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:

Covington Economic Development Councilmembers Jeff Wagner and Rick Oliveira gave a presentation on the CEDC Work Plan 2012 which included Destination Covington, Business
May 8, 2012 Special Joint Study Session with Covington Chamber of Commerce Board of Directors and Covington Economic Development Council
Approved: May 22, 2012

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      Sharon Scott
Deputy City Clerk     City Clerk