

FARMINGTON CITY COUNCIL
STUDY SESSION
February 16, 2012

A study session of the Farmington City Council was held on Thursday, February 16, 2012, in Council Chambers, 23600 Liberty Street, Farmington, Michigan. Notice of the meeting was posted in compliance with Public Act 267-1976.

The meeting was called to order at 6:00 p.m. by Mayor Buck.

COUNCIL MEMBERS PRESENT: Buck, Cowley, Galvin, Kuiken, McShane.

COUNCIL MEMBERS ABSENT: None.

CITY ADMINISTRATION: City Clerk Halberstadt, City Manager Pastue.

APPROVAL OF AGENDA

02-12-020 MOTION by Galvin, seconded by Cowley, to approve the agenda as presented. MOTION CARRIED UNANIMOUSLY.

REVIEW OF FARMINGTON BRAND MESSAGE

Present: Downtown Development Authority (DDA) Director Annette Knowles

City Manager Pastue and DDA Director Knowles gave a power point presentation on a branding study completed for Farmington in 2008 by North Star, a municipal branding consultant. The presentation was given to inform new Councilmembers about the study.

Discussion followed regarding the need for a new market analysis using 2010 census data.

Cowley recommended using a third party to develop a brand rollout strategy.

McShane concurred with Cowley's recommendation.

Pastue advised there are discretionary economic development funds available.

McShane pointed out there were many good ideas in the branding study. She stated it is time to take it off the shelf and incorporate it city-wide.

Galvin questioned how a manager could be hired to roll out a brand when a brand has not yet been identified.

Pastue stated the brand theme is a family friendly community. He stated a professional could define a clear, simple message in support of that brand.

Galvin questioned whether we have a brand or a brand concept.

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Pastue advised the study helped define who and what Farmington is. He stated the goal is to develop a clear, succinct message of who we are.

Kuiken found the study to be very beneficial. She stated it reinforced that Farmington is like home, welcoming and friendly. She pointed out Farmington has so much to offer.

Galvin asked about the next step in the branding process.

Pastue responded the next steps will be incorporated in the Work Plan. He noted the City and DDA are the brand managers who will continue to develop a message and plan that supports who we are.

OTHER BUSINESS

No other business was heard.

PUBLIC COMMENT

Bob Rock, DDA Board President and business owner, pointed out that two of the main activities in the Downtown that support the City's brand are the Farmers Market and Friday Night Concerts. He noted the mixed demographics that support both these activities. He recognized the need for a greater effort in reaching outside of the community.

COUNCIL COMMENT

No council comment was heard.

ADJOURNMENT

02-12-021 MOTION by McShane, seconded by Galvin, to adjourn the meeting. MOTION CARRIED UNANIMOUSLY.

The meeting adjourned at 7:03 p.m.

J.T. (Tom) Buck, Mayor

Susan K. Halberstadt, City Clerk

Approved: March 19, 2012