

May 8, 2012 Special Joint Study Session with Covington Chamber of Commerce Board of Directors and Covington Economic Development Council
Approved: May 22, 2012

City of Covington
City Council Special Joint Study Session with Covington Chamber of Commerce Board of Directors and Covington Economic Development Council
Tuesday, May 8, 2012

(This meeting was recorded and will be retained for a period of six years from the date of the meeting).

The Special Joint Study Session with the Covington Chamber of Commerce Board of Directors and Covington Economic Development Council was called to order in the City Council Chambers, 16720 SE 271st Street, Suite 100, Covington, Washington, Tuesday, May 8, 2012, at 6:02 p.m., with Mayor Harto presiding.

COUNCILMEMBERS PRESENT:

Margaret Harto, David Lucavish, Marlla Mhoon, Jim Scott, and Jeff Wagner.

COUNCILMEMBERS ABSENT:

Mark Lanza and Wayne Snoey.

CHAMBER OF COMMERCE BOARD OF DIRECTORS PRESENT:

Kristi Knox, Dana MelBuer, Craig Nickel, Rick Oliveira, Jessica Oliver, Tamara Paul, and Tamara Rose.

CHAMBER OF COMMERCE BOARD OF DIRECTORS ABSENT:

Jim Hutchinson, Trey Hovinga, and Jim Wene.

ECONOMIC DEVELOPMENT COUNCILMEMBERS PRESENT:

Paul Bernal, Ed Cook, Jennifer Gilbert-Smith, Hugh Kodama, Rick Oliveira, Steven Pand, and Jeff Wagner.

ECONOMIC DEVELOPMENT COUNCILMEMBER ABSENT:

Kevin Holland, Jim Hutchinson, and Doug Mergenthaler.

STAFF PRESENT:

Derek Matheson, City Manager; Richard Hart, Community Development Director; Karla Slate, Community Relations Coordinator, and Sharon Scott, City Clerk/Executive Assistant.

Mayor Margaret Harto called the study session to order.

APPROVAL OF AGENDA:

Council Action: There was Council consensus to approve the agenda.

ITEMS FOR DISCUSSION:

1. Covington Economic Development Work Plan Update.

Covington Economic Development Councilmembers Jeff Wagner and Rick Oliveira gave a presentation on the CEDC Work Plan 2012 which included Destination Covington, Business

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Retention and Expansion, Medical Outreach, Economic Incentives, and Why Branding is Important.

2. Branding.

Community Relations Coordinator Karla Slate gave a presentation on Branding which included: What is a Brand? Brand Positioning, Brand Personality, Brand Promise, Brand Identity, Case Study, Things to Remember, and Where to Start?

The group also watched a video explaining the process of branding.

There was discussion among members on branding and comments were provided.

CEDC Co-Chair Jeff Wagner encouraged everyone to forward branding ideas to CEDC members or CEDC's email address: cedc@covingtonwa.gov. CEDC co-chairs, Chamber co-chairs, and city staff will meet to discuss a process and how to accomplish defining the process.

PUBLIC COMMENTS:

Mayor Harto called for public comments.

Chele Dimmett, Timberlane HOA, commented on the branding process and how Timberlane HOA's experience with the branding process has been evolving.

There being no further comments, Mayor Harto closed the public comment period.

ADJOURNMENT:

There being no further business, the meeting was adjourned at 7:18 p.m.

Prepared by:

Submitted by:

Joan Michaud
Deputy City Clerk

Sharon Scott
City Clerk