

JOURNAL OF COMMISSION WORK SESSION
September 18, 2012

City Commission Work Session

Mayor Pro Tempore Jones presiding

CALL TO ORDER: 5:30 p.m.

ROLL CALL: City Commissioners present: Robert Jones, Bill Bronson, Fred Burow, and Mary Jolley. Mayor Winters was excused.

STAFF PRESENT: City Manager; Deputy City Manager; Interim City Attorney; Directors of Fiscal Services, Park and Recreation, Planning and Community Development, and Public Works; Police Chief; and the City Clerk.

1. BRAND ALLIANCE

Brett Doney, President and CEO of the Great Falls Development Authority, explained that the intent of the brand strategy effort is to help the community attract more visitors, tourists, meetings, conventions, business investment; make it easier for companies and organizations to attract work force to relocate to Great Falls; and, to improve the positive feelings about the community.

A Brand Alliance was formed involving representatives of the Tourism Business Improvement District, Business Improvement District, MSU Great Falls College of Technology, University of Great Falls, Great Falls International Airport, Chamber of Commerce, and the City.

Mr. Doney provided a PowerPoint presentation overview of what a brand is. He reviewed and discussed research results of consulting firm, Northstar Destination Strategies, for the new Great Falls brand strategy.

ADJOURN

There being no further discussion, Mayor Pro Tempore Jones adjourned the informal work session of September 18, 2012, at 6:00 p.m.