COUNCILMEMBERS PRESENT: Cummings, Keesling, Matthews, Prafke, Wein

CITY EMPLOYEES PRESENT: City Manager Kunik; Deputy City Clerk Stewart

<u>Brand Execution and Messaging</u>

Mayor Keesling called the meeting to order at 2:00 p.m., followed by the Pledge of Allegiance.

City Manager Kunik announced the meeting was called this date to provide feedback on the new marketing logo and tagline, adding members of staff had met with Aqua earlier in the day.

Mr. Elliott Cohen, Aqua Marketing & Communications (Aqua), advised the purpose of the meeting was to obtain Members' thoughts to determine what steps were necessary in proceeding with implementation in both the short and long terms. He reported the meeting with department heads this date was to discuss using the new design on items such as vehicles and apparel. He then questioned what feedback members had received on the new brand.

Mayor Keesling announced she felt the logo was somewhat generic, without details unique to Punta Gorda.

Councilmember Prafke advised she had received both positive and negative comments, ranging from blasé to a general liking of the design. She opined the tagline should sell itself, adding the logo chosen could represent most anyplace.

Councilmember Wein stated he received a wide range of comments, both positive and negative.

Councilmember Matthews advised none of the people she spoke to indicated they liked the design. She opined "Florida's Harborside Hometown" tagline was too wordy.

Mr. Cohen questioned if the community understood the underlying reasons for branding, pointing out negative comments were typical and common. He explained part of the process was to explain the branding over the next year.

Councilmember Prafke professed brand marketing was outside of a Councilmember's purview.

Councilmember Cummings pointed out the transition would take some time, opining the timing was appropriate in relation to Punta Gorda's future development.

Mr. Cohen inquired if members needed educational information in order to explain the change.

Councilmember Wein responded affirmatively, requesting materials be simple and easily understood. He stated while he supported the new brand, it was too generic.

Mr. Cohen inquired where branding should be displayed within the community.

Mayor Keesling pointed out while there was a need, the City's new webpage was thoroughly vetted in its development and should not be altered.

Councilmember Wein opined correct placement was preferable over individual promotion by Councilmembers.

Councilmember Prafke questioned appropriate use in lieu of the corporate seal.

Mr. Cohen proposed organizations such as realtors, the Chambers of Commerce and Tourism Bureau should be included, stressing there should be consistency within all agendas, forms and stationery. He contended the seal should only be used on legal documents.

Councilmember Matthews inquired when the old tagline would be discontinued. She recommended in-flight magazines as an option for advertising.

City Manager Kunik advised the corporate seal should no longer be used as the new logo had been officially adopted.

Mr. Cohen advised the public should be given a clear idea with the logo and tagline displayed within all municipal services.

Mr. Cohen advised the statements which further define Punta Gorda were the spirit behind the logo, questioning if the City should implement that vision in the types of events that were held.

Councilmember Cummings suggested deferring such a decision to the Communications Manager. He pointed out events were hosted by others organizations as opposed to the City.

Consensus was to request use of the brand and tagline in Block Party advertising.

Councilmember Cummings professed repetition would be a driving force for the brand, suggesting an informational packet be provided to local businesses. He noted the welcome signs placed along City entranceways would need to be changed.

Councilmember Matthews stated a process of phasing out the old logo was necessary.

Mayor Keesling supported a set of guidelines for businesses to ensure the brand was used properly and within the specific parameters established for its use.

Mr. Cohen announced the City Manager was pursuing a service mark to protect the logo. He questioned members' thoughts on use by any outside organization or by granting special authority.

Councilmember Cummings recommended a Chamber of Commerce workshop to discuss proper use.

Councilmember Prafke supported dissemination of the guidelines via downloadable files, recommending the new Communications Manager host a workshop. She noted this may be an opportunity to promote branding in merchandising apparel and other retail goods. She clarified the brand would be appropriate for use at the new Pickleball complex and library.

Discussion ensued regarding changes in email signatures, letterheads, business cards, name badges, vehicle decals and water towers.

Councilmember Wein suggested the Communications Manager ensure protection against use of the logo on inferior products such as "3 for $10 T-shirts" in drugstores or tourist shop clothing racks.

City Manager Kunik advised Aqua would provide guidelines to prohibit undesirable use.

Mayor Keesling questioned what change would be made on the City's website.

Mr. Cohen advised he would work with staff on cosmetic changes such as the color palette; however, he had no set formula in place.

STAFF COMMENTS

Ms. Donna Peterman, Volunteer Marketing Liaison, opined the website needed to be branded, asserting information regarding relocating to Punta Gorda was lacking. She reported Aqua would provide the graphics package within a week's time.

Mr. Cohen confirmed talking points would be provided as well.

COUNCILMEMBER COMMENTS

There were none.

CITIZENS COMMENTS

Mr. Charlie Counsil questioned if the City flag would be changed.

City Manager replied it would not as the City desired to maintain its historic perspective.

ADJOURNMENT

The meeting was adjourned at 3:06 p.m.

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Mayor

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City Clerk