

CITY OF WOODBURY
DMO MEETING MINUTES
July 26, 2023

Pursuant to due call and notice thereof, a regular meeting was held at Woodbury City Hall, 8301 Valley Creek Road on Wednesday the 26th of July, 2023 in the Ash North and South Conference Room.

CALL TO ORDER

Mayor Anne Burt called the meeting to order at 7:30 a.m.

ROLL CALL

Upon roll call the following members were present: Chair Anne Burt (Mayor of Woodbury), Pattie Ball (Hospitality/Hotel representative), Jason Egerstrom (City of Woodbury/ICT representative), Barbe Marshall Hansen (Arts & Culture representative), Paul Huffman (Woodbury Days representative), Dan Moris (City of Woodbury/Parks & Recreation representative), Craig Johnson (EDC representative), Tim O'Brien (Hospitality/Restaurant representative), Vice-Chair Amy Scoggins (former Council member), Eric Searles (City of Woodbury/Community Development representative), Manali Shah (Non-Profit Service Organization representative), and Vivian Latimer Tanniehill (at large representative).

Also present: Annie Coyle, Assistant to the City Administrator/Deputy Clerk; and Jamie Thoen, Administrative Assistant.

Absent: Laurie Staiger (Chamber of Commerce representative),

APPROVAL OF MINUTES

MOTION: Amy Scoggins moved to approve the minutes of the Destination Marketing Organization held on July 12, 2023 meeting as submitted.

SECOND: Dan Moris

VOTING: All in Favor: Mayor Anne Burt (Chair), Pattie Ball, Jason Egerstrom, Barbe Marshall Hansen, Paul Huffman, Craig Johnson, Dan Moris, Tim O'Brien, Amy Scoggins (Vice-Chair), Eric Searles, Manali Shah, Vivian Latimer Tanniehill

Against: None

Absent: Laurie Staiger

ITEM 1: BRANDING AND MARKETING CONCEPT REVIEW:

Annie Coyle, Assistant to the City of Administrator/Deputy Clerk explained that Padilla will be presenting multiple branding concepts for the Task Force to review and provide feedback. She advised that for this first touchpoint, branding concepts will be introduced in a black and white color palette and include different options for the name and logo. She said Padilla will facilitate a discussion around the introduced branding concepts to gather insight from Task Force members, which will then be taken back to the creative team. She informed the task force that this will allow the further development and refinement of the brand itself for additional review, and the development of a possible tagline, key messages, and colors which will be introduced in future meetings. She said the branding recommendation and implementation strategies will be an important component of the overall Destination Marketing Organization Strategic Plan 2024-2027.

The Padilla team went over key considerations regarding the DMO brand and recommended that the logo not compete with the city's existing brand. They explained how the logo acts as a period at the end of the sentence, not the sentence itself. They discussed similarities are inevitable, isn't love at first site, logos should be simple and not say too much. They said the goal is to find a balance between simple

and distinctive. The Padilla team discussed the naming and showed the concepts to the group for feedback:

Destination: Woodbury: Anchors Woodbury in the heart of the region, elevates beyond a drive-through city and into one of the premier suburban communities

Experience Woodbury- promotes Woodbury as a diverse and compelling city with a lot to offer beyond the previously expected chains and box stores.

Padilla went over the competing logos from other cities comparable to Woodbury such as Maple Grove, Stillwater, Minneapolis, and Edina. They gave feedback on the logos and what worked and didn't work with each logo.

Concept 1A – logo is a sunset with a road in a circle shape.

DESTINATION:

Woodbury

Have a day, have a stay

Concept 1B- logo is a compass looking icon with an arrow pointing east.

DESTINATION:

WOODBURY

Concept 2A- Circle with pie slices in it and arrow pointing east.

EXPERIENCE

WOODBURY

Where great memories are made

Concept 2B- logo is half of a sphere with a “W” with dashes around it.

EXPERIENCE

WOODBURY

Feedback from the task force:

- Stay away from Experience Woodbury as Maple Grove is using already and we want to differentiate.
- Fits what was discussed prior for Woodbury theme
- Experience Woodbury fits more with the sunset road logo.
- Is the colon necessary?
- Can we move the logo? Likes the logo with the arrow pointing
- Like the simplicity of each option
- The one word that came to mind: “everything” - we got it all
- Hub to go other places- sunset road with destination Woodbury is favorite
- Sundial or compass/ could be a kaleidoscope
- Like the logo on concept 2B logo the best and the compass
- 1A with the road and sunset speaks to Woodbury
- Compass becomes directional and color could become something great.
- Comment on the font and didn't think the “Woodbury” font on the concept 1A
- Destination fits with the destination marketing organization name
- Think about the pre-word and make sure it fits with Woodbury
- Compass (2B) can change and send different messages
- Messaging and campaign language will come later
- **Destination: Woodbury** was decided by the group as the “most liked” name

Padilla thanked the task force for their feedback and noted some thoughts on what would be presented at the next meeting. They said such ideas as examples of business cards or other items where the logo would be displayed and bringing color options for each of the logos.

ITEM 2: STRATEGIC PLAN CONTINUED DEVELOPMENT

Ms. Coyle discussed the Strategic Plan: DMO Oversight. She advised the task force that the City of Woodbury City Council will be the governing body of the DMO. She said the Council will approve the budget and be the final authorizing body for any items of the DMO consistent with existing City codes, policies, and directives. The high-level Council oversight needs to be augmented with more regular in-depth analysis, review, and oversight. She said the recommendation of this advisory structure is one of the desired outcomes in the DMO Task Force Plan of Action. Utilization of the City's already established Economic Development Commission (EDC) is recommended for the advisory oversight of the Destination Marketing Organization. She explained that the EDC is currently responsible for developing an Economic Development Strategic Plan for the City, including long-range strategies for economic development. She said the commissioners recommend economic development policies and programs to the City Council and work with the City Council and staff to promote the City, attract economic growth and development, and retain businesses in the community. Ms. Coyle said in addition, each year the EDC produces an annual report for the City Council detailing the community development activities of the past year. The report also provides a summary of residential and commercial construction activities and outlines the progress that has been made toward achieving the goals of the strategic plan. She advised that the activities and outcomes of the DMO could easily be incorporated into this existing reporting structure. The EDC consists of 11 members appointed by the City Council to three-year staggered terms. She recommended updating the ordinance to provide that at least one seat of the EDC be reserved or planned for a business, hotel or tourism representative is also recommended.

Feedback from the task force were as follows:

- This is consistent with what the EDC currently does
- Having representation is good
- The theme aspect is something EDC is already doing
- Adding a seat for a hotel representative is a good thing if we can get them
- Expect to have regular surveying of all hotels
- When you are looking for a representative – wouldn't want council feeling like they have to; want to be a good fit.
- Does it have to be a hotel, or could it be hospitality
- Does it have to be a resident of Woodbury as it has in the past or can we change verbiage to "work in Woodbury"

Ms. Coyle said she will think through language and bring it back to a group at the August 9th meeting. She thanked the DMO task group for their feedback and was excited by the conversations had by the group.

ADJOURNMENT

The meeting adjourned at 9:00 a.m.