

City of Montgomery
Governmental Affairs Committee Minutes
February 11, 2019

Present

Brian Riblet, City Manager
Matthew Vanderhorst, Community and Information Services Director
Faith Lynch, Community Engagement Coordinator
Tracy Roblero, Community Development Director
Connie Gaylor, Clerk of Council

City Council Committee Members Present

Gerri Harbison, Chair
Craig Margolis

City Council Committee Members Absent

Lynda Roesch

Guests and Residents

Becky Fickenworth, Project Manager, Razor Marketing
Joelle Angel-Chumbley, Creative Lead, Kolar Design
Christopher Caldwell, 9630 Todd Drive

The Governmental Affairs Committee of Council convened in Council Chambers at 4:30 p.m. with Mrs. Harbison presiding.

Mrs. Harbison asked for a motion to excuse Ms. Roesch from the meeting as she was out of town. Mr. Margolis made a motion to excuse Ms. Roesch. Mrs. Harbison seconded. The Committee unanimously agreed.

Discussion of Community Leadership Forum Response to Branding and Imaging Campaign Presentation

Becky Fickenworth, Project Manager for Razor Marketing and Joelle Angel-Chumbley, Kolar Designs were in attendance to present the feedback received by those who attended the February 2, 2019 Community Leadership Forum.

Ms. Fickenworth began the presentation by summarizing the tabulation of preferences for the proposed taglines presented at the forum. She explained that a total of 30 people voted for the frontrunner tagline: "A Charming Past. A Glowing Future." She stated the other two taglines garnered far more negative comments and far less support. She explained that the "Charming Past" tagline also generated the most positive feedback, as well as the most positive themes from those comments. She stated that people cited it for being clear, forward-looking, reflecting their history, and conveying warmth.

Ms. Fickenworth reported that feedback for the tagline "Steadfast Spirit. Truly Community" resulted in many participants who liked the word "community", though some wanted a different descriptor such as "true" or "diverse" to accompany it. The word "steadfast" was polarizing, with many people saying they didn't like it. This tagline was cited for lacking warmth and being unclear.

Ms. Fickenworth reported that feedback for the tagline "Lit from Within. Glowing Throughout" generated mixed responses. She stated some liked the word "glowing" and the warmth it conveyed, as well as the literal and figurative tie to the city. A majority however felt it was vague, un-descriptive and had the potential for negative interpretations around the word "lit" being a slang term for "drunk."

Ms. Angel-Chumbley provided a summary on the feedback given regarding the logo.

Ms. Angel-Chumbley stated that for Concept A, approximately 15 responses positively referenced simple, clean, uncluttered, classic and familiar. Approximately 5 responses negatively referenced too much similarity to current logo, bland, not looking toward future.

Ms. Angel-Chumbley stated that for Concept B, a similar number of responses positively and negatively referenced the "sunburst" light rays, and the styling of the lamppost. She added that many responses positively

referenced the red color; although, slightly more responses negatively referenced the red color.

Ms. Angel-Chumbley stated that for Concept C1, many responses negatively referenced that it is too "busy". She explained that many responses negatively referenced that it is too "cartoony". She stated that a similar number of responses positively and negatively referenced the use of light blue/cyan in the logo. She stated that a similar number of responses positively and negatively referenced the styling being "modern" and a similar number of responses positively and negatively referencing the use of the bold sans serif typeface.

Ms. Angel-Chumbley stated that for Concept C2, there were similar responses to concept C1, with many responses negatively referencing that the use of red and green make it "busy" and more "cluttered". She stated that many responses positively referenced that red is "powerful" and "stands out".

Ms. Angel-Chumbley stated that for Concept D, many responses positively referenced the logo although, many responses negatively referenced the "GO" emphasis or underlining. She stated that many responses negatively referenced that the logo is too "busy".

Ms. Angel-Chumbley stated that Community Leadership Forum participants ranked the concepts with a 1-5 scale, with 1 being the most preferred. She stated that the average score for each concept was tabulated with a weighted scale to determine the participants' overall preference. She presented the highest rating preference being for the traditional colors of blue and yellow, but with the addition of the red.

Ms. Fickenworth gave a summary of the results for the preference of the Gateway Development naming. She stated that the name "Village Square at Montgomery" received (10) positive responses and (14) negative responses.

Ms. Fickenworth stated that feedback for the name "Montgomery Quarter" received (12) positive responses and (2) negative responses.

Mr. Margolis stated that the feedback was what he anticipated it would be.

Mr. Riblet stated that he agreed with Mr. Margolis, that the feedback is in line with what he thought it would be. He asked the Committee how much longer the Committee would need to decide a name as a final name is needed for the Developer to market the site.

The Committee and staff discussed the process of advertising the names in the bulletin, Open Town Hall and social media to share with the residents for final feedback.

Mr. Riblet stated that if a decision could be made by the March 20, Work Session, the Developers should have enough time to make changes to their documents and marketing efforts.

The Committee and staff discussed future presentations of the Branding and Imaging campaign to City Council and the Committee with a target of completion in June.

Other Business

Ms. Lynch reviewed the format of the Community Leadership Forum feedback survey to be sent to those who attended the forum or were invited but did not attend. The Committee discussed the questions with staff and gave their input on the verbiage and adding areas for comments.

Mr. Riblet discussed the past practice of recognizing the Public Works employees and the Police and Fire employees with a recognition breakfast that corresponds with National Public Works Week and National First

Responders Day. He proposed providing breakfast for staff at Public Works on May 23 and for the Safety Center staff on October 28, National First Responders Day. He stated this would be consistent with past practice. Mr. Riblet added that staff at City Hall have not been included in these recognitions in the past and in honor of Public Service week the Week of May 6, he would like to propose recognizing City Hall staff on May 10 to be in accordance with the other departments.

Mr. Margolis made a motion to support the employee recognition programs for the departments as noted. Mrs. Harbison seconded. The Committee unanimously agreed.

Mr. Riblet updated the Committee on the schedule and format of the remembrance ceremony for the 20th anniversary of the Tornado that struck the city in 1999. He stated that staff is proposing a short presentation at the April 3, Business Session in which Chief Wright would provide a short presentation regarding the day and week's after the tornado. He stated that a proclamation would be prepared to be read that night. He proposed that a short ceremony be held on April 9 at the tornado memorial site at Sycamore High School. He stated that staff would prepare a press release to invite the community to the ceremony. He explained that staff has reached out to community members who were affected by the tornado as well as those who were working or volunteered during the event.

The Committee discussed the plans and were in agreement with the proposed details of the remembrance activities.

Approval of Minutes

Mr. Margolis moved to approve the January 14, 2019 Government Affairs Committee minutes. Mrs. Harbison seconded. The Committee unanimously agreed.

Adjournment

Mr. Margolis moved for adjournment. Mrs. Harbison seconded. The Governmental Affairs Committee of Council meeting was adjourned at 5:23 p.m.



Chair