



**MINUTES
SPECIAL CITY COUNCIL MEETING
40TH CITY COUNCIL
OAK PARK, MICHIGAN
NOVEMBER 3, 2025
5:00 PM**

1. CALL TO ORDER

The special meeting was called to order at 5:00 PM by Mayor McClellan in the Executive Conference Room of City Hall located at 14000 Oak Park Boulevard, Oak Park, MI 48237. (248) 691-7544.

2. ROLL CALL

PRESENT: Mayor McClellan, Council Member Edgar, Council Member Radner, Mayor Pro Tem Whitehead, Council Member Crawford

ABSENT: None

OTHERS

PRESENT: City Manager Tungate, Deputy City Manager DeCoster, City Attorney Krause, Library Director Schaaf, Municipal Services Director Marrone, Deputy City Manager Owzcarzak, Communications Director Toth

3. SPECIAL BUSINESS

A. Discuss and consider the City's naming rights policy.

City Council discussed a naming rights policy that was presented and deliberated on specific criteria that would shape a request for proposals.

Motion by Radner, seconded by Crawford, **CARRIED**, to approve the presented naming rights policy with the additional criteria of a \$200K per year minimum bid for 10 years and that the bidder has a physical presence in the City of Oak Park. **CM-11-349-2025**

Roll Call Vote:	Yes:	McClellan, Radner, Whitehead, Crawford
	No:	Edgar
	Absent:	None

B. Discuss and consider the City's new branding options.

Communication and Public Information Director Toth explained that on August 21, 2025, the Communications and Public Information Department proposed exploring a potential rebrand to align Oak Park's digital and visual identity with its recent progress and future direction. She reminded everyone that in today's digital-first world, first impressions are often shaped by a city's website, logo, and social media presence. With a website redesign already budgeted, City Administration and Communications leadership recommend addressing the brand first—efficiently and effectively—to ensure consistency, responsibly steward resources, and strengthen engagement with residents, stakeholders, and the broader community. The case

was made to leverage existing momentum and utilize best practice application across both national and regional jurisdictions.

Following direction from the August 21, 2025, special City Council meeting, staff have advanced efforts to refresh the City's visual identity in step with this ongoing momentum. At that meeting, Council requested exploration of a new logo, the potential conversion of the existing logo into an official City seal, and the development of a monogram option consistent with best practices and findings from prior case studies and prepared the requested derivations and branding alternatives for review and consideration based on Council's prior direction. The revisions were reviewed and discussed by City Council with the goal of finalizing a unified vision to guide the City's branding and forthcoming website redesign.

Motion by Whitehead, seconded by Crawford, CARRIED, to move ahead with the current traditional seal plus the black and gold option, the simple block "OAK PARK" and the monogram option. **CM-11-350-2025**

Roll Call Vote:	Yes:	McClellan, Edgar, Radner, Whitehead, Crawford
	No:	None
	Absent:	None

4. CALL TO THE AUDIENCE

There were no members of the audience who wished to speak.

5. ADJOURNMENT

There being no further business to come before the City Council, Mayor McClellan adjourned the special meeting at 5:56 PM.

T. Edwin Norris, City Clerk