



MID-OHIO REGIONAL  
**MORPC**  
PLANNING COMMISSION

111 Liberty St., Suite 100  
Columbus, Ohio 43215  
[www.morpc.org](http://www.morpc.org)

**NOTICE OF A MEETING  
CENTRAL OHIO GREENWAYS TRAIL TOWNS WORKING GROUP  
MID-OHIO REGIONAL PLANNING COMMISSION  
REMOTE MEETING**

**March 10, 2025, 10:00 am – 11:00 am**

**AGENDA**

1. Welcome

2. 2025 Goals

Melinda Vonstein presented the ambitious list of goals for 2025:

- a. Finalize a Trail Town Logo
- b. Create a Trail Town Program Application
- c. Outdoor Trails Pass
- d. Celebrate Trails Day

Melinda outlined plans for Celebrate Trails Day: In previous years, the event partnered with Green Columbus and included booths from various organizations like Black Girls Do Bike, Black Women in Nature, and others. This year, MORPC will take the lead on the event and continue these partnerships. The event will be held on April 27. Activities at the event will include bike rodeos, walks, and hikes. Melinda encouraged participants to reach out if they are interested in having a table or supporting the event. Planning meetings will be held, and she will share a link to the Rails to Trails Conservancy Celebrate Trails Day event toolkit for communities interested in hosting their own events.

- e. Propose a Definition of a Gateways of Regional Significance
- f. Recommend COG Forum topics
- g. Recommend Greenways Planning Studio (GPS) Fellowship Projects
- h. Advise on GPS Special Projects

3. Trail Town Logo

Audrey Hall, Experience Columbus, presented the proposed logo for the Trail Towns of Central Ohio, explaining the design elements representing urban, rural, and suburban areas, as well as different trail users. The logo aims to be comprehensive and inclusive of the Central Ohio area. Audrey explained the chosen typography (Cat's Eye Bold and Century Gothic) and the primary color palette, which includes nature-inspired colors like blue, green, and yellow. She mentioned that the logo design process includes creating variations for different uses, and that feedback from the group would be incorporated into the final design.

Working Group Members provided feedback on the logo:

- **Suburban Elements:** incorporate more suburban elements into the logo, such as a residential building or a lower-story commercial building, to better represent the diversity of the communities.
- **Color Balance:** adjust the color balance by changing the color of one of the buildings to balance the strong red of the barn, making the logo more visually appealing.

**William Murdock, AICP**  
Executive Director

**Chris Amorose Groomes**  
Chair

**Michelle Crandall**  
Vice Chair

**Ben Kessler**  
Secretary

- **Tree Prominence:** make the trees more prominent in the logo, as they are a significant part of the trail experience, and possibly adding a small pollinator or blooming element.

Audrey confirmed that the artist would create multiple variations of the logo, including a simplified version for smaller uses and a wordmark version focusing on typography.

#### 4. Trail Town Program Application

Melinda reported that MORPC staff is working to develop a Trail Town Program Application. She discussed the need to define eligibility criteria for the program, including whether communities need to be connected to the regional network and what defines a trail town's boundaries. She emphasized the importance of including communities at different stages of connectivity and trail planning, and suggested creating a map to better understand which communities are connected to the regional network. She also raised the question of how to define the boundaries of a Trail Town, suggesting that larger cities like Columbus might apply on a neighborhood level, such as having separate trail towns for Clintonville, Hilltop, and Downtown. Potential benefits for Trail Towns are a Trail Town badge, a swag website, and a Trail Town Identity Builder Workshop.

Melinda will be seeking input from the Working Group in future meetings.

#### 5. Outdoor Trails Pass

Kari Kauffman, Experience Columbus, provided an update on the Outdoor Trails Pass, mentioning the addition of new itineraries from London and Grove City and the target launch date of April 27.

#### 6. Gateways of Regional Significance

Melinda discussed the goal of proposing a definition for gateways of regional significance, which are high-quality trailheads with amenities and services that connect people to nearby towns or activity centers. She encouraged communities to add their proposed gateways to the vision map and mentioned that this would help advocate for funding for these facilities collaboratively.

#### 7. COG Forum Topics

#### 8. GPS Fellowship

Melinda announced the collaboration with the Easton Foundation and the Knowlton School of Architecture at OSU to sponsor a Greenway Planning Studio Fellowship, placing grad students in different communities to focus on Greenway topics.

#### 9. GPS Special Projects

##### a. Central Ohio's Cycling Guide

MORPC recently received significant funding from ODOT to create a Central Ohio Cycling Guide with a tourism focus.

##### b. Hilliard Wayfinding & Trail Town Technical Assistance

MORPC staff will be working with the City of Hilliard on a wayfinding and trail town technical assistance project, which is part of the broader effort to enhance the trail experience in Central Ohio.

## 10. Other Business

### Next Steps:

- Melinda will send the logo design to the Working Group members for feedback and request responses by end of day March 11.
- Audrey will incorporate the feedback from Members and provide the updated logo design to the Working Group by March 18.
- MORPC staff will:
  - Work to create a map of communities connected to the regional trail network to better understand connectivity and eligibility criteria and develop recommendations for defining the boundaries of a trail town and present them at the April Working Group meeting.
  - consider the feasibility of a Trail Town Ambassador Training Program and explore potential alignment with existing MORPC initiatives.
  - research the creation of a trail-friendly business network and outline the criteria and benefits for participating businesses.

## 11. Adjourn

**Please notify Lynn Kaufman at 614-233-4189 or [LKaufman@morpc.org](mailto:LKaufman@morpc.org) to confirm your attendance for this meeting or if you require special assistance.**

**The next Central Ohio Greenways Trail Towns Working Group Meeting will be  
May 12, 2025, 10:00 am.**

**This Meeting will be held remotely; details to follow.**



Mid-Ohio Regional Planning Commission  
*Remote Meeting*

Central Ohio Greenways Trail Towns Working Group

March 10, 2025

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Members Present

Laura Ball, City of Westerville  
Brian Cheek, Destination Grandview  
Jody Dzurainin, Ohio to Erie Trail  
Jonett Haberfield, Visit Fairfield County/Escapes to  
Buckeye Lake  
Kari Kauffman, Experience Columbus  
Eric Oberg, Rails-to-Trails Conservancy  
Olivia Toth, Knox County Convention & Visitors  
Bureau

Staff Present

Lynn Kaufman  
Melinda Vonstein

Public Present

Audrey Hall, Experience Columbus



# **BRAND GUIDELINES**

Central Ohio Trail Towns

# LOGO

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## TYPOGRAPHY

Catseye Bold/  
Century Gothic



# 01

## PRIMARY COLOR PALLETE

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HEX: #243E35



HEX: #75BD6B



HEX: #FBD88E



HEX: #92F2F4

# 02

## TYPOGRAPHY

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**Catseye, BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#%~&\*()**



# Century Gothic, BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

# Century Gothic, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()