

**MINUTE BOOK 24, PAGE 047
CITY OF STATESVILLE CONTINUED COUNCIL MEETING – September 17, 2010
CHAMBER OF COMMERCE – 3:00 P.M.
STATESVILLE, NORTH CAROLINA**

Mayor Costi Kutteh presiding:

Council Present: J. Johnson, Eisele, Stallard

Staff Present: Smyth

Media Present: J. McNally – Record & Landmark

Visitors: 4

Council reconvened the continued meeting of Thursday, September 16, 2010 and heard a presentation from consultants regarding the collaborative branding campaign currently underway by the joint efforts of the City, Chamber of Commerce, Downtown Statesville Development Corporation, Greater Statesville Development Corporation and the Travel and Tourism Board. Consultants explained the objectives of the plan and the involvement they are seeking from Council. Primarily, they are interested in how the Council “visions” the City and what Council thinks of how outsiders perceive the City.

Mayor Kutteh stated his perception of the City is exemplified in the cooperative efforts of the five organizations who are jointly working on this campaign. The City has a more unified, cooperative environment than do many other locations. In Statesville, it is easier to develop projects that belong to “us” collectively rather than one agency. We seem to recognize we are in the same boat and although contrarian opinions and options are welcome and considered, in the end, the citizens and partner agencies come together for projects that benefit the community. Kutteh noted that it seems the majority of the community is in Statesville because they want to be here and they are committed to the community as a whole.

Council member Stallard noted that people are living and working in Statesville because that is where they want to live and work. He cited an example of a local business owner he recently spoke with who has a successful business in Statesville and the business is currently employing the third generation of the family. These folks are here because they like Statesville – it is a good place to spend your money at home and get a better bang for your buck. Council member Stallard also stated he sees Statesville as a “gateway” to the South. Statesville is the first “real” City on the interstate when you enter the South. We are “where the key turns” according to Stallard. Council member Stallard further noted that he has moved his parents to Statesville because of the close proximity to excellent medical facility and his personal love for the area.

Council discussed the many amenities of Statesville including our close proximity to any number of cultural arts activities, gateway to the Blue Ridge Mountains, excellent medical centers and schools, some of the region’s best historical districts and a good solid environment for industrial development with ample infrastructure to support these industries. We are close enough to the major metropolitan centers to reap the benefits of their cultural activities yet far enough way to continue to have a much calmer pace to daily life.

Council member J. Johnson said that he has been a lifelong resident of Statesville and he loves the community. He did state that he believes there is a divide in the community and cited the differing opinions over the Streetscape project as an example of these differences.

Mayor Kutteh noted that he believes Statesville attracts a significant number of retirees. Often times, companies bring executives into the community to run a particular business and those people often times choose to retire in Statesville. They may never leave

Statesville or may move on to another location before the close of their career, but they often return to Statesville for retirement.

When discussing the impression outsiders have of Statesville, most Council members present thought outsiders like interstate travelers do not have a "vision" of Statesville except as a place they go through on the interstate. However, they agreed that if folks got off the interstate and visited, they leave with a positive image of the City. Council members agreed there was not a negative impression from the outside but more of a lack of impression.

Council member Eisele noted she operated a companion business in Cornelius for eighteen years and although the business at this location was great, she was very happy to return to her Statesville operation. She noted that Statesville offers a quieter, more convenient life style.

The consultant concluded the discussion by summarizing their impressions of the discussion. They noted the following important themes from the discussion relative to impressions for inclusion in the branding efforts: travel and tourism, residential growth, economic development, and historical districts. They further noted that during the meeting they have heard some great ideas for tag lines and expressed appreciation to the Council for their time.

Council member J. Johnson moved to adjourn the meeting, was seconded by Council member Stallard and by unanimous agreement, the meeting adjourned.



Carl K. Kistler
Mayor

ATTEST:

Brenda S. Wright
City Clerk