

Minutes of the Centerville **City Council Special Meeting** held Tuesday, August 8, 2023, at 5:30 p.m. with participants present at Centerville City Hall, 250 North Main Street.

MEMBERS PRESENT

Mayor	Clark Wilkinson
Council Members	Gina Hirst William Ince Robyn Mecham Spencer Summerhays

MEMBER ABSENT George McEwan

STAFF PRESENT Brant Hanson, City Manager
Jennifer Robison, City Recorder

VISITORS Greg Lowe, Jibe Media
Gene Hayes, Jibe Media

Mayor Wilkinson called the Special Council Meeting to order at 5:49 p.m.

CENTERVILLE BRANDING SESSION

Greg Lowe with Jibe Media emphasized that at Jibe Media they believed their job was not to invent the City's brand, but to discover the City's brand that already existed in the minds of citizens. He spoke of influencing touch points (logo, colors, etc.) to mold perception of the brand. Mr. Lowe said the goals in branding were to have a consistent message, create recognition and assign meaning, and establish preference. Mr. Lowe asked the Council the following questions.

- What do you consider to be the primary strengths of the Centerville brand?
 - Responses included: friendliness; family oriented; highly educated; proximity to education opportunities; active community; sense of service; history/ties to pioneer heritage; safe; convenience of access

Councilmember Ince shared that, considering the close proximity and connection between surrounding communities, he had a hard time separating a Centerville brand from a South Davis County brand in his mind. Mr. Lowe responded that the goal was to tie meaning to recognition of the Centerville name. Gene Hayes with Jibe Media added that the surrounding area could play a role and tie into the City's brand. Councilmember Mecham asked what the City would gain from branding. Councilmember Hirst expressed the opinion that defining the City's brand would help direct an update of the General Plan, and help shape the future of the limited land remaining for development.

- What are experiences or perceptions of Centerville that may not be positive?
 - Responses included: lack of recognition of the difference between a Bountiful police officer, a Centerville police officer, or the Davis County Sheriff Department; lack of City control of I-15 on/off ramps; sidewalk system; neighborhood street lighting; potential for blight conditions because of existing zoning laws; traffic congestion on Parrish Lane; aging amenities and infrastructure; dilapidation in some areas west of the freeway; need for economic development; lack of identity; limited land remaining for development to add to the tax base; waning sense of service since the pandemic;

perfectionism/lack of acceptance of mistakes; lack of activities offered for youth in the City

- What are the current branding objectives?

- Responses included: attract businesses to improve tax base; discover activities and amenities valued and desired by the community

Mayor Wilkinson expressed the opinion that the City would benefit from focusing marketing dollars on attracting businesses to improve the tax base, and providing recreational services to improve quality of life for citizens.

- Define the primary audiences for the Centerville brand

- Responses included: current residents; potential new businesses; potential residents; families; individuals who value safety

- What would individuals want to see more of (motivating factors)?

- Responses included: nicer restaurants; easy accessibility for employees for potential businesses; a safe, well-kept community; improved transportation access

Councilmember Hirst said she believed one of Centerville "selling points" was easy on/off access to I-15.

- Define what people love about Centerville

- Responses included: friendly; safe; accepting; still had a small-town feel in the neighborhoods and some businesses (Dick's Market)

- Personify Centerville

- Responses included: kind; outgoing; accepting; do not need to be fancy; love of God and country; generous

- If the City were a vehicle, describe the make, model, and color

- Ford F-150 (Councilmember Hirst); 1984 blue pickup truck (Councilmember Mecham); white or black (basic-colored) Chevy Suburban (Councilmember Summerhays); six-cylinder blue mid-size SUV (Mayor Wilkinson)

- List features and associated benefits of Centerville

- | <u>Feature</u> | <u>Benefit</u> |
|---------------------------------|------------------------------------|
| ○ Location | Time |
| ○ Helpful Police Department | Good relationships with the police |
| ○ Parrish Lane | Shopping convenience, save time |
| ○ Businesses provide essentials | Sales tax base |
| ○ Mountains and foothills | |
| ○ Amazing theater | |
| ○ Parks and Whitaker Museum | |

- Define something that Centerville does better than any other city around

- Responses included: small-town feel with important amenities; service to citizens/amazing City employees

- What is the one thing you want people to remember when you tell them about Centerville?

- 1 o Responses included: friendly; small-town; feeling and spirit; welcoming
2

3 Councilmember Summerhays mentioned that entry features helped create a welcoming
4 sense of arrival in a community. Mr. Lowe provided the Councilmembers each with a list of words
5 (factors/performance drivers) and asked them to circle any words they associated with Centerville.
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7 **ADJOURNMENT**
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9 At 7:23 p.m., Councilmember Hirst **moved** to adjourn the Special Council Meeting.
10 Councilmember Summerhays seconded the motion, which passed by unanimous vote (4-0).
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12
13 Jenniges Robison
14 Jennifer Robison, City Recorder
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8-15-2023
 Date Approved

