



**MINUTES OF THE JOINT WORK/STUDY MEETING OF THE CITY
COUNCIL AND THE ECONOMIC DEVELOPMENT COMMISSION
OF THE CITY OF SPRINGVILLE, UTAH
MULTI-PURPOSE ROOM, 110 SOUTH MAIN STREET
March 11, 2014 – 6:15 P.M.**

The following are the minutes of the Joint Work/Study Meeting of the Springville City Council and the Economic Development Advisory Commission. The meeting was held on **Tuesday, March 11, 2014 at 6:15 p.m.** in the Springville City Civic Center Multi-Purpose Room, 110 South Main Street, Springville, Utah. Adequate notice of this meeting, as required by law, was posted in the Civic Center and on the City's website, and delivered to members of the Council, media, and interested citizens. Mayor Wilford W. Clyde presided. In addition to Mayor Clyde, the following were present: Councilmember Richard Child, Councilmember Christopher Creer, Councilmember Craig Conover, Councilmember Dean Olsen, Councilmember Chris Sorensen, City Administrator Troy Fitzgerald, Assistant City Administrator/Finance Director Bruce Riddle, Assistant City Administrator/City Attorney John Penrod, and City Recorder Kim Rayburn. Also present were: Chair Mike Snelson, Rick Salisbury, Dan Bott, and Administrative Services Manager, Rod Oldroyd,

ECONOMIC DEVELOPMENT ADVISORY COMMISSION CHAIR MIKE SNELSON STARTED THE MEETING AT 6:15 PM WHILE THE MAYOR AND CITY COUNCIL WERE STILL IN A CLOSED COUNCIL SESSION.

Motion to accept the minutes from the January 4, 2014 Economic Development Advisory Commission meeting was made by Dan Bott, Seconded by Brian Johnson.

Administrative Services Manager Rod Oldroyd was asked to give a report on what was happening in regards to businesses in the community.

Mr. Oldroyd reported the following;

- Funfinity has completed its remodel and is now open for business. They had a great sales year last year and a very successful Christmas season.
- Daylight Donuts opened last Friday as a soft opening. They sold completely out of donuts. They have had to hire more employees.
- Jimmy Johns had their ribbon cutting on February 28 and it was very successful. They are doing two and a half times the business in Springville than they are at the store in Spanish Fork.
- Tunex is open and will have a grand opening later in the month. The Mayor, Troy and I visited the business today and they were very happy with how they have been treated in Springville.

- Tuff Shed is open at 1320 S 2000 W #1.
- Holiday Inn Express is looking to open in May.
- The Salisbury building is going well and looks beautiful. It is scheduled to open in May.
- One month ago Loves opened with a big grand opening and ribbon cutting. Chester's Chicken (owned by Loves) and McDonalds also opened at this time.
- Outlook Apartment Associates are constructing 13 complexes with 20 units each on 2800 West 650 South. There will be 260 apartments in this complex. Food restaurants should be happy with this construction.
- The Chamber will have an office at the Civic Center the first part of April on the second floor near Administration.

Chairman Snelson noted that Mr. Nemelka has only attended one meeting and he didn't think he wanted to be on the commission any more. It was suggested that Steve Monson (801-318-4050) may be interested. He was on the list of those interested in being on the committee originally. Mike will try and contact him.

THE CITY COUNCIL RECONVENED WITH THE ECONOMIC DEVELOPMENT COMMITTEE MEETING ALREADY IN SESSION BY CONSENSUS AT 7:20 P.M.

Michael Lee Rushford with RED (Research, Emotion and Design) located in Springville began his presentation on Branding. It was noted that RED was responsible for the new Provo City branding campaign, along with Deseret Book, Natures' Sunshine, Central Bank, and Bear Creek Country Kitchens. Mr. Rushford proposed the question, what is branding and who are you as a City. For example when his company rebranded Deseret Book, they talked to customers and employees about their interests and what they are looking for in a bookstore.

Mr. Rushford explained Provo City had many different logos that identified them. He expressed huge assets that citizens didn't know was a part of Provo. For example The Covey Center and Peaks Ice Arena.

For Provo Mr. Rushford noted they wanted to highlight family, outdoors, education, and technical aspects. They wanted a logo to be seen from a distance, modern, approachable friendly not to corporate. Mr. Rushford explained RED gave Provo over 100 different logos to choose from and their Council reviewed them several times. They tested a variety of fonts and concepts and received good feedback.

Mr. Rushford noted the importance of having Stake holders on the same page, what are the values, emotions why people love Springville City. Face to face interviews with individuals that have an emotional level for the City. From there they complete design work, brand marks, 40-50 different concepts, narrow down to three or four to get buy off. Mr. Rushford stated ask the question what is most important to people. Such as family friendly, safety, etc. find out top three things.

City Administrator Fitzgerald discussed the cost to have RED do a redesign and noted it would be three to four months to complete. Chair Snelson, stated the importance of

understanding what the brand is and the need to have all departments under one logo or using a style guide that will show differences with each department, but the brand remains the same.

City Administrator Fitzgerald asked the Council and Commission to consider the cost component and decide if they want to phase in a new brand and how much to spend on rolling it out. Mayor Clyde expressed to re-brand or come up with a new logo is for more than Economic Development and suggested a branding committee that brings all areas together.

Discussion was raised on who would do the promoting of the new brand. Mayor Clyde expressed he would like to get a buy in from all groups. City Administrator Fitzgerald explained the previous logo process, and noted some areas that were different from Provo's redesign.

Mr. Rushford explained the rebranding process, noting the setup is very important and to get the buy-in from the Council and the City. He noted the style guide will need policing and emotional mapping is very important. Try to bring brand equity into everything. Make a strong statement of each department and entity that belongs to the City or is a part of the City. Mr. Rushford went on to explain the brand creates trust, you know what you are doing. Vehicles are a billboard for the City, create a sense of responsibility and trust and be consistent.

In conclusion Mr. Rushford stated once you get a brand that everyone has a buy-in on, it can be around for 20 years. Do it right so it stays.

ADJOURNMENT

Chair Mike Snelson concluded the meeting at 8:26 p.m.