

AMERICAN FORK CITY COUNCIL
MAY 31, 2019
WORK SESSION AGENDA

Members Present:

Bradley J. Frost	Mayor
Kevin Barnes	Council Member
Staci Carroll	Council Member
Rob Shelton	Council Member
Clark Taylor	Council Member

Members Absent:

Barbara Christiansen	Council Member
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Staff Present:

David Bunker	City Administrator
Camden Bird	Admin Analyst
Lauralee Hill	Deputy Recorder

Also Present: Greg Lowe and Joel Farr of Jibe Media

WORK SESSION

The purpose of City Work Sessions is to prepare the City Council for upcoming agenda items on future City Council Meetings. The Work Session is not an action item meeting. No one attending the meeting should rely on any discussion or any perceived consensus as action or authorization. These come only from the City Council Meeting.

The American Fork City Council met in a work session on Friday, May 31, 2019, in the City Administration Offices, located at 51 East Main Street, commencing at 3:30 p.m. The agenda was as follows:

1. Discussion with Jibe Media on brand discovery.

Camden Bird introduced Jibe Media and the process they would use. He said after the initial meetings they would compile the data and put together a document for the Council to review and give feedback on. Next they would develop several black and white logo options for the Council to review before adding color to it. The end result would be a logo (brand book) and a style guide that would help maintain fidelity across all departments.

Council Member Carroll asked if they would create a logo that would be adaptable across all City Departments.

Greg Lowe stated that this was so.

Mayor Frost asked Jibe Media representatives to introduce themselves to the Council.

Joel Farr and Greg Lowe introduced themselves as partners at Jibe Media.

The Council Members introduced themselves to Joel Farr and Greg Lowe.

Greg Lowe indicated the meeting would be a discussion where the Council did most of the talking. He stated that Jibe Media's intent was to receive Council input on what the American Fork brand means. He stated that central to the Jibe Media philosophy is that they don't "make up" a brand. They were, instead, discovering the AF brand that already existed and then communicate it more efficiently. He said that they would utilize the knowledge, history and expertise of the Council and develop a "brand story" and visual identity for the brand.

Mr. Lowe explained to the Council what "brand" means. Brand is the sum total of impressions formed through exposure to your touchpoints. He stated that many people mix up "brand" with "brand elements". Brand elements are things like logos, colors, signage, etc. He stated that the brand is the ideas formed in the mind of an audience through their exposure to all of these things (brand elements). He stated that a brand only exists in the mind of an audience and is not something tangible. By manipulating touchpoints, a poor brand can be elevated over time in the minds of the audience.

Mr. Lowe asked the Council what they considered to be their primary brand strengths. He rephrased the question by asking "at what point are members of your audience interacting with the City and having a positive experience"?

Council Member Taylor stated that he'd received a call from a resident who was appalled by the development in American Fork. He stated that American Fork has always been known as a center of commerce in north Utah County by virtue of the location of the first hospital, the easiest access to the lake, American Fork canyon, great shopping, and the headquarters of Alpine School District, the Training School and the LDS temple to name a few. It was very central and provided many amenities. While AF is not the only entity with these amenities anymore, convenience of location and proximity to amenities remains. He stated that he believed that citizens in his age group probably still maintained this impression of American Fork.

Mayor Frost stated that this idea of being central – of being a hub – comes up almost every day in meetings for him from various residents and business people. He noted that the crossroads to arrive at developments to the west is also in AF – Pioneer Crossing and stated that there is a feeling of being in the center of things.

Council Member Shelton stated that it's hard to travel through Utah County without passing through a part of American Fork.

Council Member Taylor described the old wagon wheel logo used for years in AF and the coined phrase, "the hub".

Council Member Carroll stated that her generation is drawn by the "family-oriented" feel of AF.

Council Member Shelton mentioned the quality of life enjoyed by AF citizens. He noted that large library, the thriving recreation program which draws people from different cities.

Council Member Taylor reiterated that AF was the first to build a library, a hospital, and were only second to Orem in the construction of a recreation center.

Mayor Frost noted that many of the neighboring cities have used American Fork's model.

Council Member Shelton stated that many people from neighboring communities enjoy American Fork's recreational programs and amenities. He also mentioned City wide loyalty to the high school and its programs such as the award-winning band.

Council Member Carroll said that she thought the strong City pride was a result of having one junior high and one high school that serviced the entire community. She stated that there was a lot of heritage and many families stay in American Fork.

Council Member Taylor mentioned that people who live in American Fork want to stay here and their children want to live here when they are adults.

Council Member Shelton stated that healthy relationships within the City promote the desire to stay.

Council Member Carroll stated that there is a reputation of kindness in American Fork.

Council Member Barnes described citizens as "good, common folk".

There was a little discussion about American Fork Canyon.

Mr. Lowe asked if there were further strengths to the brand that hadn't been discussed.

Council Member Taylor said that though the City is a little dilapidated, it is historically sound. He noted the Harrington Center, which although dilapidated, was the first public school west of the Mississippi. He stated that we embrace the historic side of AF. He mentioned the Presbyterian Church which was the first one in the state and is still in operation. He mentioned Historic City Hall and Legion Hall which was more than one hundred years old. He stated that LaSabre is one of the oldest bars in Utah County.

Council Member Barnes made reference to the historic tabernacle.

Council Member Taylor noted that of four original chapels built in Utah County, two are still standing in AF. He said in addition to being historically minded, the current City Council is embracing a new way of life with the Transit-Oriented Development and the code the Council has developed which allows for greater diversity. He stated that the Council was forward-thinking when the TOD and the accompanying code was created.

Mr. Lowe asked about the balance between history and innovation within the City. He mentioned the call that Mr. Taylor had received from a citizen who was unhappy about growth. He asked how development was impacting the perception of other citizens.

Council Member Shelton stated that change is difficult. Community pride lends itself to keeping things as they are. He mentioned the destruction of JCWs Restaurant and said that when it was torn down, citizens were concerned. He noted when anything changes, people don't like it. He said that one of the challenges the Council faces is carrying on the sense of community while

growing the City to accommodate the grown children of American Fork Citizens who want to find housing here in the City. He stated that not everyone is able to afford a traditional home on a lot and in addition, maybe this younger generation wants more millennial housing.

Council Member Taylor returned to JCWs by stating that this restaurant started in American Fork. When the restaurant required a rebuild, the owner of JCWs tore down the existing structure and rebuilt on the same piece of land. He identifies AF City as the home of his business.

Shelton stated that balancing history and change is difficult within the City.

Mr. Lowe asked if the current brand was “We are a city of growth and a city of the future” or “We are a city of history and heritage”?

There was general consensus that AF is a city of history and heritage.

Council Member Barnes stated that he had just received an email from a citizen who recently moved into a new development. Ironically, the resident complained of the fast growth of the City.

Mr. Lowe asked about the current percentage weight of long term residents to new.

Council Member Shelton mentioned that growth-oriented communities were to the west of Utah Lake. He stated if American Fork was compared to a stock they would represent “value” as opposed to growth.

Council Member Barnes added that part of the value included stability.

Council Member Taylor stated that one place AF excels with regard to growth is in the area of technology. He stated that AF had one of the first technology business parks in Utah County and mentioned several large tech businesses that had made their homes in AF. AF has attracted big companies and noted that having a strong commercial base allows property taxes to remain low. He noted that State Street was a natural division between high density housing and commercial enterprise.

Council Member Shelton pointed out that AF has economic diversity. He noted that in spite of this, the community really came together in a unified manner.

Council Member Clark pointed back to Council Member Carroll’s point that all AF children attend the same junior high and high school.

Council Member Shelton stated that this allowed the community to come together in fund raising activities which was unifying as well.

Mr. Lowe asked what the weaknesses of the AF brand are.

Council Member Shelton stated that one weakness the City has is communicating the value of the City and telling the story of the City. When a city doesn’t tell their own story, outsiders or newcomers sometimes tell an inaccurate story.

Council Member Barnes stated that some of the newer citizens didn't know why certain traditions in the City existed. He referred to the Memorial Day breakfast.

Returning to the question of perceived City weaknesses, Council Member Taylor stated that Main Street needed work.

Council Member Carroll noted that AF doesn't have a visual identity.

Mr. Lowe asked if Council Member Carroll was referring to landmarks or wayfinding signs.

Council Member Taylor clarified that Carroll was referring to an architectural landmark and referred to Timp Cave which was considered an AF landmark when he was a child. He stated that local landmarks were not widely recognizable.

Mayor Frost stated that something new to the area that can be seen from any direction and from the freeway is the large AF flag. He noted that very few cities have the word "American" in their name.

Council Member Taylor noted that the location of the flag in a memorial park dedicated to children is unique.

Council Member Barnes noted that this location is a part of the City Cemetery.

Council Member Taylor also pointed to the creation of the first military cemetery in the area and the first golf course.

Council Member Shelton identified another weakness in the City brand as the ability to maintain aging amenities already in existence like the library and the fitness center. He noted that complaints occasionally surfaced in this area. He stated that he receives complaints about the older parks.

There was general Council consensus on the fact that other communities were building extensive, new parks and various citizens were looking for this type of park in AF.

Council Member Shelton also noted that aging infrastructure, such as roads, were a source of concern to many citizens.

Council Member Carroll stated that the flip side of culture and history is dilapidation of infrastructure and historic spaces.

Council Member Taylor stated that roads are something every city faces.

Mr. Lowe asked the Council to define the audiences, besides citizens, that the City brand needs to impact.

Council Members named consumers who shop in American Fork, local business owners, prospective business owners, employees, developers, public service providers, travelers on I-15, other local governments and state agencies, the school district, and to some extent, the forest service.

Next the Council was asked to define City residents. There was general talk about a recent survey that was conducted by the city and data that could be found on that survey.

Council Member Barnes pointed out diversity in the age of the population but stated that in other ways, the community was fairly homogenous.

Mr. Lowe asked what defined the way the City residents “think” (psychographics).

Council Member Shelton mentioned that there are a lot of like-minded family values that many citizens embrace which unifies the community.

Council Member Taylor stated that AF has an aware, involved and active community.

Council Member Shelton added the word patriotic.

Council Member Taylor stated that AF is a good cross section of middle America. He stated that there weren’t huge swings between wealth and poverty.

Council Member Carroll stated that residents were generally frugal and conservative with money.

Council Member Barnes noted the friendliness of neighbors.

Council Member Taylor stated that there was an innate kindness.

Mr. Lowe asked what the brand needed to communicate to prospective businesses.

There was general consensus on progressive transportation, the central location to Silicon Slopes, accessibility to lifestyle, arts, recreation, library, and shopping.

Mayor Frost noted that on one side of the City there are mountains and on the other side there is a lake. He stated that American Fork offers great quality of life. He stated that it’s a great place to live, work and play.

Council Member Shelton mentioned access to quality education.

Mr. Lowe asked what kind of businesses the City wanted to attract.

Council Member Shelton noted that the businesses the City wants to attract would provide a higher income than the current median income (\$42,000-\$45,000) in American Fork City. These companies wouldn’t be a drag on City services. Both small and large businesses who appreciate value would be welcomed.

Council Member Carroll stated that if she owned a business she would be attracted by a city with roots and history that was, at the same time, progressive.

Council Member Taylor stated that this message would be equally appealing to small and large businesses and stated that American Fork is technologically sound.

Mr. Lowe asked what makes AF technologically sound.

Council Member Taylor stated that AF owns the fiber along the I-15 corridor and the future opportunity and connectivity related to that ownership.

Mr. Lowe and Mr. Farr asked the Council to think of one passionate AF citizen and identify what this citizen most loves about living in American Fork.

Mayor Frost deferred to Council Member Taylor as such a person.

Council Member Taylor stated that American Fork was simply “home”. What makes it home for one person may be different than what makes it home for another person but for both people, it is home. American Fork allows this in many ways.

Mayor Frost stated that people who love their community support it by buying locally and being involved in local activities.

Council Member Shelton mentioned the annual turkey bowl for former high school football players that happens every year at Thanksgiving.

There was general Council consensus that people return to their American Fork home to play, to purchase and even to be buried.

Jibe Media asked about the personification of American Fork.

Several things were mentioned by the Council including the willingness to volunteer and give back, and staying power. Once people have lived in American Fork, they want to stay in American Fork.

Council Member Shelton stated even residents that are complaining to him continue to stay on in American Fork City because of the value they perceive.

Taylor noted that American Fork City is like everybody’s best friend – solid, strong, approachable and authentic. He noted that Mayor Brad Frost embodies the average approachable and genuine American Fork citizen.

Council Member Shelton remembered carrying the huge American flag in the parade which required many volunteers. Finding people to participate in this endeavor on short notice was no problem.

The Council stated that if the City was a car it would not be flashy or expensive nor would it be the cheapest model.

Mr. Lowe asked the Council to circle all the terms that represented American Fork on a provided document. Next, the Council listed “performance drivers” (things people use to compare their options).

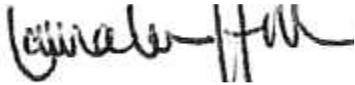
Mr. Lowe explained that Jibe Media would take the information received and create a brand discovery document. This written 2-page document would be reviewed by the Council and would allow Jibe Media to make sure they had captured the information accurately. Then a collage style mood board would be presented to get an idea about style. Next black and white

logo options would be provided and then color options of the selected logo would be presented.
The timeline was 12-14 weeks.

Jibe Media thanked the Council for their feedback.

2. Adjournment

The work session adjourned at 4:47 p.m.

A handwritten signature in black ink, appearing to read "Lauralee Hill". The signature is fluid and cursive, with the first name "Lauralee" written in a larger, more prominent script than the last name "Hill".

Lauralee Hill, Deputy Recorder