

Covington: Unmatched quality of life



CITY OF COVINGTON SPECIAL MEETING AGENDA CITY COUNCIL JOINT STUDY SESSION WITH ECONOMIC DEVELOPMENT COUNCIL & COVINGTON CHAMBER OF COMMERCE Council Chambers – 16720 SE 271st Street, Suite 100, Covington

Tuesday, May 13, 2014 - 6:00 p.m.

*****Please note meeting start time *****

GENERAL INFORMATION:

The study session is an informal meeting involving discussion between and among the City Council, Commission (if applicable) and city staff regarding policy issues. Study sessions may involve presentations, feedback, brainstorming, etc., regarding further work to be done by the staff on key policy matters.

CALL CITY COUNCIL JOINT STUDY SESSION TO ORDER

ROLL CALL

APPROVAL OF AGENDA

ITEM(S) FOR DISCUSSION

1. Discuss Branding Implementation (Slate)

PUBLIC COMMENT Speakers will state their name, address, and organization. Comments are directed to the City Council, not the audience or staff. Comments are not intended for conversation or debate and are limited to no more than four minutes per speaker. Speakers may request additional time on a future agenda as time allows.

ADJOURN

For disability accommodations call 253-480-2400 at least 24 hours in advance. For TDD relay service call (800) 833-6384 and ask the operator to dial 253-480-2400.

****Note* A Regular Council meeting will immediately follow at approximately 7:00 p.m.***

Agenda Item 1

Joint Covington City Council, CEDC, Chamber of Commerce Meeting

Date: May 13, 2014

SUBJECT: DISCUSS BRANDING IMPLEMENTATION

RECOMMENDED BY: Karla Slate, Communications and Marketing Manager

ATTACHMENT(S):

1. Brand Guidelines document to be provided at the joint meeting.

PREPARED BY: Karla Slate, Communications and Marketing Manager

EXPLANATION:

Over the past two years, the Covington Economic Development Council (CEDC) has been working intently on a project to better define the City of Covington's brand. The project foundation is based on research conducted using focus group-type workshops, one-on-one interviews, citizen surveys, and the city's comprehensive plan and economic development element.

Groups that participated in the workshops included CEDC, the Covington City Council, the Covington Chamber of Commerce, and the City of Covington's Management Team. One-on-one interviews were conducted with a variety of stakeholders including citizens, staff, business members, commissioners, council members, and more.

Analyzing the data resulting from the research allowed CEDC to better understand the city's brand and move toward developing a new tagline and graphic identity that can be used to identify and market the city. A consultant assisted with studying the data and made a recommendation for a new tagline that accurately captures the public's feeling of the city: Growing toward greatness.

With the tagline developed, the project moved into the design phase. CEDC narrowed a selection of 12 logos down to six, then to three, and a final logo was chosen. The new logo that CEDC is recommending would become the primary "mark" of the city, replacing the current use of the city seal in marketing. The city seal would remain a formal symbol of civic authority and be used for official purposes including documents requiring an official seal and for mayoral/council use.

To ensure a consistency in use of the new tagline and logo, CEDC further developed a brand guidelines document. This document outlines the colors, fonts, sizes, types and uses allowed for the new tagline and logo.

CEDC and staff are recommending the new graphic identity to city council and chamber board and would like to move forward with drafting a new ordinance/resolution to implement it.

ALTERNATIVES:

1. Direct staff and CEDC to redevelop the graphic identity.
2. Not move forward with a new graphic identity at this time.

FISCAL IMPACT:

During the development of the new tagline and logo, \$1,800 was expended for consultant assistance. City Council also approved a use of funds from the General Fund of \$5,000 to implement the new graphic identity.

CITY COUNCIL ACTION: Ordinance Resolution Motion Other

PROVIDE DIRECTION TO STAFF

REVIEWED BY: City Manager