

Minutes of the Centerville **City Council Special Meeting** held Tuesday, April 9, 2024, at 6:00 p.m. with participants present at Centerville City Hall, 250 North Main Street.

MEMBERS PRESENT

Mayor	Clark Wilkinson (arrived at 6:16 p.m.)
Council Members	Cheylynn Hayman Gina Hirst Robyn Mecham Brian Plummer Spencer Summerhays, Mayor Pro Tem

STAFF PRESENT

Brant Hanson, City Manager
Jennifer Robison, City Recorder
Bryce King, Administrative Services Director
Bruce Cox, Parks and Recreation Director

VISITORS

Greg Lowe, Jibe Media
Sydney Bishop, Jibe Media

Councilmember Summerhays brought the Special Meeting to order at 6:08 p.m., and noted that Mayor Wilkinson was expected to arrive shortly.

CENTERVILLE BRANDING SESSION

City Manager Brant Hanson said the intent of the meeting that evening was to follow up with Jibe Media regarding the branding effort. Greg Lowe and Sydney Bishop with Jibe Media emphasized that branding and creating a logo was a process, and said they were eager to hear feedback from the Council. Councilmember Mecham said she had not felt any of the logo ideas presented at the previous work session with Jibe Media were a match for Centerville. She suggested the logo could show a mountain that would be recognizable as a Centerville mountain with a flag rather than a generic mountain, or could include an image of the pioneer statue at Smith Park.

Mayor Wilkinson arrived at 6:16 p.m.

Councilmember Mecham said she liked that the current logo included the phrase “friendly city,” and suggested keeping something similar to the current logo. Ms. Bishop said she understood it could be difficult to feel connection with a black and white logo on a page, but suggested an emotional connection may be easier with presentation of a more built-out brand. Councilmember Hirst said she agreed the logo should convey the friendly and service-oriented aspects of the City. Councilmember Hirst said she agreed it may be easier to feel an emotional connection when a more built-out brand proposal was presented. Councilmember Hayman commented that brand and logo recognition took time. Councilmember Summerhays pointed out that a logo could be used with or without an added tag line such as “friendly city.” Ms. Bishop said the recognizability factor could definitely be brought back into the logo.

Responding to a question from Mr. Lowe, Councilmembers Summerhays and Hayman said they were not fond of the idea of including a specific building or statue on the logo. Councilmember Summerhays shared a logo idea he sketched, and suggested a logo with a mountain by a home as being less busy than some of the presented logo ideas. Councilmember Hayman said she gravitated toward logo ideas that were simple rather than complicated.

Councilmember Plummer said proposed logo 6b could be seen as an update to the current logo. Mr. Hanson commented that Centerville had an important commercial aspect that should

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perhaps be represented in the logo. The Council discussed proposed logo 16, and discussed the importance of color and consistent use in logo recognition.

Councilmember Summerhays asked about Jibe Media's experience with public participation in logo creation. Mr. Lowe said Jibe Media was one of six firms that participated in the process for a new Utah state flag, and said the process became so chaotic when it was opened for statewide feedback that it was difficult to know what the preference was. Ms. Bishop pointed out the public would not have the same background and experience with the process that the Council had. Mr. Lowe suggested if the Council wanted to involve the community, they start with a focus group of perhaps eight residents. He said logo design was a specific type of art that the general public did not really understand. Mr. Lowe said in his experience, regardless of how carefully and thoughtfully a logo was designed, selected, and rolled-out, there would be negative response from some portion of the community. Ms. Bishop added that with consistent use, a new logo would become recognized over time.

Councilmember Summerhays said he liked the idea of a community focus group. Mr. Hanson commented that a community survey had been part of the beginning of the branding process. Mr. Lowe added that Jibe Media conducted four or five different resident focus groups at the beginning of the branding process. Councilmember Plummer said Centerville was unique, but had struggled to find its identity between the larger Bountiful and Farmington communities.

Mr. Lowe said it seemed the Council had a desire to see one or two new logo ideas that were more familiar and less symbolic. Councilmember Hirst asked for feedback from staff. Administrative Services Director Bryce King commented that a logo needed to tell a story about the city or share who the city was at a quick glance. He emphasized the importance of continuity of use across all departments.

Councilmember Hayman said she liked that logo idea 6b looked a little bit but not too modern, while still including a mountain, and liked that 6b was one continuous line, which evoked community and unity. Councilmember Hayman said she believed people could come to recognize 6b as the Centerville logo. Mr. Hanson said he liked the symbolism behind logos more than literal elements, and suggested a logo may require explanation when first released. He commented that Centerville was more than a mountain, more than one business, and more than just residential.

The following terms were mentioned as direction for possible symbolic markers: friendly, service, and community. Councilmember Mecham said she liked the idea of including "Centerville" for recognizability, and said she wanted to be able to recognize physical attributes in the logo. Mayor Wilkinson said he believed it was not bad to have to really look at a logo and think to understand it. Mr. Lowe said there was no "right" answer, and said there were successful logos that were symbolic, and successful logos that were very literal. Mr. Lowe suggested the City's commercial goals would be helped by having a professional, consistently executed logo.

The Council reviewed the presented logo ideas and provided feedback to the Jibe Media representatives. Mr. Lowe commented there could be symbolism even in the literal. Mr. Hanson said he liked the convergence of the urban with economic and recreation opportunities in Centerville. Ms. Bishop summarized that logo ideas 5a and b, 6a and b, 13, and 16 were still up for consideration.

ADJOURNMENT

At 7:52 p.m., Councilmember Summerhays **moved** to adjourn. Councilmember Mecham seconded the motion, which passed by unanimous vote (5-0).

DocuSigned by:
Jennifer Robison
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Jennifer Robison, City Recorder

5/7/2024 | 10:46 PM MDT
Date Approved

