

CITY COUNCIL MEETING MINUTES – WORK SESSION
Webster City, Iowa March 6, 2018

The City Council met in a special Work Session at City Hall, Webster City, Iowa at 5:30 p.m. on March 6, 2018, upon call of the Mayor and the advance agenda.

1. The meeting was called to order by Mayor John Hawkins and roll being called there were present John Hawkins, Mayor in the chair, and the following Council Members: Matt McKinney, Brian Miller, Jim Talbot and Logan Welch.
2. It was moved by Talbot and seconded by Miller to approve the Agenda.
ROLL CALL: Hawkins, McKinney, Miller, Talbot and Welch voting aye.
3. Mayor Hawkins led the Pledge of Allegiance.

Also present were City Manager Daniel Ortiz-Hernandez, City Clerk Karyl Bonjour, Community Vitality Director Lindsay Henderson and Darcy Swon, inTandem Marketing. Adri Sietstra was present from the Daily Freeman Journal.

4. The Work Session was held for the purpose of discussion on Branding/Marketing for the City of Webster City. Darcy Swon, inTandem Marketing led the discussion and Council Members participated by answering various questions throughout the presentation. Swon stated that Branding could be referred to as the DNA of a community and that successful brand promises have four common components:
 - 1) True and believable
 - 2) Proprietary
 - 3) Sustainable
 - 4) Unique Personality

Swon will be reporting back to Council at a later date once all the input from the various groups have been gathered.

It was moved by Miller and seconded by Talbot that Council adjourn.
ROLL CALL: McKinney, Miller, Talbot, Welch and Hawkins voting aye.

The March 6, 2018 Special Work Session of the City Council adjourned at 7:26 p.m.