

VEB meeting
August 18, 2016
7:30 pm

In attendance: Richard Becker, VP-Physician Administrator, Phelps Memorial Hospital Center, Ronald Franco of Deb Romain Consulting.

VEB members: Doug Wehrle (DW), Tom Smith (TS), Mayla Hsu (MH)

The sign that was discussed would replace a banner that is currently installed at 440 South Riverside Avenue. This is for a clinic that has two offices: Radiology on one side, and Primary & Specialty Care on the other. There are two signs due to regulations governing these types of private clinics, which dictate that there must be two physically separate offices.

The proposed sign, which includes two side-by-side horizontal panels, was a product of Phelps Hospital/Northwell Health's corporate office, and was not an original design by the sign maker. DW noted that the panel on the right, an illuminated cabinet, would have a white background, which would be very stark and bright. The panel on the left does not have a background at all, being composed of the existing concrete behind the letters and "constellation" design mounted on the concrete. TS suggested that the white background on the right hand sign be toned down to something perhaps half the brightness of the white. The brightness of the blue and white sign on the right hand side as it is proposed, suggests that it is more important than the sign on the left. RB thought it stands out more than it should, and said he would inquire about whether the white background could be darkened slightly. RF thought making the white background the same as that on the left side would be helpful. However, the design may not be allowed to change much, since it is a corporate design that must conform to the Phelps/Northwell Health visual identity.

RD agreed that although the two panels have differing fonts, logos etc., perhaps the background could be altered, and will make inquiries whether this would be possible for the sign on the right.

For the right hand sign, DW asked whether the blue stripe could match one of the blue triangles on the constellation logo. There is no indication in the sign proposal that it does. RD will make inquiries to find out.

The VEB concluded that RD and RF answer these two questions, and update us via email. We will indicate our approval after receiving this update. Other VEB business included discussions with Ms. Jari Rouas, a candidate for an open position on the VEB.