

MINUTES OF THE PEORIA CITY COUNCIL
CITY OF PEORIA, ARIZONA
PINE ROOM, CITY HALL
June 10, 2008

A **Special Study Session and Meeting** of the City Council of the City of Peoria, Arizona was convened at 8401 West Monroe Street in open and public session at 4:00 p.m.

Members Present: Mayor Bob Barrett; Vice Mayor Cathy Carlat; Councilmembers Ron Aames, Joan Evans, Vicki Hunt, Carlo Leone and Dave Pearson.

Members Absent: None

Other Municipal Officials Present: Terrence Ellis, City Manager; Susan Thorpe, Deputy City Manager; John Wenderski, Deputy City Manager; Steve Kemp, City Attorney; Mary Jo Kief, City Clerk; Grady Miller, Dave Moody, Steve Prokopek, Jeff Tyne, Glen Van Nimwegen, James Mason and Gina Soria.

Audience: Approximately 10 members of the public were present.

Subject for Discussion only:

1. Community Identity Project

Terry Ellis, City Manager, explained today's meeting was a follow up to the May 20th Study Session regarding the branding project. Mr. Ellis provided the following recommendations:

1. Drop the "Naturally Connected" tagline with no further consideration.
2. Refer the logo to the Economic Development Advisory Board (EDAB) and gather public input.

Mr. Ellis stated the tagline "Naturally Connected" has received criticism and may be hard to sell. The logo has merit and the EDAB is experienced with corporate marketing issues and should review the logo.

Mayor Barrett asked the Council to express their suggestions/comments related to Mr. Ellis' recommendations.

Councilmember Pearson agreed to drop the tagline and questioned how the logo will be implemented. Grady Miller, Director of Communications and Public Affairs, reported the City Seal will be used in a ceremonial fashion and the logo will be used in marketing and economic development. Mr. Miller noted the community identity project never progressed far enough to create a graphics implementation plan. Councilmember

Pearson made reference to a previous Peoria logo and commented a logo is necessary for economic development and the EDAB should review it. Councilmember Pearson stated there is not a need to replace the logo on City vehicles and would like to see what the proposed end result of the branding project would be.

Councilmember Evans explained a logo is an economic development tool to market the City. The City Seal should stay as it represents the City's history, as does the new logo with reference to Lake Pleasant. Councilmember Evans commented that taglines and logos come and go but are important for economic development and marketing, particularly for a younger generation.

Vice Mayor Carlat stressed the importance of the branding project and how a brand is needed to market to outsiders so they may catch a glimpse of Peoria's character. She supports sending the logo to the EDAB.

Councilmember Leone stated branding is not needed and if the branding project was terminated, commercial and residential development would still come to Peoria. Councilmember Leone suggested placing the item on a ballot for citizens to vote on or sending the logo to a volunteer citizens committee, not the EDAB.

Councilmember Hunt stated her original concern was the status of the City Seal and that it continued to be used. Mr. Ellis reiterated staff's recommendations to drop the tagline and send the logo to the EDAB. Councilmember Hunt noted the EDAB understands what tools are necessary to market a City and suggested sending both the tagline and logo to the EDAB and a volunteer citizens committee.

Councilmember Aames suggested sending the logo to the Arts Commission in addition to the EDAB. He commented on the effects and purposes of a tagline and provided examples of logos used by cities in Arizona. He stated branding gives an edge in the competition for economic development. Councilmember Aames recommended keeping the City Seal, sending the logo to the EDAB and Arts Commission, gathering citizen input, and appointing an ad-hoc committee comprised of Councilmembers to work with Economic Development and the Arts Commission for a branding plan.

Mayor Barrett stated an ad-hoc committee is a good idea so they may work with the EDAB and the Arts Commission to bring back a full package for Council to formally vote upon.

The consensus of Council was to form an ad-hoc committee comprised of Councilmembers to review the branding project.

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CONSENT – New Business:

1C Authorization to Hold an Executive Session

Motion was made by Councilmember Hunt, seconded by Councilmember Pearson, to approve the consent agenda as submitted. Upon vote, the motion carried unanimously.

Adjournment:

Being no further business to come before the Council, the meeting was duly adjourned at 4:37 p.m.

Bob Barrett, Mayor

ATTEST:

Mary Jo Kief, City Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Special Study Session and Meeting of the City Council of Peoria, Arizona held on the 10th day of June, 2008. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 26th day of August, 2008.

(Seal)

Mary Jo Kief, City Clerk