



MINUTES OF WORK SESSION MEETING OF THE COMMON COUNCIL OF YOUNGTOWN, AZ
THURSDAY, March 15, 2012, TOWN CLUBHOUSE, 12033 CLUBHOUSE SQUARE

1. **Call to Order** Mayor LeVault called the meeting to order at 6:36 p.m.
2. **Roll Call** Council present: Mayor Michael LeVault, Vice-Mayor Jack Duran, Councilmembers Dorena Mello, Shirley Gustafson, Susan MacKay, Judy Johnson and Margaret Chittenden.
Staff present: Town Manager Lloyce Robinson, Town Attorney Michelle Swann, Finance Officer Jackie Hoffman, Economic Development Consultant Gayle Cooper, Programs Projects Grants Manager Mark Hannah, Public Works Manager/Building Official Jim Fox, Public Safety Manager Mike Kessler, Court Administrator Virginia Bermudez, Library Manager Heidi Speed and Deputy Town Clerk Diane Cordova.
3. **Business**
 - A. **Discussion/Presentation Re: Youngtown's identification as a community by the use of marketing methods to support Economic Development. (report attached)**
Gayle Cooper, Economic Developer
 - There is a definite difference between a Town/City Seal and a Town/City Logo. A seal is an embossed emblem, figure or symbol used as evidence of authenticity. Youngtown has had a seal for a very long time. Seals are very colorful. A logo is a creative and meaningful mark by which an organization can easily be recognized. Logos define what a community is about. Branding and logos make a community stand out. In the corporate world an effective marketing campaign which everyone is familiar with is the "Nike, Just Do It". Taglines can also state what is really special about a community. For example, Pinetop-Lakeside talks about celebrating the four seasons. Seals, logos and taglines are marketing tools.
 - I ask council, what are the comparisons? What is needed for Youngtown?

Councilmember Chittenden

 - A logo tells you about the community, seals are about government.
 - It is a good idea for Youngtown to have a tagline.

Councilmember Mello

 - Seals are hard to read.

Gayle Cooper, Economic Developer

 - A seal does not ever go away, it is a mark of authenticity.
 - Pinetop's tagline tells a story; it's memorable.

Councilmember Mello

 - We will need to get a graphic art designer to design a logo for Youngtown.
 - We've had previous workshops on taglines.
 - We can involve the community and conduct a logo contest.

Gayle Cooper, Economic Developer

 - My business card logo, "Youngtown Arizona," was designed by a graphic art designer.

Mayor LeVault

 - How does a town or city go about this?

Attorney Swann

 - Litchfield Park has hired a graphic art designer. Litchfield Park has the Wigwam Resort, which has gone through some renovations, so the Litchfield Park City Manager has brought three designs to their council for approval.

Gayle Cooper, Economic Developer

 - What will make Youngtown different from other cities and towns?

Town Manager, Robinson

 - This exercise has been an education for me. Learning the difference between a seal and a logo.
 - We have had lengthy discussion on creating a marketing tool, however we have not been able to make a decision.
 - We will need a professional graphic art designer.

Councilmember Johnson

 - We had the other company, GrowthNation, come in and discussed branding, at no cost. We turned in examples of logos and taglines.
 - What do I see? I see our Historical Museum.

Councilmember MacKay

- I remember having discussions on how centrally located Youngtown is and that is a great asset.

Councilmember Mello

- A logo can stand out by using different fonts. It's not just about having a graphic.
- Simplicity is the best; simple is catchy.

Mayor LeVault

- Let's gather together the ideas from the Growth Nation workshop discussion and give ourselves a deadline.

Gayle Cooper, Economic Developer

- It is critical that it tells the story about Youngtown. In reference to the Historical, this does not say anything about the community here in Youngtown.
- Youngtown needs a tagline direction, which direction is Youngtown going to take? An example of a tagline that I have come up with is, "Bullish on Small Businesses."

Mayor LeVault

- It is critical to make a correct decision.

Town Manger Robinson

- Staff will bring back some ideas for the April 5th, 2012 council meeting.

Adjournment.

Motion to adjourn – Councilmember Chittenden
Second – Vice Mayor Duran
Meeting adjourned at 7:05 p.m.



Michael LeVault, Mayor

Attest:



Diane Cordova, Deputy Town Clerk

Minutes approved at the April 5, 2012 Regular Meeting.