

Minutes of the Centerville **City Council Work Session** held Tuesday, February 21, 2023 at 5:30 p.m., with participants present at City Hall, 250 North Main Street, and electronically via Zoom.

MEMBERS PRESENT

Mayor Clark Wilkinson

Council Members
Gina Hirst
William Ince
George McEwan
Robyn Mecham
Spencer Summerhays

STAFF PRESENT

Brant Hanson, City Manager
Lisa Romney, City Attorney
Jennifer Robison, City Recorder
Nate Plaizier, Finance Director
Bryce King, Community Services Manager
Jacob Smith, Administrative Services Director
Mike Carlson, Public Works Director

VISITORS

Greg Lowe, Jibe Media
Joel Farr, Jibe Media
Ryan Johnson, Jibe Media
Tom Bean, Jibe Media
Gene Hayes, Jibe Media

SOCIAL MEDIA POLICY

City Attorney Lisa Romney presented a Social Media Policy prepared by staff. She said she believed the Social Media Policy was an important step towards managing and properly engaging in social media content and communication. Community Services Manager Bryce King said the policy was drafted to be as simple as possible while remaining administratively important. The Social Media Policy would designate the Community Services Manager as the City's social media manager.

The Council and staff discussed the drafted policy. Ms. Romney commented that social media management was a lot of work, and staff were hoping to implement the policy to see what worked, and bring back proposed amendments to further improve the policy. Ms. Romney emphasized that the City's website and social media pages would represent the official message from the City. Staff would be prohibited from responding or commenting on other websites or social media pages. The Council agreed to schedule further discussion of the policy at a future meeting.

REBRAND PRESENTATION

Mr. King introduced representatives of Jibe Media. Greg Lowe with Jibe Media shared goals, background, and experience of Jibe Media. Mr. Lowe commented that the Centerville City brand already existed in the minds of community members, and Jibe Media would help the City discover and communicate that brand more effectively. He listed factors to evaluate when considering rebranding, including equity in the current brand, and level of professionalism of current brand elements. Tom Bean, Jibe Media Creative Director, said he and Gene Hayes on

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.
4

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.
21

22 Mayor Wilkinson thanked the Jibe Media representatives for their presentation and time.
23

24 **ADJOURNMENT**
25

26 At 7:03 p.m., Councilmember Ince **moved** to adjourn the work session. Councilmember
27 Summerhays seconded the motion, which passed by unanimous vote (5-0).
28
29

30 Jennifer Robison
31 Jennifer Robison, City Recorder
32

3-7-2023
Date Approved

