AGENDA

SPECIAL CITY COUNCIL MEETING
40TH CITY COUNCIL
OAK PARK, MICHIGAN
JULY 21, 2025
6:00 PM

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1. CALL TO ORDER

2. ROLL CALL

3. SPECIAL BUSINESS

A. Branding Discussion and Consideration

4. CALL TO THE AUDIENCE

Each speaker's remarks are a matter of public record; the speaker, alone, is responsible for his or her comments and the City of Oak Park does not, by permitting such remarks, support, endorse or accept the content, thereof, as being true or accurate. “Any person while being heard at a City Council Meeting may be called to order by the Chair, or any Council Member for failure to be germane to the business of the City, vulgarity, or personal attacks on persons or institutions.” There is a three minute time limit per speaker.

5. ADJOURNMENT

The City of Oak Park will comply with the spirit and intent of the American with Disabilities Act. We will provide support and make reasonable accommodations to assist people with disabilities to access and participate in our programs, facilities and services. Accommodations to participate at a Council Meeting will be made with 7-day prior notice.

CITY OF OAK PARK, MI
STAFF REPORT

3.A

AGENDA FOR: July 21, 2025

SUBJECT: Branding Discussion and Consideration

DEPARTMENT: Communications and Public Information

FROM: Brittany Toth, Director of Communications

SUMMARY: The Communications and Public Information Department proposes exploring a potential rebrand to align Oak Park's digital and visual identity with its recent progress and future direction. In today's digital-first world, first impressions are shaped by a city's website, logo, and social media. With a website redesign already budgeted, City Administration and Communication leadership recommend addressing the brand first — efficiently and effectively — to ensure consistency, responsibly steward resources, and better engage residents, stakeholders, and the broader community.

FINANCIAL STATEMENT: N/A

RECOMMENDED ACTION: For discussion and possible action.

EXHIBITS:

None