

TOPIC OF DISCUSSION: BRANDING TASK FORCE ACTION PLAN PRESENTATION

Mayor David Futcher called the meeting to order.

Councilmembers in attendance were: Futcher, Malella, Roberson, Slater, Myers, McDaniel, and Karnofski.

Staff Members present were: City Manager Dennis Richards, Community Development Director Michael Kerins, Chief of Police Andrew Hamilton, and Deputy City Clerk Carol Bradbury.

Rick Winsman, Chamber of Commerce President, gave a power point presentation summarizing suggestions made by the Kelso Community Task Force. The task force, organized by the Kelso Longview Chamber and the City of Kelso, was created last year to analyze suggestions made by Destination Development, Inc., a Seattle marketing firm the city hired in 2008 to critique Kelso from an outsider's perspective.

Last year Roger Brooks of Destination Development conducted a one-day workshop with the City of Kelso, City of Longview, and Cowlitz County to discuss "branding." The goal is to create a unique "brand" for the city that will increase tourism. Rick said we also want people to live, work, and move their businesses to Kelso.

The Task Force made the following recommendations to Council:

- Adopt a resolution in support of the action plan to show the city's commitment
- Continue the community branding process
- Create a downtown core area and continue the master redevelopment planning process
- Empower the Kelso Downtown Redevelopment Association as a standing implementation committee
- Encourage community participation and buy-in

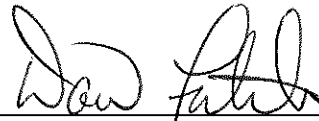
The Task Force recommended making improvements in the following areas:

- Traffic
- Signs
- Beautification
- Marketing


After the presentation, Council discussion followed.

Mayor Futcher thanked Rick Winsman and the members of the Kelso Community Task Force for their hard work.

Mayor Futcher adjourned the meeting at 7:35 p.m.



MAYOR



CITY CLERK