



## Wayfinding and Signage Committee

Russel Francois, Tricia Stiller, Co-Chairs

### Members:

Hannah Eisner, McLean County

Crystal Howard, BN Area CVB

Thom Jones, BNARS

Dave Park, Downtown Property and Business Owner

Carl Teichman, IWU

Vicki Tilton, Downtown Property and Business Owner

Beth Whisman, Mclean County Museum of History

### City Staff:

Steve Rasmussen, Assistant City Manager

Kevin Kothe, City of Bloomington Engineer

Tom Dabareiner, Community Development

The Committee, comprising City Staff and Mayoral Appointees has been tasked with deciding which Downtown and Community sites should be highlighted with wayfinding signage, choosing the style of design, as well as sign size and placement. Recommendations will be made to City Administration and City Council. The Committee is composed of four (4) city staff and eleven (11) members representing various constituencies in the community.

An RFQ for a Branding and Wayfinding consultant was released on June 10, resulting in responses from nine qualified candidates. From the nine, the committee worked hard to select the top 3 and began conducting interviews on July 20.

The addition of amenities such as wayfinding will enhance the Downtown Bloomington Experience for all guests and residents alike. We look forward to keeping you up to date on this project as we progress.