

**CITY OF BUCKEYE
COUNCIL WORKSHOP
AUGUST 4, 2015
MINUTES**

**City Council Chambers
530 E. Monroe Ave.
Buckeye, AZ 85326
2:30 p.m.**

1. Call to Order/Roll Call

Mayor Meck called the meeting to order at 2:30 p.m.

Members Present: Councilmember Strauss (arrived at 2:34 p.m.), Councilmember Hess, Councilmember Heustis, Vice Mayor Orsborn, and Mayor Meck.

Members Absent: Councilmember Garza and Councilmember McAchrn.

Departments Present: City Manager Stephen Cleveland, City Attorney Shiela Schmidt, City Clerk Lucinda Aja, Assistant to Council Carol Conley, Assistant to Council Christine Grundy, Public Works Director Scott Lowe and Marketing and Communications Manager Jennifer Rogers.

Workshop Items were taken out of sequence.

2. Marketing Master Plan 2015

Staff Liaison: Jennifer Rogers, Marketing and Communications Manager

District No. All

Ms. Rogers presented the 2015 Marketing and Communications (MarCom) Master Plan: Messaging Platform. The importance of messaging was discussed along with the creation and implementation of a message. The objective was to develop a consistent message that communicates the excitement and vision of Buckeye, Arizona. An online survey of residents, employees and visitors was conducted, department heads and staff were interviewed, a seminar was held, and competitive research completed. Through outreach efforts, it was discovered the City's small town feel evokes a positive emotion and there is a lot of optimism for the future. The following conclusion statement was provided: especially for people who want to feel like part of a community and grow together, Buckeye has a rich history and offers a blank canvas of open opportunities. A video was presented that demonstrates Buckeye's Beauty, potential for growth and opportunity, and sense of community. The City's message is "Welcome to Buckeye, Arizona's Biggest Opportunity". There will be an official launch of the message at the League of Arizona Cities and Towns annual conference. A book depicting the City's history and potential has been created and was presented for review. Marketing and Communications was thanked for their efforts and complimented for doing an amazing job creating a significant message for the City.

3. Marketing and Communications Fellowship Program

Staff Liaison: Jennifer Rogers, Marketing and Communications Manager

District No. All

Ms. Rogers opened the presentation and introduced Aly Evans. Ms. Evans discussed her experience during her 10-week fellowship with the Marketing Communications Department in the City of Buckeye. Ms. Evans has assisted with the filming and editing of several videos, has taken several quality photographs, and conducted interviews. Use of social media was discussed; Instagram and Snapchat accounts were created for the City along with a campaign titled "Buckeyes Backyard". A

list of knowledge gained was presented and includes creating social media plans, understanding analytics behind various marketing strategies, ability to create effective flyers and postcards, making website changes, and writing press releases. General discussion was held regarding Ms. Evans' accomplishments and her contribution to the City; she was thanked for her service and presented with a Key to the City.

4. Adjournment

A motion was made by Vice Mayor Orsborn and seconded by Councilmember Hess to adjourn the meeting at 3:09 p.m. Motion passed unanimously.

Jackie A. Meck, Mayor

ATTEST:

Lucinda J. Aja, City Clerk

I hereby certify that the foregoing minutes are a true and correct copy of the Council Workshop held on the 4th day of August, 2015. I further certify that a quorum was present.

Lucinda J. Aja, City Clerk