

**CITY OF LA VISTA
MAYOR AND CITY COUNCIL REPORT
APRIL 2, 2019 AGENDA**

Subject:	Type:	Submitted By:
BRANDING & MARKETING — ADVISORY COMMITTEE	◆ RESOLUTION ORDINANCE RECEIVE/FILE	BRENDA S. GUNN CITY ADMINISTRATOR

SYNOPSIS

A resolution has been prepared designating an Advisory Committee to assist with the preparation of a branding and marketing strategy for the City.

FISCAL IMPACT

N/A

RECOMMENDATION

Approval.

BACKGROUND

On February 19, 2019, the City Council approved Resolution No. 19-020 authorizing the selection of North Star Destination Strategies to provide professional services associated with branding and development of a marketing strategy for the City. The establishment of an Advisory Committee is recommended to ensure that a range of interests and perspectives is represented at a strategic level. The Committee will provide advice related to the desired outcomes and accomplishments for this project and help promote and support the new brand in the community.

It is anticipated that Committee members will be asked to participate in three formal meetings, held during working hours and lasting approximately 90 minutes each. They will also participate in the research phase as a focus group and will help encourage those in the community and in their social networks to participate in the process.

The Mayor wishes to appoint the following individuals to the Advisory Committee.

- Doug Kindig, Mayor
- Jim Frederick, City Council
- Brenda Gunn, City Administrator
- Tom Kerfoot, Sarpy County Chamber & La Vista Community Foundation
- Fred Uhe, Sarpy County Tourism
- Theresa Thibodeau, Primrose School of La Vista
- Courtney Westering, PayPal
- Ryan South, City of La Vista, Employee
- Bobby Lausten, Graphic Artist & former resident

RESOLUTION NO. ____

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF LA VISTA, NEBRASKA PROVIDING FOR THE CREATION OF A BRANDING & MARKETING ADVISORY COMMITTEE AND FOR THE APPOINTMENT OF BRANDING & MARKETING ADVISORY COMMITTEE MEMBERS.

WHEREAS, The City Council of the City of La Vista has determined that the creation of and appointments to the Branding & Marketing Advisory Committee are necessary; and

WHEREAS, the Mayor has made a recommendation regarding appointments;

NOW, THEREFORE, BE IT RESOLVED, that the Mayor and City Council of La Vista, Nebraska, do hereby approve the creation of a Branding & Marketing Advisory Committee and do hereby appoint the following individuals to the committee:

Doug Kindig, Mayor
Jim Frederick, City Council
Brenda Gunn, City Administrator
Tom Kerfoot, Sarpy County Chamber & La Vista Community Foundation
Fred Uhe, Sarpy County Tourism
Theresa Thibodeau, Primrose School of La Vista
Courtney Westering, PayPal
Ryan South, City of La Vista Employee
Bobby Lausten, Graphic Artist & Former Resident

PASSED AND APPROVED THIS 2ND DAY OF APRIL, 2019.

CITY OF LA VISTA

Douglas Kindig, Mayor

ATTEST:

Pamela A. Buethe, CMC
City Clerk