

**MINUTE BOOK 24, PAGE 064  
CITY OF STATESVILLE CONTINUED COUNCIL MEETING – October 05, 2010  
CITY HALL CONFERENCE ROOM – 4:00 P.M.  
STATESVILLE, NORTH CAROLINA**

**Mayor Costi Kutteh presiding:**

**Council Present: J. Johnson, M. Johnson, Gregory, Stallard, Huggins, Steele**

**Staff Present: Davis, Fugett, Hites**

**Others: Michael Keith**

**Media Present: 0**

**Visitors: John Martin**

Council reconvened the continued meeting of Monday, October 4, 2010. Aaron Arnett with Arnett Muldrow & Associates stated the goal is to create an overall brand identity for the Statesville area and unique identities for the partner organizations. Mr. Arnett explained he will use the information gathered from surveys and meetings to build a marketing strategy for a brand system which will help the city better communicate to its market and constituents. He stated the main focus at the previous meeting was to determine what the market is for Statesville and its businesses, where customers are coming from, the local market base, and the depth of the regional and visitor market to our community and how they differ between downtown, the I-77 corridor and the I-40 corridor.

Mr. Arnett explained at this meeting he would like to ask Council members several questions for their feedback. He asked members their perception of the identity/personality of Statesville. Council member Stallard stated warm, inviting, real, and homey. Council member Huggins associated Statesville with family reunions and hometown. Council member Gregory felt Statesville was historic but progressive.

Council member Gregory asked what the length of the tag line will be; three, six, eight words or longer. Mr. Arnett stated the tag line will start the logo process and is usually kept clean and crisp using two to three words, usually no more than five.

Council member Gregory asked how Troutman would be included in the process. Mr. Arnett stated Troutman would be included as part of the Greater Statesville Community, separate but part.

Mr. Arnett asked who Statesville's consumers are. Council members suggested city residents, tourists, senior citizens, new residents, and businesses. Mayor Kutteh suggested our final brand should be a combination of all the things the City has to offer, for example the soccer complex, Balloonfest, Pumpkinfest, the Civic Center and the airport. Council member Stallard reported that vineyards are increasing in the area and suggested they be included when determining the brand. Council member Huggins felt the community offers good educational resources and a safe place to raise children.

Mr. John Martin a resident of New Orleans, LA visiting Statesville stated in the process of rebuilding New Orleans, they have discovered a solid education system is the basis for a solid marketing strategy. Council member Steele stated she agreed and felt that having a well educated work force attracts businesses to the area which will encourage young graduates to return after college. Mr. Martin stated he sees Statesville as a clean, neat, crisp community.

Mr. Arnett asked Council members if they were to write a tag line for Statesville, what would it be and what imagery could be applied to Statesville that would describe it. Some suggestions were "A good place to live and raise your family", "We ain't Charlotte", "Welcome Home".

Council member M. Johnson felt that Statesville needs to market itself and be less concerned with a tag line. He stated if the City has the best tag line in the world it will not do any good if it is not heard or seen. Council member M. Johnson emphasized schools should be focused on as well.

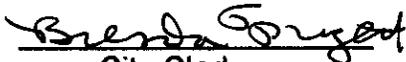
Council member Gregory asked why the City has not taken advantage of the free advertising available in the state magazine to advertise the many events taking place in the City throughout the year.

**Council member Steele moved to adjourn, seconded by Council member Stallard and by unanimous agreement, the meeting adjourned.**



  
\_\_\_\_\_  
Mayor

ATTEST:

  
\_\_\_\_\_  
City Clerk