

Covington: Unmatched quality of life



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

Tuesday, May 14, 2013 - 5:30 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. CEDC Branding Program (Rick Oliveira/Karla Slate/Derek Gillette)
2. CEDC 2013 Work Program Initiatives (Jeff Wagner & Rick Oliveira)

PUBLIC COMMENT *Persons addressing the Council shall state their name, address, and organization for the record. Speakers shall address comments to the City Council, not the audience or the staff. Public Comment shall be for the purpose of the Council receiving comment from the public and is not intended for conversation or debate. Public comments shall be limited to no more than four minutes per speaker. If additional time is needed a person may request that the Council place an item on a future agenda as time allows.*

ADJOURN

Any person requiring disability accommodation should contact the City of Covington at 253-480-2400 a minimum of 24 hours in advance. For TDD relay service, please use the state's toll-free relay service 800-833-6384 and ask the operator to dial 253-480-2400.

****Note* A Regular Council meeting will immediately follow at approximately 7:00 pm***

Agenda Item 1

Covington City Council Special Meeting

Date: May 14, 2013

SUBJECT: CEDC BRANDING PROGRAM

RECOMMENDED BY: Derek Matheson, City Manager

ATTACHMENT(S):

1. PowerPoint slides

PREPARED BY: Derek Matheson, City Manager

EXPLANATION:

CEDC Co-Chair Rick Oliveira will introduce and Community Relations Coordinator Karla Slate and Consultant Derek Gillette will provide a PowerPoint presentation on the proposed branding program. CEDC would like direction from the city council and Chamber of Commerce Board whether to proceed.

ALTERNATIVES:

None

FISCAL IMPACT:

None

CITY COUNCIL ACTION: ___ Ordinance ___ Resolution ___ Motion ___ X Other

PROVIDE DIRECTION TO CEDC

REVIEWED BY: City Manager

ATTACHMENT 1

Covington: The Brand

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Executive Summary

Covington started as a railroad shortcut, an in between. It was a place to pass through, but not stay for any period of time. We are out to change that.

With a solid comprehensive plan in place, the support of the city council, economic development commission and city staff, and a well organized rebranding effort, Covington will become a stop, and not just a pass through.

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Executive Summary

When we talk about rebranding, we talk about the identity of a city. Identity is the way the city is viewed, and views itself.

Besides being a railroad shortcut, Covington's identity has been tied to its surrounding environment: trees, mountains, trains. This was reflected in the current city logo.

In 1997 Covington incorporated and became its own city, but the core identity remained the same - as a place you came to pass through, getting from one spot to another. That identity was further cemented by the amount of large retail that has developed. Covington was a place to come, get what you need, and then leave.

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Executive Summary

As you can see, the two main identities are at opposite ends of the spectrum. On one side you have nature and those who knew the city as a tranquil, wooded, non-city environment and would like it to stay that way.

On the other side, you have the economic growth and those who know the city as a place to come, get what they need, to shop, or to pass through, but it is a necessity to them.

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Executive Summary

Today Covington stands at a crossroad. You have the nature side of Covington and the growing side of Covington, while the surrounding areas still see Covington as a shopping city with an abundance of traffic.

The rebranding project will join those two forces of Covington together and, once united in its growing efforts, Covington will begin to change the way it is viewed by the outside world. No longer will Covington be seen as a pass through or a shortcut; it will become a destination to live in, work in and spend time in, a stop of its own.

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Tagline and Vision Statement Recommendations

Current Tagline: None

Recommended Tagline: "Growing Towards Greatness"

Current Vision Statement: "Unmatched quality of life"

Recommended Vision Statement: "Our vision is an unmatched quality of life."

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Key Branding Themes

Covington will become a destination.

Covington will become unified.

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"Growing Towards Greatness"

Key ideas inside this tagline:

- We are still moving & progressing
- The idea of maturing
- Admits, in a roundabout way, that we are not there yet but we have a plan
- Projects vision and hope for the future
- "Greatness" can be defined differently to each audience group, in the way that is most relatable to them
- Easy to remember and rally behind
- Very relatable for families and the 36% of Covington that is made up of age 17 and younger citizens

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"The Stop" at Covington

Key ideas inside this name for the new town center (working title):

- A moment to pause and reflect
- Not a bypass or a shortcut, but a destination
- Train terminology - implied but not the focus
- Family time
- Turn off the engine
- Worth stopping for and hanging out at
- Even as we grow, we need time to stop and relax and enjoy our efforts

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The Audience

There are three main groups that the city rebrand project will focus on, and our communication plan for each group will take into account their specific key issues:

Those who...

- 1. Live in Covington
- 2. Do business in Covington or may in the future
- 3. Visit Covington

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Living in Covington

Key Issues:

- 1. Safety & Security
- 2. Traffic
- 3. Education
- 4. Healthcare
- 5. Retail Choices
- 6. Easy & Transparent Communication
- 7. Outdoor Spaces
- 8. Entertainment Options

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Doing Business in Covington

Key Issues:

- 1. City Government Policies
- 2. Customer Traffic
- 3. Accessibility & Traffic Congestion
- 4. Walkability
- 5. Future Options for Growth

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Visiting Covington

Key Issues:

1. Ease of getting in and out (traffic & parking)
2. Retail & food choices
3. Downtown hangout space
4. Safety
5. Walkability
6. Unique attractions
7. Healthcare options

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Customized Communication

Knowing the audience groups and their key issues is important because it allows us to customize the communication.

Growing Towards Greatness will mean something different to everyone. Our goal is to define "greatness" in ways that are most relevant to the target audience.

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Covington is Growing Towards Greatness in...

- Healthcare
- Outdoor Spaces
- Education
- Downtown Planning
- Retail Choices

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Communication Methods

- 1. Public Relations Tour**
 - a. Schools, HOA's, Community Groups
- 2. Enabling Brand Ambassadors**
 - a. City employees, Chamber members, Council members and Commission members
- 3. Advertising Campaign**
 - a. Growing Towards Greatness is...
- 4. Document the Process**
 - a. Capture branding process for transparent viewing
- 5. Coming Soon Signage**

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Research 2012 Qtr 3/4	Conduct Brand Audit: - Focus Group - Secondary Research	✓
Strategy 2013 Qtr 1	Define the Brand: - Identity Attributes - Develop Key Messages	✓
Design 2013 Qtr 2	Create Brand Identity: - Tagline, Logo, Colors - Applications/Uses	X
Communicate 2013 Qtr 3	Develop Action Plan: - Methods/Timelines Implement the Plan: - Internal/External Rollout	X

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Agenda Item 2

Covington City Council Special Meeting

Date: May 14, 2013

SUBJECT: CEDC 2013 WORK PROGRAM INITIATIVES

RECOMMENDED BY: Derek Matheson, City Manager

ATTACHMENT(S):

None

PREPARED BY: Derek Matheson, City Manager

EXPLANATION:

Jeff Wagner and Rick Oliveira, Co-Chairs of the Covington Economic Development Council will present the 2013 work program initiatives. CEDC seeks input from the city council and Chamber of Commerce Board on the initiatives.

ALTERNATIVES:

None

FISCAL IMPACT:

None

CITY COUNCIL ACTION: ___Ordinance ___Resolution ___Motion ___X___Other

PROVIDE INPUT TO CEDC

REVIEWED BY: City Manager