

**City Council of Peachtree City
Meeting Minutes
February 2, 2017
7:00 p.m.**

The Mayor and Council of Peachtree City met in regular session on Thursday, February 2, 2017. Mayor Vanessa Fleisch called the meeting to order at 7:00 p.m. Others attending: Terry Ernst, Mike King, Kim Learnard, and Phil Prebor.

Announcements, Awards, Special Recognition

Mayor Fleisch recognized the Grounds Maintenance Team from Public Works for their work in building a large sleigh for Santa Claus that was also used for photos during the Hometown Holiday event in December. Tim Smith and Brody Stanford accepted the recognition. Additional team members included Mike Bulcher and Mike Lankford.

Minutes

January 19, 2017, Regular Meeting Minutes

King moved to approve the January 19, 2017, regular meeting minutes as written. Ernst seconded. Motion carried unanimously.

Consent Agenda

- 1. Consider Alcohol License – NEW – Dickey's Barbecue Pit, 460 Crosstown Drive**
- 2. Consider Addendum to Verizon Tower Lease**
- 3. Consider FY 2017 Budget Amendment**
- 4. Approve Updated City Manager Agreement**

Learnard moved to approve Consent Agenda items 1, 2, 3, and 4. Prebor seconded. Motion carried unanimously.

New Agenda Items

02-17-01 Public Hearing – Consider Re-adoption of Zoning Map and Zoning Ordinance

Planning & Development Director Mike Warrix addressed Council, noting the public hearing was for the annual re-adoption of the City's Zoning Map and Zoning Ordinance. Staff had recommended the re-adoption be done each year in order to incorporate all the amendments to the map and the ordinance during the previous year. The Planning Commission had considered the Zoning Map at its meeting on January 9 and forwarded it to Council with a recommendation for re-adoption. Warrix said copies of the map and the ordinance had been available for inspection at City Hall prior to the public hearing.

Fleisch opened the public hearing. No one spoke for or against the re-adoption of the Zoning Map and Zoning Ordinance. Fleisch closed the public hearing. There were no comments from Council.

Ernst moved to approve New Agenda item 02-17-01, the re-adoption of the Zoning Map and Zoning Ordinance. Prebor seconded. Motion carried unanimously.

Council/Staff Topics

Peachtree City Convention & Visitors Bureau (CVB) – Branding Update

Executive Director Jennifer Johnson updated Council on the CVB's new branding plans. She announced that the plans to move the CVB offices and Visitors Center to The Avenue were going well, and they should be moved into the new location above Thai Spice in approximately three weeks. Johnson noted the relocation and a new brand were recommendations made during the

recent assessment done by the state. The branding was the last recommendation to be implemented.

Johnson continued that the current logo, which included an outline of a peach with a golf cart on it, was not conducive to most platforms. The current logo had worked when created; however, the smaller the footprint, the less readable the brand became. Getting the peach and green colors correct was also an issue when the logo was reproduced on many items, and the hats and t-shirts with the current logo on them were not selling. People did not want something that had Convention and Visitors Bureau on it. They wanted a t-shirt that had something about Peachtree City on it. With the move, all of the CVB materials would have to be reprinted, so it was a good time to re-brand and modernize the logo, she added.

The new brand under consideration was very clean, Johnson said. One of the critical elements in the current brand was the use of the golf cart. Many people felt the City was a golfing destination because of the cart in the logo, but the golf courses were all private and not open to the public.

Johnson presented several possible ideas that incorporated the paths, which included a peach star and the words "Peachtree City" or "PTC CVB" in a black font that appeared to flow like Peachtree City's paths flowed through the trees. She pointed out that the Georgia outline was popular for trade shows, and she had an example of that with the star marking the City's location. The proposed tagline was "the path to perfect," which was something they could use for different types of events. "Plan to Play" or "Plan to Stay" did not work for the CVB since the CVB wanted people to stay in the hotels and leave money behind. Some of the merchandise examples utilized the City's upcoming 60th anniversary in 2019 by using "PTC since 1959."

Johnson noted the ideas she presented were clean and easy to read and could be used on every platform. The new brand would also be different from the City logo, and when it was printed on employees' shirts, it would not look like members of the public wearing the shirts worked for the City. The CVB had an agreement with the City to sell Peachtree City merchandise, so Johnson said she would like feedback from Council on the proposed brands and merchandise items, asking them to e-mail comments to her or anyone on her staff.

City Manager Jon Rorie asked Council to hold their questions, noting the Visioning task force was working on a County-wide branding campaign. He asked Chamber of Commerce President Carlotta Ungaro for an update on the County branding.

Ungaro reported the Fayette branding objectives included economic development, talent recruitment, and community cohesiveness. The economic development objectives were to increase awareness of Fayette County and increase the number of requests for information, and to increase the number of successful relocations and expansions in the targeted industries of aviation/aerospace, advanced manufacturing, data processing, film/new media, headquarters, and IT. The objective in talent recruitment was to position Fayette County as the choice for young adults starting families, particularly those who place a high value on educations. The objective in community cohesiveness was to foster the community and sense of place by creating a brand that could be used across many sectors and target audiences.

A great deal of research had been done by DCI, the company working on the branding. Ungaro reported that DCI was still on track to have the brand ready by the end of March. Site selection consultants had been surveyed about Fayette County. Thirty-six responses had been received, and half of those responding had visited Fayette County. Questions about the metro Atlanta region's reputation for economic development were asked, as well as other communities, then

the questions focused on Fayette County. The Atlanta region had a highly favorable score of 3.9 on a scale of 5. Those responding considered Fayette County strengths to be labor availability (20%), transportation (15%), logistics (15%), Hartsfield-Jackson airport proximity (12%), and the business climate (12%). She was surprised the airport proximity had a lower rating from people who were familiar with the County. She said that meant the County's story was not getting out very well, and that was the reason for branding.

Individuals ages 25 – 44 from the Atlanta metro area were queried about Fayette County, and 250 responses had been received. Twenty-five of those responding had lived in Fayette County at some time. Nearly 90% of them had some college or a degree. Items to be highlighted when marketing to this sector included housing costs, schools, and outdoor recreation.

Seventy-five stakeholders responded that the best things about the County were it was a great place to raise a family and a great place to live.

Ungaro continued that the next steps included value proposition, key messages, and an analysis of strengths, weaknesses, opportunities, and threats. They were in the process of logo and tagline development and were currently in the test market phase. The brand implementation plan was still in the process. Specific suggestions and best practices would be provided to the Fayette County Development Authority (FCDA) and the Chamber of Commerce.

Ungaro noted that Johnson was working with the Visioning Committee, and they had discussed the CVB's new branding as well and how it might work with the County's.

Learnard asked Johnson if there were any metrics to measure the effectiveness of a new brand. Johnson said they tracked everything now and would continue to do so. They just could no longer use the existing logo in the ways they needed to. Their goals and targets had expanded, and a new brand would be better for all of those. They were now in a time crunch with the move coming up.

Prebor said the number one thing his visitors wanted to do was ride in the golf carts. The new logo made sense, but he would rather the brand tied in with what the City did as well as tie in with the County's new brand. He did not see paths or golf carts in what had been presented.

Rorie said the work on the branding had been going on for some time, asking Ungaro if the purpose of the County branding was to get people to come and stay. He continued that they had talked about the shift in demographics in the County a year ago, and the City was working on the Comprehensive Plan, which looked 20 years out. The CVB encouraged tourism-related events (come, give us your money, then leave). The branding should have a connection, but there was also a difference in the variables. The City's number one amenity was the path system. The City was known for it, and the go-forward for the City should be connecting the dots. The City was in need of a refresh and update.

Staff was working on the website, Rorie said. The City did not need to forget its past and eliminate golf carts from its logos, but how people connected with the various entities in the County and gathered information was important. The Atlanta metro area was expected to grow by 1.8 million people in the next 20 years. Rorie asked where were they going, and the City needed to think about that long term. What was going on County-wide would help people connect those dots and get information out. The City would be 60 years old in a few years, and the website needed to be refreshed, as well as the platforms used by the City. It all had to be working in conjunction with the Chamber of Commerce, the CVB, and the County.

Johnson said that, based on their research, 75% of money that came to the City was not from leisure travelers. The hotel/motel tax was paid by corporate travelers, conventions, and sports groups. Less than 10% of the requests the CVB received asked where to rent a golf cart. Large groups that brought in money were not renting golf carts. The proposed brand would be one that the CVB could change based on what was needed for the ad or event, providing the flexibility they did not have currently. Fleisch asked what her board's reaction had been so far. Johnson said the marketing committee approved everything. The board had been briefed. She noted some new members were needed, asking anyone interested to apply.

Ungaro continued that they were cognizant that most of the people in the community were over 50, and what they liked was different from what younger people liked. They wanted to convey messages to businesses to move here, as well as the town attractions. There were ways to co-brand or tie things together. The Chamber had worked on tying their brands together for their events, and the changes were subtle.

Prebor agreed that, ideally, the City should try to make the brands work in concert with each other.

Rorie said the City's message was "this is the best place to live" and that was the focus. Fleisch asked what the City's target time should be for refreshing and rebranding. Rorie said it probably would not happen this year.

Rorie reminded Council and the meeting attendees that a workshop was scheduled on February 7 at 6:30 p.m. to provide information on the City projects listed in the Special Purpose Local Option Sales Tax (SPLOST) referendum scheduled March 21. Another event would be held on Saturday, March 4. Staff was available to meet with homeowners' associations and civic clubs interested in more information on the SPLOST.

Executive Session

Learnard moved to convene in executive session for the acquisition or sale of real estate and pending or threatened litigation at 7:36 p.m. King seconded. Motion carried unanimously.

King moved to reconvene in regular session at 8:07 p.m. Learnard seconded. Motion carried unanimously.

There being no further business, Ernst moved to adjourn. King seconded. Motion carried unanimously. The meeting adjourned at 8:08 p.m.


Pamela Dufresne, Deputy City Clerk


Vanessa Fleisch, Mayor