

WORK SESSION
Tuesday, August 27, 2013 6:00 p.m.
Community Recreation Center
10640 N Clubhouse Drive, Cedar Hills, Utah

Present: Mayor Gary Gygi, Presiding
Council Members: Trent Augustus, Scott Jackman, Stephanie Martinez, Jenney Rees
Absent/Excused: Daniel Zappala
David Bunker, City Manager
Chandler Goodwin, Assistant City Manager
Jeff Maag, Public Works Director
Greg Gordon, Recreation Director
Courtney Hammond, Transcriptionist
Others: Lt. Sam Liddiard, Keith Irwin, Corey Jackson

This work session of the City Council of the City of Cedar Hills, having been properly noticed, was called to order at 6:02 p.m. by Mayor Gygi.

Branding Discussion

Jenney Rees stated that surveys show that majority of residents are happy to live in Cedar Hills and would recommend it to friends. Based on the survey, there are three things the city can focus on: a family-centered atmosphere, safety, and recreation. More than 50% of respondents said that people don't know where the city is. The majority of respondents felt that businesses are not attracted to Cedar Hills. The greatest opportunity for commercial growth is in family-focused restaurants and shopping. There were negative responses, primarily in feelings that Cedar Hills is: contentious, full of political extremists, in need of a recreation center, Mormon-centered, snobby, and strife with financial problems and high taxes. Branding efforts need to focus on why Cedar Hills is great place to live, a great place to do business, and should fix negative perceptions. She has created a branding to-do list of items to complete this year, including creating a 1-page info graphic which would be used to give to companies and as a landing place for a Cedar Hills chamber of commerce page, etc.; creating videos of Cedar Hills; making a slideshow video of Cedar Hills events; writing resident spotlights and stories for the website; sending out a monthly email message; identifying and meeting with potential commercial developers; sending quarterly emails to potential developers and businesses; and possibly creating a tagline. She would be doing most of these items herself. She would need to contract out the design of the info graphic.

David Bunker stated that the city only has about 1,000 email addresses. He suggested including a paper in the utility bill to be returned with the utility payment asking for email addresses for emergency purposes, city updates, etc. The city protects all such data and private information. The budget for branding is \$6,000, though part will be used for marketing the Vista Room.

Mayor Gygi stated that the Youth City Council has talked about helping gather emails. That should be a focus in the coming year.

C. Augustus stated that he knows some residents who are graphic designers to work on the info graphic.

Resident Corey Jackson asked: (1) Why is the city trying to increase traffic? (2) Has the city made an effort to find out why people don't want to give out personal info? He has a hard time believing any government agency can protect that kind of information. (3) How many items in the budget can be eliminated, perhaps by using residents, high school students for graphic design, videos, etc? (4) Is an effort being made to find out what residents would be interested in?

C. Rees responded to Mr. Jackson's questions: (1) The city is trying to increase traffic to increase revenue and decrease tax burden on residents. (2) The city is trying to get email addresses because 65% in the survey said they prefer the city to communicate with them through email. (3) She is open to using resident talent. (4) There are many forms and ways that the city attempts to find out residents needs and wants.

This meeting was adjourned at 6:47 p.m. by Mayor Gygi.

/s/ Colleen A. Mulvey
Colleen A. Mulvey, CMC
City Recorder