



## **CITY OF MARSHALL**

### **Work Session**

### **A g e n d a**

**Tuesday, June 23, 2020 at 7:00 PM**

**Minnesota Emergency Response and Industrial  
Training (MERIT) Center, 1001 Erie Road**

**NOTICE: Pursuant to Minnesota State Statute 13D.021**

Some or all members of the City Council may participate by telephone or other electronic means. Regular attendance and meeting location are not feasible due to the Coronavirus Disease (COVID-19) pandemic.

#### **CALL TO ORDER**

#### **NEW BUSINESS**

[Update](#) on the City Brand

#### **ADJOURNMENT**

**Disclaimer: These agendas have been prepared to provide information regarding an upcoming meeting of the Common Council of the City of Marshall. This document does not claim to be complete and is subject to change.**



# MARSHALL

## **MEMORANDUM**

**TO:** City Council

**FROM:** Sharon Hanson, City Administrator

**DATE:** June 19, 2020

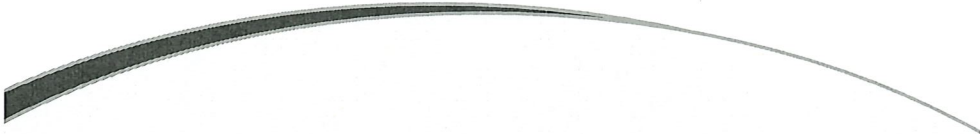
**SUBJECT:** Update on City Branding-Work Session

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The City officially launched the new city brand in early March. Since then there has been work done on promoting the brand.

One new initiative that was implemented in order to support the brand and overall support for City of Marshall communications was the sponsorship of a Marshall branded mobile application.

A June 23, 2020 Council Work Session is scheduled immediately following the Council mtg in order for the Marshall mobile application to be presented by Ninety-17 developer Maxx Raths. Maxx will have the opportunity to review the mobile application and answer any questions.



**Ninety17.**

# Marshall App

- Business Support

- Images
- Description and Hours
- Directions
- Friction-less Call to Actions
- Deals and coupons

- Event Engagements

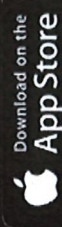
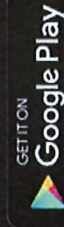
- Mobile Calendar
- Push Notification Reminders
- Calendar Sync to User's Phone

- Community Resources

- Important live updates
- Information HUB
- Directory of Contacts
- Content Publishing
- Guest Articles and Content

- Push Notifications

- Business
- Events
- Deals
- Updates

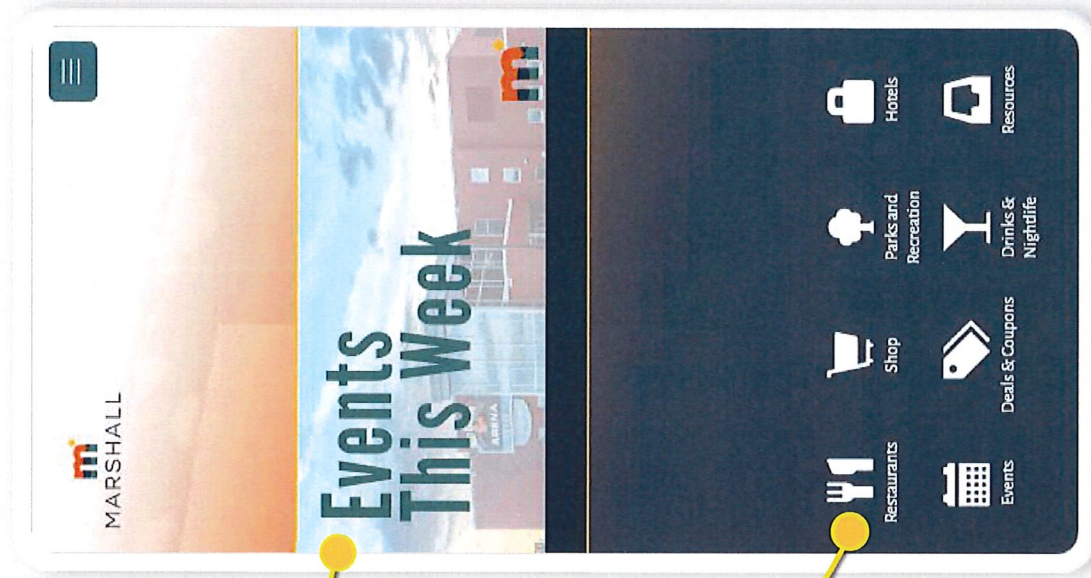




# Home Screen

## CLEAN AND FOCUSED

- Rotating Banner Ad Space
  - Events
  - News and Updates
  - Additional Ads from Sponsors
- Quick Actions to Main Content
  - Restaurants
  - Shop
  - Parks & Rec
  - Hotels
  - Events
  - Deals
  - Drinks and Nightlife
  - Resources



# Local Business

- Support Local Business
- Hero Image
- Customize Taggable Business Categories
  - (Ex. Gifts, Clothing, Shoes, Music, Maternity, Etc.)





# Local Business

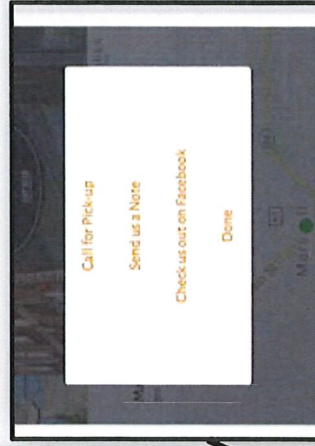
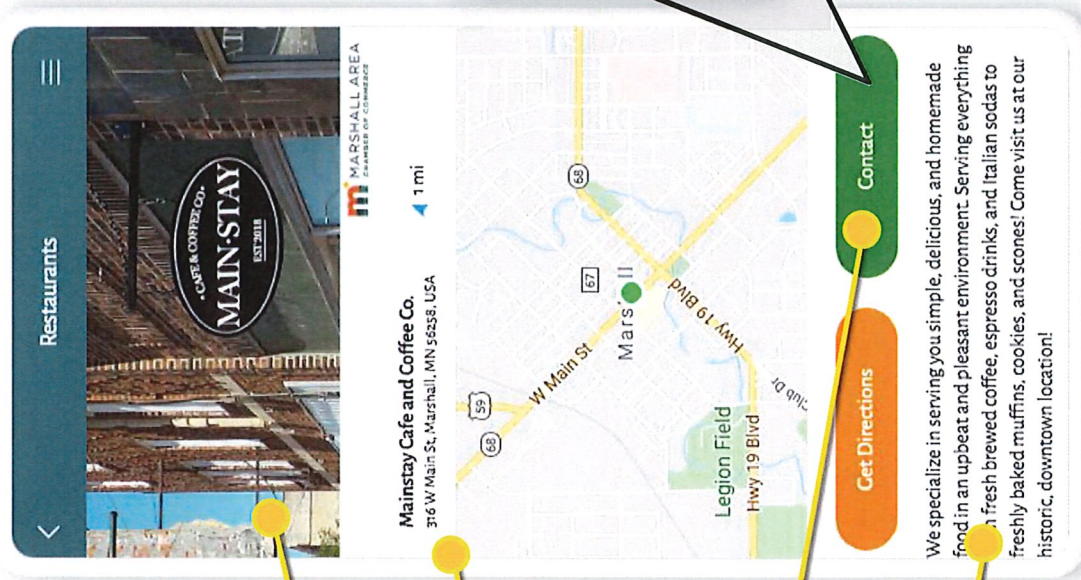
- Support Local Business
  - Hero Image
  - Customize Taggable Business Categories
    - (Ex. Burgers, Mexican, Pizza, Fast Food, Etc.)





# Business Profile

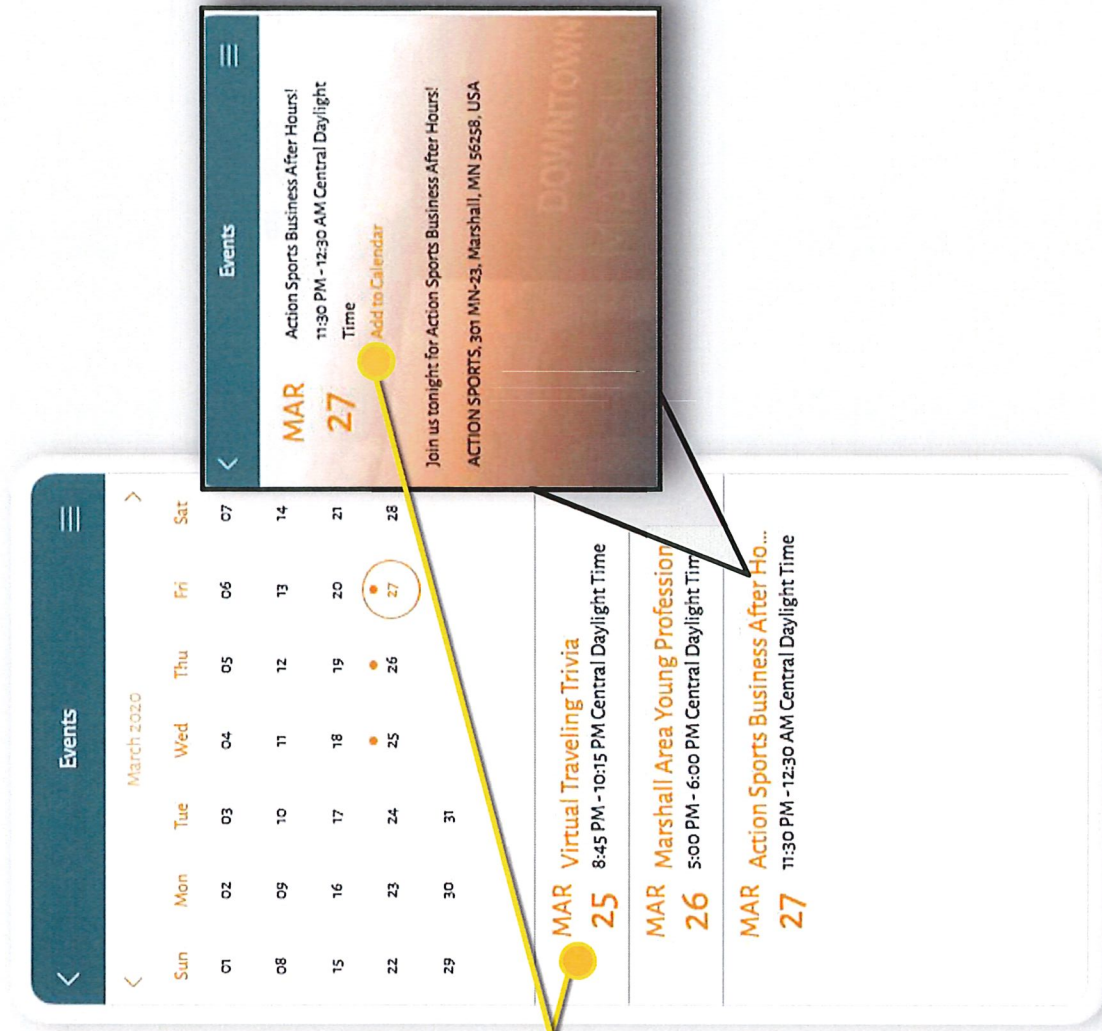
- Individual Business Profile
- Upload An Image/Logo
- Tag Physical Address and Find Directions
- Add Links For CTA (Website, Phone, Facebook, Etc.)
- Input Description





# Events Calendar

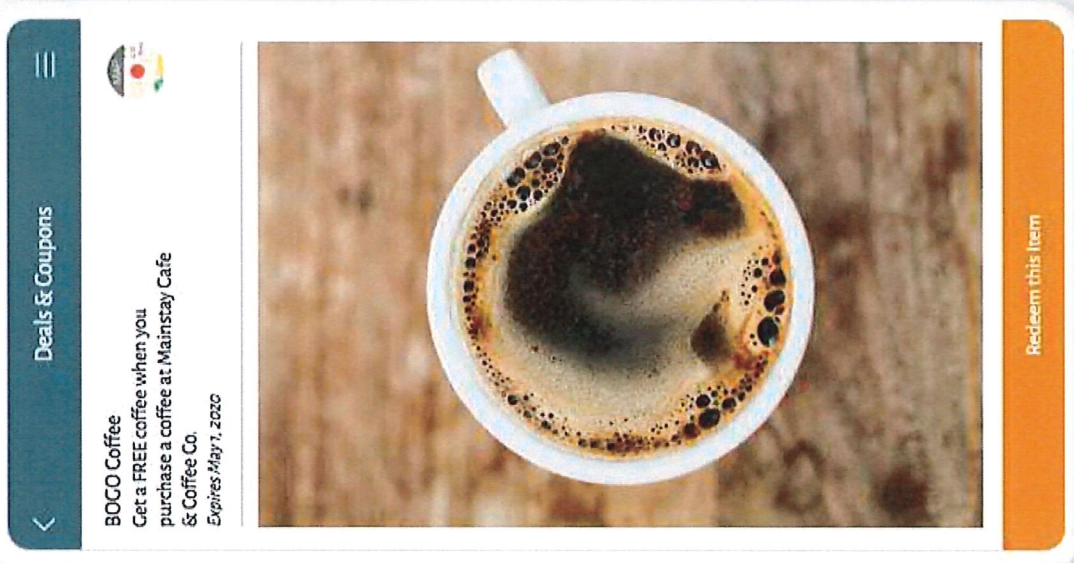
- Add any event to one easy to access mobile calendar
- Users can add events to their own calendar
- Add Links And CTA
- Remind With Push Notifications





# Deals & Coupons

- Add Deals And Coupons For Any Business
- Choose Expiration Or Reoccurrence
- Tag Into Push Notifications With Deep Link URL
- Ad Space for Sponsors

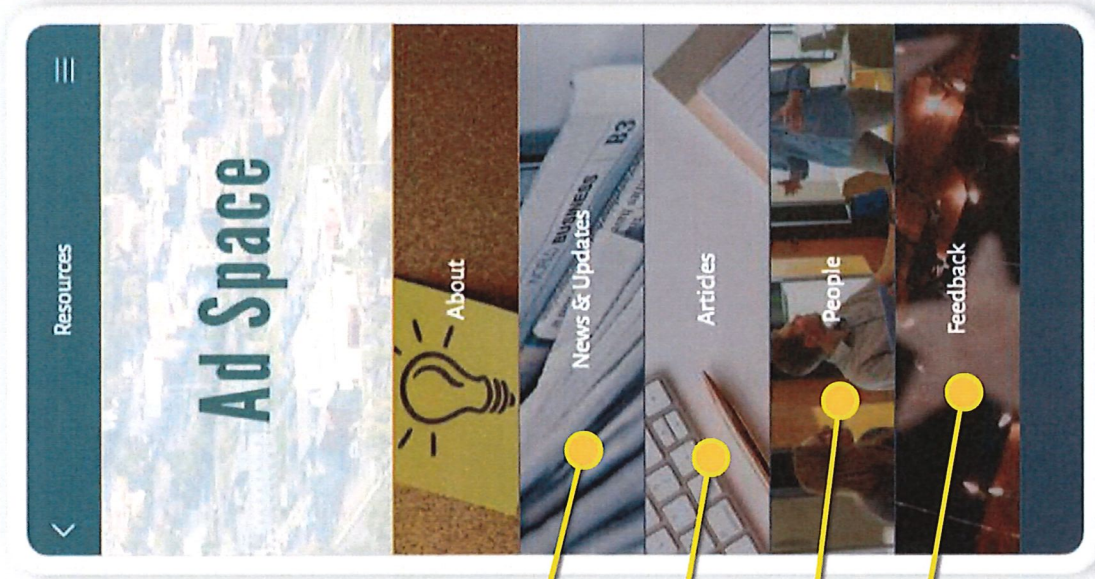




# Resources

## Sectioned Content

- Relevant News And Updates
- Articles And Advertising Content
- Directory
- Community Engagement





# Resources

## Sectioned Content

- Relevant News And Updates
  - Import Video, images, Links, RSS
- Articles And Advertising Content
  - Import Video, images, Links, RSS

