on preliminary evaluations, it appears as though sanitary service is readily available, but we are unsure if the existing

water service is large enough to serve this facility. We will evaluate this in design and, if necessary, prepare plans and details for an upgraded water service. Tapping / capacity fees are not included in this proposal.

- EMH&T will consult with an electrical engineer to evaluate the power service to the existing concession building. We will determine if any upgrades or replacement equipment is necessary and include it in the design of these improvements

SCOPE OF SERVICES

EMH&T will provide surveying, engineering, and bidding services necessary to prepare construction plans and specifications these improvements. The scope of services will include:

1. Survey – Horizontal and vertical control will be established for a basis of design and construction. Topography necessary for the design will be acquired within the park property. Survey will be obtained on the State Plane Coordinate System and NAVD 88 vertical datum.
2. Detailed Engineering and Landscape Architecture
 - a. Review of existing site conditions, Record Plans, and GIS information.
 - b. Creation of an electronic base map that is developed using topographic survey, GIS, record plan, and OUPS data.
 - c. EMH&T will prepare civil / site plan sheets for this improvement to include:
 - i. Demolition Plan
 - ii. Site Plan
 - iii. Grading Plan
 - iv. Site Utility Plan
 - v. Sedimentation and Erosion Control Plan
 - vi. Building Details
 - vii. Water and Sewer Service Details
 - viii. Electrical Service Connection Details
 - ix. Other Miscellaneous Specifications and Details
 - d. EMH&T will prepare a landscape architectural sheet set for this improvement to include:
 - i. Meeting with park and maintenance staff to understand the level of play feature design intent, identify preferences and evaluate long-term maintenance implications
 - ii. Coordination with a selected manufacturer to develop an inclusive playground with richness in play opportunities and challenge accounting for 2-5 year and 5-12 year age groups
 - iii. Prepare concept alternatives for design consideration which will include images and sketches to assist in the development of the design character
 - iv. Refine and develop a single concept upon staff approval which will include an opinion of probable cost
 - v. Prepare a document set to be included in the civil / site plan set and suitable for bidding and construction
 - vi. Provide playground, planting and other miscellaneous details and specification
 - e. Submittals – EMH&T will prepare submittals at the 50%, 90%, and 100% design stage for coordination with the City, utility companies, and any other project stakeholders identified by the City. The submittals will include progress plan sets and opinions of probable construction cost.
 - f. The site and grading plan will focus on the area of the playground and building replacement. Any short stretches of sidewalk or path that are necessary to provide ADA accessibility between the parking lot, restroom, and playground facility will be included in the final design. It is anticipated that existing drainage patterns will be maintained and that only minor grading and storm sewer are included in this scope.

- g. EMH&T will coordinate with a precast building manufacturer and include their building details and specifications into the plan set. All building and structural design will be the responsibility of the building supplier.
 - h. Since the park lies within the 100-year floodplain, EMH&T will prepare a City of Reynoldsburg Floodplain Construction Permit and submit it to the City's Floodplain Coordinator for review and approval.
 - i. Based on our current understanding of the project requirements, we are assuming that no other floodplain coordination is necessary to place this concession / restroom facility in the floodplain. Coordination with and submittals to the Federal Emergency Management Agency (FEMA) are not included in this scope.
 - ii. EMH&T will coordinate with the building supplier to ensure that the building includes a venting system to allow floodwater to pass through the building in the event of a flood.
 - i. EMH&T will evaluate the existing water service to determine if it needs to be upgraded to support the new facility. If it is determined to be insufficient, a new service will be extended from the existing 6-in main located to the south (just north of Police Station).
 - j. EMH&T will coordinate with an electrical engineer to evaluate the power service and distribution at the existing concession facility. They will determine what upgrades, if any, need to be made to ensure that the new facility has sufficient power and to ensure that the existing lighting circuit remains in service.
3. Bidding
- a. We will prepare the bidding documents and plan sets necessary to conduct public bidding for the construction of the improvement. It is assumed that we will provide 15 copies of the bid documents to the City. Tasks to be completed in conjunction with the bidding phase will include:
 - i. Bid document preparation
 - ii. Advertisement preparation
 - iii. Issuance of addenda, if necessary
 - iv. Bid tabulation
 - v. Review of bids and formal recommendation of award

The Scope of Services does not include the following items:

- 1. Construction management or inspection services – a follow-on proposal for these services will be submitted after bidding.
- 2. Geotechnical engineering / subsurface evaluations
- 3. Environmental permitting
- 4. Floodplain studies and evaluations
- 5. Permit fees

SCHEDULE

We are prepared to begin work identified in this proposal immediately upon receipt of Notice to Proceed. Upon receiving authorization, we will develop a detailed project schedule and conduct a kick-off meeting with the City.

FEE

These services will be provided as per the conditions of our Professional Services Agreement and the associated Time Rates for the City. Fees for the work described within the Scope of Services shall not exceed the amount shown in the table, below, without prior authorization from the City. Invoices will be submitted monthly and based on the progress of the work and are payable upon receipt.

Description of Service/Task	Fee
Surveying	\$4,055
Detailed Engineering	\$30,780
Electrical Design Fee (Subconsultant)	\$5,000
Landscape Architecture	\$30,018
Bidding	\$4,416
TOTAL FEE	\$74,369

These fees will not be exceeded without prior authorization from the City of Reynoldsburg. Should this scope increase to incorporate additional improvements, additional fees may be necessary to cover the cost of professional services.

Invoices will be submitted monthly and EMH&T services will be billed according to our contracted rate schedule.

If this description and estimated fee meet your approval, please authorize with your signature below. Please contact me at (614) 775-4555 if you have any questions.

Respectfully submitted,

EVANS, MECHWART, HAMBLETON, & TILTON, INC.



Ryan M. Andrews, PE

Acceptance and Authorization to Proceed:

APPROVED – CITY OF REYNOLDSBURG, OHIO

Authorized Signature

PO Number

Print Name/Date

Attachment: Preliminary Opinions of Probable Cost

Attachment: Proposal -JFK Park 3.11.19 (JFK Park Improvements)



OPINION OF PROBABLE CONSTRUCTION COST
CITY OF REYNOLDSBURG, OHIO
PARK IMPROVEMENT PROJECT
FOR
JFK PARK
5-Mar-19

Ref	Spec	Item No.	Description	Quantity	Units	Unit Cost	Item Cost
1	CMSC	201	Clearing and Grubbing	1	L.S.	\$5,000.00	\$5,000.00
2	CMSC	202	Demolition of Existing Concession Building	1	L.S.	\$12,000.00	\$12,000.00
3	CMSC	202	Demolition of Existing Restroom Building	1	L.S.	\$8,000.00	\$8,000.00
4	CMSC	202	Demolition of Existing Playground Equipment	1	L.S.	\$5,000.00	\$5,000.00
5	CMSC	207	Sedimentation and Erosion Control	1	L.S.	\$2,500.00	\$2,500.00
6		SPEC	Site Work (Trails, Grading, Minor Drainage, Seeding/Restoration, etc.)	1	L.S.	\$25,000.00	\$25,000.00
7		SPEC	Water and Sewer Service to New Concession/Restroom	1	L.S.	\$25,000.00	\$25,000.00
8		SPEC	Electrical Service Connection and Upgrades for New Concession/Restroom	1	L.S.	\$15,000.00	\$15,000.00
9		SPEC	Concession and Restroom Facility (Easi-Set 2430, or Similar)	1	L.S.	\$275,000.00	\$275,000.00
10		SPEC	Poured Playground Surface	1	L.S.	\$50,000.00	\$50,000.00
11		SPEC	New Playground Structure(s)	1	L.S.	\$225,000.00	\$225,000.00

CONSTRUCTION SUBTOTAL = **\$647,500.00**

CONTINGENCY (5%) = \$32,375.00

OPINION OF PROBABLE CONSTRUCTION COST = **\$679,875.00**

SURVEY, ENGINEERING AND BIDDING = \$74,369.00

CONSTRUCTION SERVICES (8%) = \$51,800.00

OPINION OF PROBABLE PROJECT COST = **\$806,044.00**

City's 2019 CIP Included \$800,000 for JFK Park

PREPARED BY: RMA

CHECKED BY: N/A

CHECKED DATE: 3/5/19