

MINUTES
SPECIAL JOINT CITY COUNCIL / IMPROVEMENT AGENCY MEETING
MONDAY, MARCH 29, 2010

CALL TO ORDER Mayor/Chair Shoals called the meeting to order at 6:30 p.m. in the City Hall Council Chambers, 154 South Eighth Street, Grover Beach, California.

ROLL CALL

Council/Agency: Council/Board Members Bright, Mires, Peterson, Mayor Pro Tem/Vice Chair Nicolls, and Mayor/Chair Shoals were present.

City/Agency Staff: City Manager/Executive Director Perrault, City Attorney/General Counsel Koczanowicz, City Clerk/Agency Secretary McMahon, Administrative Services Director/Finance Officer Chapman, Community Development Director/Deputy Director Buckingham, Police Chief Copsey, Fire Chief Hubert, and Parks and Recreation Director Petker were also present.

Also present were City Engineer Jim Garing, and Ellen Curtis and Jessica Gibbons from the marketing firm Whizbang.

PUBLIC COMMUNICATIONS The Mayor/Chair opened the floor to any member of the public for comment on items of interest which were within the jurisdiction of the City Council / Improvement Agency, but were not listed on the agenda.

CITY COUNCIL/IMPROVEMENT AGENCY - CONSENT

None at this time.

CITY COUNCIL/IMPROVEMENT AGENCY - BUSINESS

CC/IA-1. Discussion Regarding Goals and Work Program.

For the information of those present, City Manager/Executive Director Perrault provided a brief overview of the budget process that began with the Council/Board first identifying goals for the upcoming two-year budget cycle and then developing a work program to assist with realizing those goals. To assist with that discussion, staff had scheduled the presentation of an analysis recently completed by the firm Whizbang.

He stated that the analysis was initially completed to assist the City with development of a marketing program. However, it was subsequently noted that the information could also serve as a foundation for development of the City's work program. The "SWOT" analysis focused on the City's strengths, weaknesses, opportunities, and threats to its success. He noted the staff report also included: 1) an outline of suggested FY 11 - FY 12 goals and a work program prepared by management staff and listed according to department, but in no specific order of priority; and 2) a copy of the "State of the City" report originally presented to the Council/Board on March 15, 2010, now with some updated statistical information. Once the Council/Board had adopted goals and a work program for the next fiscal cycle, that information would be used to guide the development of the budget. He then introduced Ellen Curtis and Jessica Gibbons, representatives from Whizbang.

Ms. Curtis described the research conducted to develop an identifying brand for Grover Beach through the SWOT analysis. In describing the "Grover Beach Life Cycle", she used the analogy of a Monarch butterfly, corresponding each development phase of the butterfly with the City's incorporation, growth, name change, and plans for future progress, culminating with the statement, "Come join Grover Beach in its next stage, it's a great place to spread your wings".

Ms. Curtis presented: 1) findings for each component of the SWOT analysis, identifying sources interviewed and documents referenced during Whizbang's research; 2) findings from the competitive analysis conducted of other communities located within the county, as well as town slogans; 3) opportunities unique to Grover Beach; 4) an analysis of the demographics and motivations of desired target markets; and 5) a brand positioning statement that described Grover Beach as a community-oriented city, conveniently located on the Central Coast, with diverse and affordable housing and opportunities to

“spread your wings”. She described the brand personality of Grover Beach as “friendly, optimistic, and genuine”. Ms. Curtis and Ms. Gibbons then responded to questions from the Council/Board.

Discussion was held regarding the information presented, the suggested Monarch butterfly logo, further refining the slogan and positioning statement, capitalizing on Amtrak’s marketing efforts for a “Monarch trail ride” to promote the Grover Beach Train Station, confirming that the Monarch grove was located just outside the city limits on Pismo State Parks property, and whether to pursue trademarking the logo and tagline.

Action: Upon consensus, the Council/Board approved the use of a Monarch butterfly for the City’s brand image and requested that staff continue working with Whizbang to further refine the brand positioning statement and slogan.

Ms. Curtis outlined the recommended next steps for development and implementation of a City brand: 1) planning to increase awareness of the brand, 2) development of a media and public relations plan; 3) further development of creative work on the brand, signage, tagline, guidelines for use of the brand image graphic, ad campaign materials for businesses, investors, and visitors, electronic media kits, and use of social media; and 4) monitoring the marketing efforts once implementation began and making adjustments accordingly.

Further Council/Board discussion was held regarding including marketing efforts in the goals and work program, development of a new website, building stronger relationships with the business community, and funding the City’s marketing efforts in phases. The Council/ Board thanked the Whizbang representatives for their presentation.

The Council/Board then conducted a review of the FY 09 - FY 10 Goals and the Work Program with staff. Discussion was held regarding accomplishments and programs yet to be completed, suggestions received from staff, further refinements to the goal statements and work program descriptions, and determining which of the goals to make the primary focus of the City’s resources during the next fiscal cycle.

Action: Upon consensus, the order of priority for FY 11 - FY 12 goals would remain the same as those listed for FY 09 - FY 10, and the Council/Board’s comments regarding the goals and work program would be incorporated into a revised document for further consideration.

ADJOURNMENT

There being no further business to come before the City Council / Improvement Agency, Mayor/Chair Shoals adjourned the meeting at 8:51 p.m.

City Council:

/s/JOHN P. SHOALS, MAYOR

Attest:

/s/DONNA L. McMAHON, CITY CLERK
(Approved at CC Mtg 10/04/2010)

Improvement Agency:

/s/JOHN P. SHOALS, CHAIR

Attest:

/s/DONNA L. McMAHON, AGENCY SECRETARY
(Approved at IA Mtg 10/18/2010)