

TOPIC OF DISCUSSION: COMMUNITY BRANDING

Mayor Kurt Anganostou, City of Longview, called the joint meeting to order and welcomed all who were present. City of Kelso Councilmembers in attendance were: Fatcher, Slater, McDaniel, Myers, and Wheeler. City of Kelso staff members in attendance were: City Manager Paul Brachvogel, Community Development Director Michael Kerins, Park Lead Tim Mackin, and Deputy City Clerk Carol Bradbury.

The joint Longview and Kelso City Council workshop was held to discuss community branding, a distinctive and desirable image that capitalizes on the local area's assets. In September, a boot camp, sponsored by the cities of Kelso and Longview, Cowlitz County, and the Kelso-Longview Chamber of Commerce was held locally.

Scott Laubisch and Rick Winsman, Chamber of Commerce: Kelso and Longview have a unique opportunity, but something needs to be done to get people to stop and get off I-5.

Bob Gregory, Longview City Manager: People are fed up with the local image being all about methamphetamines and unemployment and want to create a positive image. Settling on a positive, new identity will require experts to assess the local area. The Longview City Council has agreed to pay consultants to visit Longview next month and evaluate it from the eyes of a stranger. A public assessment will be held to review the information in March.

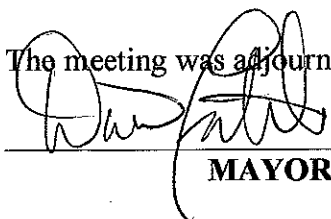
VIDEO PRESENTATION: Video clips and photos from other cities' attempts to reinvent themselves, was shown in a video presentation of Roger Brooks, CEO of Destination Development, at a "Branding Boot Camp." After the video, discussion followed.

Joe Gavinski, Moses Lake City Manager: Told about some of the experiences Moses Lake has gone through to develop a brand for their city. He said it is important to sell the entire community. The City, Chamber of Commerce, businesses, schools, and various organizations all use the logo. It is important to have input from members of the community.

Lengthy Council discussion followed.

Public comments were made from the audience.

The meeting was adjourned at 9:00 p.m.



MAYOR



CITY CLERK