

REGULAR MEETING CITY COUNCIL
July 28, 2014

The City Council of the City of Albemarle met in an adjourned session on Monday, July 28, 2014, at 6:30 p.m. in the City Hall. Mayor Ronnie Michael presided, and the following Councilmembers were present to-wit: Troy E. Alexander, Bill Aldridge, Martha Sue Hall, Martha E. Hughes, Dexter Townsend, and Christopher Whitley. Absent, Councilmember Benton Dry. Also present were City Manager Raymond Allen, Assistant City Manager Michael J. Ferris, and City Clerk Paulette Bowers.

Mayor Michael called the meeting to order.

City Manager Raymond Allen introduced Adam Winstead of North Star Destination Strategies who will present the findings on North Star's research for the City of Albemarle branding process and will describe a brand platform that they are recommending the City use as we proceed.

Mr. Winstead gave a PowerPoint presentation which first defined what a branding reputation is and what you do about it. He gave the following process steps:

Understanding (community, consumers, competition)
Insights (evaluation)
Imagination (brand identify/logo/brand action ideas).

Then he reviewed research materials, interview results, focus groups results, vision survey, community survey, and resident profiling.

Mr. Winstead stated that his company looked in depth at observations of questionnaires, interviews and focus groups the week of April 14, 2014. Some of the things recorded about the City's assets, etc. were:

(A)

- 1) Challenges and opportunities
- 2) Understanding leader perception (90 responses)
- 3) Community Survey (198 responses)

This was open to all Albemarle and Stanly County residents that live or work here.

Received comments concerning:

- 1) Greatest Opportunities
- 2) Brand barometer survey

Brand Advocacy Score = % Promoters - % Detractors

(B) Consumer Awareness & Perception (CAP) Study (203 responses)

Economic Development Profession, Tourism Profession, Real Estate Brokers, etc.

Insights based on research by North Star

- 1) Abundant water supply
- 2) Abundant tourism experience
- 3) Outdoor opportunity is Uwharrie and Morrow Mountain State Park
Badin Lake and Lake Tillery
- 4) High quality of educational offerings as Pfeiffer University and Stanly
Community College.
- 5) Available land and available industrial facilities
- 6) Four Vineyards
- 7) Proximity to Charlotte

(C) What sets us apart is the lakes and water

- 1) We should promote water as for industries, vineyards, manufacturing, etc.
- 2) Outdoor recreation and relaxation
- 3) Economic Development growth and strength
- 4) Absolute necessity for farming and agriculture.

Mr. Winstead now talked about the City's brand platform – strategic direction formed by research narrows all findings into a succinct statement.

- 1) Target audience – those looking for a small town life with big character
and room to grow
- 2) Frame of reference – proximity to Charlotte
- 3) Point of Reference – abundance of water, exceptional quality of life
- 4) Benefit – recommendation is relaxing and opportunity for prosperity are
secured.

We should promote water and outdoor recreation as quality of life, prosperity and recreation in Albemarle and Stanly County.

Mr. Winstead reviewed the Creative Process using Denison, Texas' information showing their brand.

Written Concepts
Logos and Looks
Graphic Standards Guide
Creative Deliverables

Mr. Winstead stated that Albemarle's next step is

- 1) Approval of Brand Platform
- 2) Development of Creative Concepts
- 3) Development of Creative Presentation
- 4) Approval of Creative Concepts
- 5) Development of Creative Elements (log, expressions of the brand)
- 6) Assembly of final BrandPrint Report

Upon questioning, Mr. Winstead stated that this should be finalized within the next 3-4 months and a final report presented to the City by October/November 2014.

Mr. Winstead answered any questions that the Council or attendees had.

Mayor Michael thanked Mr. Winstead for coming and giving the presentation to Council and stated he looks forward to the next step.

Upon a motion by Councilmember Hall, seconded by Councilmember Hughes and unanimously carried, the meeting was adjourned.