



SPECIAL MEETING HELD FEBRUARY 12, 2013 6:00 PM

A meeting of the City Council of the City of Clinton, North Carolina, continued from February 5, 2013, reconvened at 6:00 PM on February 12, 2013, in the City Hall Auditorium. Mayor Starling presided. Councilmembers Strickland, Turlington, Stefanovich, and Mayor Pro Tem Harris were present.

Councilmember Becton was absent.

Also present were Attorney Dale Johnson; City Clerk Elaine F. Hunt; City Manager John Connet; Assistant City Manager-Finance Director Shawn Purvis; Planning and Community Development Director Mary Rose; Fire Chief Adon Snyder; Recreation Director Jonathan Allen; Public Works Director Jeff Vreugdenhil; Human Resource Director Lisa Carter; and Brenda Potter, Recreation Center Manager.

Police Chief Jay Tilley was absent.

Ms. Annette Privette Keller, of the Town of Matthews, was our special guest.

City Clerk Elaine F. Hunt gave the invocation.

BRANDING

City Manager Connet stated that the purpose of this meeting was to listen to a presentation and discuss branding for the City of Clinton. Before City Manager Connet called upon Planning and Community Development Director Mary Rose to introduce the presenter, Councilmember Stefanovich asked everyone to assist in singing Happy Birthday to Mayor Starling.

Ms. Rose introduced Ms. Annette Privette Keller, Communications Director/Assistant to the Manager of the Town of Matthews.

Ms. Keller gave a brief history of herself. She told of several places of employment and job duties. She informed the group of the branding process for the Town of Matthews and what the City of Clinton should expect. She stated that branding is more than advertising and marketing—it is anything that projects the City's image and identity. Ms. Keller briefed City Council on the following strategic steps and presented a short description of each:

- (1) Research is the collected data which come from the stakeholders. It encompasses the strengths, weaknesses, opportunities, threats and history of the city.
- (2) Strategy follows the research. When carrying out the strategy, the city will implement a timeline, a projected budget, develop goals and objectives.
- (3) Implementation is when the visible pieces of the branding process come alive.
- (4) Evaluation is the measuring of the strategies.

Ms. Keller displayed several municipal brands during the PowerPoint Presentation: Town of Matthews, Town of Pineville, City of Charlotte, Town of Davidson, and City of Hickory. She showed signage that had been constructed throughout the Town of Matthews.

She concluded the presentation by stating that the first phase usually takes approximately 3-5 years. She recommended the establishment of a brand manager for the process.

Mayor Starling asked Ms. Keller who established The Town of Matthews' brand and she replied, "I did." She stated that she did the research, the phasing, and branding with the assistance of a hired consultant. She told City Council that the consultant was paid \$125,000.

City Manager Connet stated that the consulting firm The Town of Matthews used gave him a quote of approximately \$67,000.

Ms. Keller stated that an up-to-date website is vital because it serves as the first impression for others desiring to learn more about a city/town.

City Council instructed City Manager Connet to put together a specific proposal for the branding of the City of Clinton. They instructed City Clerk Hunt to place this item on the upcoming city council agenda.

OTHER BUSINESS: ACQUISITION OF LAND

City Manager Connet asked approval from City Council to move forward in acquiring a parcel of land located on Rackley Road for the purpose of constructing a new well site.

Upon a motion made by Councilmember Strickland, seconded by Councilmember Stefanovich, it passed unanimously to add the following item to the agenda: "Consideration of allowing City Manager Connet and staff to move forward in acquiring 1.45 acres for \$25,000 from Ms. Connie C. Brown located on Rackley Road."

Upon a motion made by Mayor Pro Tem Harris, seconded by Councilmember Strickland, consideration of allowing City Manager Connet and staff to move forward in acquiring 1.45 acres for \$25,000 from Ms. Connie C. Brown located on Rackley Road, passed unanimously.

ADJOURNMENT

Upon a motion made by Councilmember Strickland, seconded by Councilmember Turlington, it passed unanimously to adjourn this continued city council meeting at 7:22 PM.

Elaine F. Hunt, MMC, City Clerk

Luther D. Starling, Jr., Mayor