

1 Minutes of the Centerville **City Council Work Session** held Tuesday, February 21, 2023 at 5:30
2 p.m., with participants present at City Hall, 250 North Main Street, and electronically via Zoom.
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4 **MEMBERS PRESENT**
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6 Mayor Clark Wilkinson
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8 Council Members Gina Hirst
9 William Ince
10 George McEwan
11 Robyn Mecham
12 Spencer Summerhays
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14 **STAFF PRESENT**
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16 Brant Hanson, City Manager
17 Lisa Romney, City Attorney
18 Jennifer Robison, City Recorder
19 Nate Plaizier, Finance Director
20 Bryce King, Community Services Manager
21 Jacob Smith, Administrative Services Director
22 Mike Carlson, Public Works Director
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24 **VISITORS**
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26 Greg Lowe, Jibe Media
27 Joel Farr, Jibe Media
28 Ryan Johnson, Jibe Media
29 Tom Bean, Jibe Media
30 Gene Hayes, Jibe Media
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32 **SOCIAL MEDIA POLICY**
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34 City Attorney Lisa Romney presented a Social Media Policy prepared by staff. She said
35 she believed the Social Media Policy was an important step towards managing and properly
36 engaging in social media content and communication. Community Services Manager Bryce King
37 said the policy was drafted to be as simple as possible while remaining administratively important.
38 The Social Media Policy would designate the Community Services Manager as the City's social
39 media manager.
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41 The Council and staff discussed the drafted policy. Ms. Romney commented that social
42 media management was a lot of work, and staff were hoping to implement the policy to see what
43 worked, and bring back proposed amendments to further improve the policy. Ms. Romney
44 emphasized that the City's website and social media pages would represent the official message
45 from the City. Staff would be prohibited from responding or commenting on other websites or
46 social media pages. The Council agreed to schedule further discussion of the policy at a future
47 meeting.
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49 **REBRAND PRESENTATION**
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51 Mr. King introduced representatives of Jibe Media. Greg Lowe with Jibe Media shared
52 goals, background, and experience of Jibe Media. Mr. Lowe commented that the Centerville City
53 brand already existed in the minds of community members, and Jibe Media would help the City
54 discover and communicate that brand more effectively. He listed factors to evaluate when
55 considering rebranding, including equity in the current brand, and level of professionalism of
56 current brand elements. Tom Bean, Jibe Media Creative Director, said he and Gene Hayes on
57

1 the creative team both lived in Centerville. Mr. Bean and Mr. Hayes shared what Jibe Media had
2 done for Lehi City and South Ogden, and ongoing work for Farmington City with Farmington
3 Station. Ryan Johnson, Jibe Media Art Director, shared recent work with American Fork.
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5 Jibe Media representatives presented a proposed timeline for working with Centerville,
6 emphasized the importance of feedback in the process, presented cost of services (\$28,500),
7 spoke of an implementation strategy at the end of the process, and answered questions from the
8 Council. Responding to a question from Councilmember Summerhays, representatives said they
9 would be able help the Council estimate hidden costs of implementation (replacing stationary,
10 signage, clothing, etc.). Councilmember McEwan expressed support for the rebranding idea, and
11 suggested the Centerville identity should be considered when discussing betterments for the
12 planned Parrish Lane interchange rebuild.
13

14 Councilmember Hirst commented that Centerville had not yet updated the General Plan,
15 and expressed concern with considering a rebrand effort before having plans in place for the
16 future of some areas of the City. City Manager Brant Hanson commented the City already had
17 plans to redesign the City website, and already made investments over time such as logo
18 placement and replacement. He said he did not think a branding effort should be held back until
19 the General Plan update was complete, and suggested the branding would help inform the
20 General Plan update.
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22 Mayor Wilkinson thanked the Jibe Media representatives for their presentation and time.
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24 **ADJOURNMENT**

25 At 7:03 p.m., Councilmember Ince **moved** to adjourn the work session. Councilmember
26 Summerhays seconded the motion, which passed by unanimous vote (5-0).
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Jennifer Robison
Jennifer Robison, City Recorder

3-7-2023
Date Approved

