

Joint Meeting of City Council and Planning Commission of December 15, 2020.

5:30 p.m.

Call to Order.

Roll Call.

A. Community Image Building Presentation by CIB Planning.

1. Community Image Building Training Summary

B. Petitions and Statements of Citizens:

C. Summary of Presentation & Discussion.

Adjournment.

Community Image Building: Session Details

Everyone has an image....it might be a good or bad image....but everyone has an image nonetheless. People spend countless hours and dollars on clothing, hairstyles, shoes, etc. to create a strong personal image. The same is true for businesses as they spend billions of dollars annually creating, developing and promoting an image. When Nike says "Just Do It" or Motel 6 "Leaves the Light On" we instantly relate that phrase to the company, since we have heard or seen ads over and over again. This is their way of getting us, as consumers, to think about them when making a choice on how to spend our money.

So why does it matter what kind of an image a community has? *Investment!!!* Communities with a quality image are better able to attract new investment. This investment can be people buying houses, businesses looking for new locations, industries wanting to relocate, or even vacationers searching for places to visit. Investment decisions are greatly influenced by the image of a community and the competition is intense. Whether it be the quality of buildings on a commercial strip or the appearance of the municipal web page, image is critical.

Without new and continued investment in a community, there will not be adequate tax resources to provide the services and facilities that are required for sustainability (schools, police, fire, utilities, roads, parks, libraries, etc.) People want to invest money where it will be secure and have the potential to create rewards. A poor image can scare away investors and cause them to go to higher-image communities.

This session will focus on Image Assessment components including community entryways, visual impact of key corridors, signage, building design, property maintenance, screening of parking and mechanical units, vacant storefronts, etc. The organizational image of the community will also be discussed including branding, web site design, and promotional efforts (a second presenter will be added to cover this).