

PAYSON CITY
CITY COUNCIL WORK SESSION
Payson City Center, 439 W Utah Avenue, Payson UT 84651
Tuesday, May 14, 2019

CONDUCTING Mayor William Wright

ELECTED OFFICIALS Linda Carter, Brett Christensen, Taresa Hiatt, Brian Hulet, Doug Welton

STAFF PRESENT David Tuckett, City Manager
Sara Hubbs, Finance Director/City Recorder
Jill Spencer, City Planner
Travis Jockumsen, Dev. Serv. Director/City Engineer, PW Director
Ron Crump, Electrical Superintendent
Larry King, Vehicle Maintenance Superintendent
Kent Fowden, Streets/Landfill/Storm Drain Superintendent

OTHERS Kirk Beecher – Payson Planning Commission, Jed Morley, Bill Shuravelli

This work session of the City Council of Payson City, Utah, began at 6:00 p.m. The meeting was properly noticed.

A. PRAYER & PLEDGE OF ALLEGIANCE

B. WORK SESSION

1. Discussion regarding City Branding

Councilmember Hulet stated the city began this process some time ago. It was found the previous proposed tag line couldn't be used. With the process, the city will have studies, surveys, and a style guide to back up a city logo and tag line. He introduced Jed Morley and Bill Shuravelli, who will present the tag line and logo.

Bill Shuravelli stated they work to define, design, align branding stories, and then address how to articulate and package it to the outside world. We are now in the brand selection and approval process. The art assets and style guide come next. He discussed brand value and if it is really worth spending the money. Branding conveys the story of value. It states what makes Payson different from another city and why a business should come bring their business to Payson. Brand value is the perception in the market place. Brand equity is built over time and accounts for at least a third of a company's stock market value. The value of a brand provides time and cost savings as well as clarity, simplicity, culture, and association. He shared brand return on investment stories.

Jed Morley shared the branding platform. He spoke to the city leaders and members of the community including people in many different age brackets and backgrounds. He toured the Payson Canyon and the city. After all, of the research, his brand platform contains Make Adventure Feel at Home, Utah County's Adventure Land, and Live the Adventure Lifestyle. Brand pillars are major themes including love of the outdoors, family, community, and pioneering. Brand personality

includes neighborly, adventurous, rural, fun loving, and independent. Many of the people he spoke to said they live here because it is so accessible to many recreational and outdoor activities.

Bill Shuravelli said a logo symbolizes what the organization stands for and builds recognition. A logo is launched strategically to have an impact and reinforce the story. Key aspects of a good logo include a strategic brand platform, distinctive, appropriate, recognizable, simple, memorable, and functional (reproducible). He reviewed three different logo alternatives.

The first approach uses a landmark symbol with a retro approach using Mount Nebo suggesting adventure and enduring values, a path leading to the mountain, and an eagle suggesting the many opportunities and experiences of adventure. The deeper green color represents the outdoors; green is a very widely accepted color. The tag line “Home to Adventure” marries the idea of home and adventure.

The second approach uses a compass symbolizing adventure, navigating adventure, and pathway/guide to a destination. The four points of the compass direct people to the many opportunities and experiences; the true north values. The P in the middle represents that Payson is at the center or heart of adventure. There is a sense of ruggedness and strength.

The third approach is their recommendation. They call it a firebrand of adventure, a symbol of distinction and differentiation. It suggests a rugged, pioneering, independent spirit of adventure. The letter A represents a very contemporary, simple symbol. It’s a pathway to adventure with a simplistic version of Mount Nebo, but a firebrand letter A. The Payson firebrand symbol represents the many compelling experiences in the lifestyles that embody the regions position as home to adventure. It’s an iconic fire brand A. The abstract Mount Nebo represents the pathway to adventure, a mark of distinction, enduring values, and an independent spirit of adventure as a symbol that points upward and forward. It speaks to a community that values tradition, being the good neighbor, and pursuing and forging together the many opportunities in Utah County’s adventure land – Payson, Utah. There is a very ageless quality, yet modern. This logo would help differentiate Payson from other cities. It can be used as a stand-alone symbol as well as used in the A place of Payson. Although it is the simplest of the three approaches, it is also the most distinctive. Graphic imagery could also be put inside the A.

Discussion:

Mayor Wright said the first time he saw these, it took him a long time to warm up to the last one.

Kent Fowden said the symbolism in the A is like the arrow in FedEx; it’s a subtle message.

Councilmember Christensen said the A looks like a backward P. He likes the second logo because it catches his eye, but it’s a coin toss. The compass could represent a starting point to somewhere better; when he pulls out a compass that means he is headed somewhere.

Councilmember Welton is concerned that people may associate it with Alpine since we are focusing on the letter A. Years from now, it may not be the case. The compass can represent adventure that is here.

Councilmember Hulet likes the third logo because it is bold and different from most other cities. He also likes the versatility because it could look like a teepee representing Peteetneet, a home being inclusive, or a tree. It will require the city to step out of its comfort zone.

Councilmember Carter said every city has a circle with a logo in it.

Dave Tuckett liked the second logo at first, but the third one has really grown on him.

Further discussion:

The city has to go all in with commercials, billboards, and other items. For return of investment, the logo and story are launched for months and even years to build the brand. Launch the new logo and brand with a party. There needs to be community buy in as well, which surveys have been done. The logo needs to remain in place and not change with each council. It's important to build equity, so it stays in place. Everything isn't changed all at once; the most important things change first. Vehicle logos are very easy to change and very visible. Other things may need to be budgeted and goals are set to change difficult items. The story reminds you of the logo and the logo reminds you of the story. Home to Adventure is good to be registered. The council consensus is the third logo.

C. ADJOURNMENT

This work session adjourned at 7:10 p.m.

Kim E. Holindrake, Deputy City Recorder