CITY COUNCIL
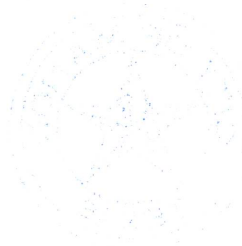## WORKSHOP SESSION MINUTES
JULY 11, 2023

PRESENT:

Dr. Christopher Harvey, Mayor

COUNCIL MEMBERS:

Emily Hill, Mayor Pro Tem, Place 1
Anne Weir, Place 2
Maria Amezcua, Place 3 (Absent)
Sonia Wallace, Place 4
Aaron Moreno, Place 5
Deja Hill, Place 6

CITY STAFF:

Scott Moore, City Manager
Ryan Phipps, Chief of Police
Lydia Collins, Director of Finance
Scott Dunlop, Development Services Director
Scott Jones, Economic Development Director
Trace Vasquez, HR Director
Michael Pachnick, IT Technician

WORKSHOP SESSION – 6:00 P.M.

With a quorum of the Council Members present, the workshop session of the Manor City Council was called to order by Mayor Harvey at 6:11 p.m. on Tuesday, July 11, 2023, in the Manor City Hall, 105 E. Eggleston St., Manor, Texas.

A. City of Manor Branding and Public Relations, Presented by Chickenango

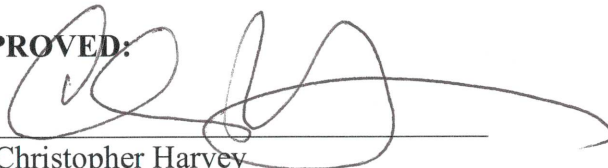The attached PowerPoint presentation was followed and discussed.

- Introductions
- Understanding & Defining the Current Perception of Manor
- Defining the City's Values and Unique Characteristics
- Developing a Brand Personality & Crafting the Story
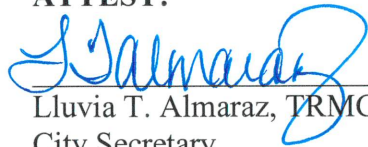- Wrap-Up and Next Steps

ADJOURNMENT

The Workshop Session of the Manor City Council Adjourned at 8:15 p.m. on Tuesday, July 11, 2023.

These minutes were approved by the Manor City Council on the 19th day of July 2023.

APPROVED:

Dr. Christopher Harvey
Mayor

ATTEST:

Lluvia T. Almaraz, TRMC
City Secretary

Branding Workshop Agenda

01 Introductions

02 Understanding Manor's Current Perception

03   Defining the City's Values and Unique

04 Developing a Brand Personality & Story

05 Wrap-up and Next Steps

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01

Introductions

- Your Chickenango Team

- City of Manor Team

AJ West
Project Lead/COO

Siobhan Albert
Public Relations Lead

Abril Garza
Graphic Designer

Jennifer McPherson
President/CEO

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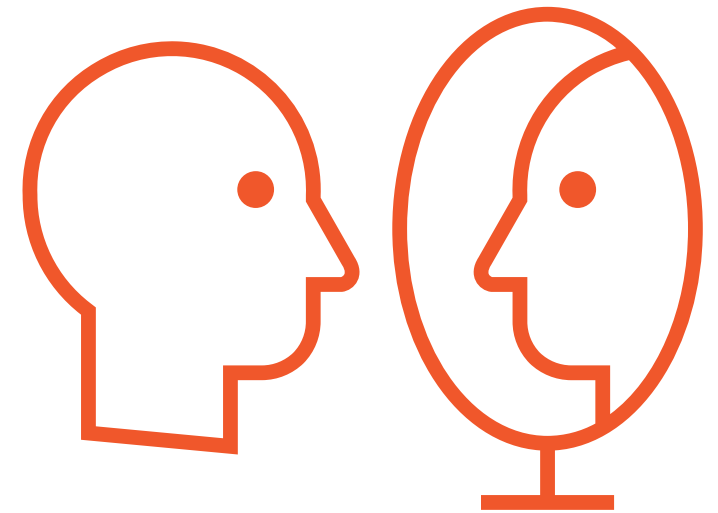# Join the Workshop at

www.mentimeter.com

Enter Code: 5732 1821

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Understanding Manor's Current Perception

02

- Overview of the Purpose and Need for the Rebrand

- Branding vs Visual Identity

- The City of Manor Perception Audit

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Overview of the Purpose and Need for the Rebrand

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Understanding Manor's Current Perception

- Current Image is outdated and inconsistent

- Strategic Economic Development (not being only a bedroom community)

- Being a place of pride and celebrating what makes Manor unique

- What else should our team note?

Open Discussion. Identifying Stakeholders.

" **Main Goal:** To Unify Stakeholders Behind A Shared Identity—While Supporting The City Strategy "
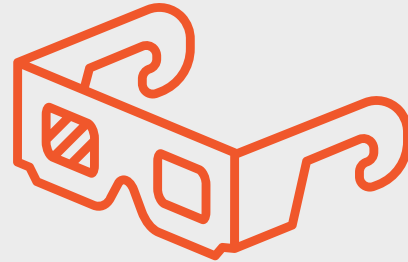
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Branding

Branding refers to the more "internal aspects" such as mission, vision, core values, brand voice and brand personality.

Branding vs Visual Identity

Visual Identity

Visual identity is what's used to express those "physically or on the outside" such a logo designs, brand colors and typography

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The City of Manor Perception Audit

What we've heard.

- Not much to do there.
- Has a history that not many know about.
- The diversity of manor is a surprise.
- Where is Manor? Most who live in Austin don't even realize Manor is a location much less a City.

Open Discussion.

What does the City of Manor Team think the external perception is of Manor?

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The City of Manor Perception Audit

What are Manor's Strengths?

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The City of Manor Perception Audit

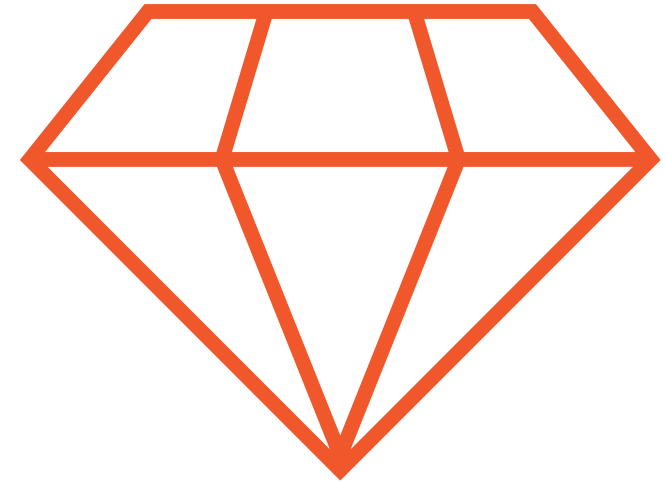What is Manor's Strengths?

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City Values & Unique Characteristics

- <u>Workshop Exercise #1</u>: Identifying Core Values

- <u>Workshop Exercise #2</u>: Uncovering Unique Characteristics

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Workshop Exercise #1: Identifying a Vision and Statement and a Set of Core Values

What are these?

- Core values are the clearly stated principles about the organization's vision, mission, and principles. That way, everyone is aligned around a guiding philosophy to serve employees, customers, and the broader community.

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Workshop Exercise #2: Uncovering Unique Characteristics

Open Discussion.

- What do you think is important to preserve or to bring to the forefront during the branding process regarding history, culture, and community in your City?

- What do you think is important to instill (new traditions, events, etc.) in your new branding?

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Workshop Exercise #2: Uncovering Unique Characteristics

Open Discussion.

- What are some of Manor's Landmarks, Events, Traditions, or Natural Features that set Manor apart?

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Sense of Place Branding Input Collection

- Water Tower

- Gateway Signage (What Entry Points?)

- Main Street Art Murals

- Sidewalk/Street Art

- Public Complexes (Commissioned Art/Contests)

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Tell us any other unique ideas you might be thinking about for Sense of Place Branding.

What other ideas or thoughts does the team have about where Sense of Place Branding is needed?

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Developing a Brand Personality & Story 04

- Workshop Exercise #3:
- Defining Brand Personality Traits

- Workshop Exercise #4:
- Creating the Narrative

- Workshop Exercise #5:
- Defining the Brand Promise

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Workshop Exercise #3: Defining Brand Personality Traits

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Describe Manor's Personality with Adjectives and Emotions.

Workshop Exercise #4: Creating the Narrative

Open Discussion.

- What personal stories and experiences can Manor's team share?

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Workshop Exercise #5: Defining the Brand Promise.

- Break up into teams. Each team should come up with three brand promises. (15-20 min)

- Share results with open discussion.

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Wrap Up & Next Steps 05

- Recap Key Findings
- What Comes Next...
- Schedule of Rebrand Process

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Recap Key Findings in Creative Brief to Manor Team

- We will recap this meeting and all of the data we've collected into a creative brief that will guide the entire team in this room through the rebrand process. It will be the foundation we use for visuals, narratives, and sense of place branding.
- We will also give you a copy of this meeting that we have recorded so we can refer to it as well throughout this process.

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What Comes Next...

- Prepare Mood Boards and Engage Other Stakeholders.

- Based on that feedback, we will then create and come back and present 2-3 brand concepts to your team for open discussion and final selection.

- After that, we then work with your team for the remainder of the contract to launch your new brand externally through a brand launch campaign and work with your team to implement the brand.

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Schedule of Rebrand Process

- **Jul** | Research/Discovery/Brand Workshop

- **Jul 25** | Mood Boards Visual Survey Voting/Stakeholder Input

- **Mid-Aug** | Present Concepts to Manor Team

- **By Sept 5** | Feedback and Final Selection

- **Sept 6 – Oct 31** | Implementation & Brand Launch Campaign

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THANK YOU
CITY OF MANOR!

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