

GRAND JUNCTION CITY COUNCIL WORKSHOP SUMMARY
June 29, 2015 - Noticed Agenda Attached

Meeting Convened: 4:03 p.m. in the City Auditorium. The audience stood for the Pledge of Allegiance.

Meeting Adjourned: 6:54 p.m.

City Council Members present: All

County Commissioners present: Commission Chair Rose Pugilese and Commissioner John Justman

Staff present: Moore, Shaver (arrived at 6:15 p.m.) Lanning, Finlayson, Kovalik, Watkins, Bowman, Portner, Moberg, Thornton, and Kemp.

Economic Development Partners present from: The Business Incubator, Grand Junction Chamber of Commerce, Downtown Development Authority/Downtown Grand Junction Business Improvement District, and Grand Junction Economic Partnership

Agenda Topic 1. North Star Designation Strategies Presentation

Audrey Taylor, President of Chabin Concepts, reviewed the Competitive Location Assessment Report that was created by Chabin Concepts and DSG Advisors. She provided background for the purpose of the assessment and described how the assessment was conducted. Economic drivers for economic prosperity are the traded sector (businesses providing goods and service outside of the region), visitor potential business (overnight visitors spend 3 times more than a day visitor), and population driven businesses (businesses that provide goods and services to local residents). Ms. Taylor reviewed the findings and identified five recommended areas of focus: product improvement, packaging, operational effectiveness, tactical targeting, and brand identity.

Questions were taken and comments were made from City Council, Mesa County Commissioners, and the audience.

Ed Barlow, Vice President of Strategic Planning for North Star Destination Strategies, reviewed the segment on branding the City and County. He reviewed the research that was done in April with the community and stakeholders to find out what is being said, insights on conclusions based on the research, and creativity for brand identity and brand behavior.

Questions were taken and comments were made from City Council, Mesa County Commissioners, and the audience.

Interim City Manager Tim Moore said that the next step is for a committee to get together and provide four or five names of people within the community that are best marketers and choose one who would be qualified and able to act as a leader and work with the committee to create a brand platform.

Council President Norris said that the committee will have full support of the elected officials and they will be looking forward to hearing from the economic development partners as to how to move forward.

Adjourn

With no other business, the meeting was adjourned.

**GRAND JUNCTION CITY COUNCIL
MONDAY, JUNE 29, 2015**

**WORKSHOP, 4:00 P.M.
CITY HALL AUDITORIUM
250 N. 5TH STREET**

To become the most livable community west of the Rockies by 2025

Call to Order/Pledge of Allegiance

North Star Destination Strategies: Representatives from North Star will present a report to the City Council and the Mesa County Commissioners

Adjourn