

CITY OF GLOBE'S Mayor's Branding & Marketing Advisory Committee MEETING

11:30 am; Thursday, April 12, 2018

Globe-Miami Chamber of Commerce
1360 N. Broad Street, Globe, Arizona

AGENDA

PURSUANT to A.R.S. Section 38-431.02, notice is hereby given to the Globe City Mayor's Branding & Marketing Committee and to the general public, that a Meeting of the Mayor's Branding & Marketing Committee will be held on Thursday; April 12, 2018 at 11:30 am at the Globe-Miami Chamber of Commerce, 1360 N. Broad Street, Globe, Arizona. A quorum of the Globe City Council may be in attendance, however no formal action will be taken as the Globe City Council.

The agenda for this meeting is as follows:

Call to Order

Roll Call

- I. Ignite Introduction
- II. Project Introduction
- III. Individual Introductions & Motivations
- IV. Project Goals - Vision
- V. Roundtable Discussion
 - a. Current identity (including existing brands/campaigns)
 - b. Historical identity
 - c. Globe's biggest obstacle/challenge
 - d. Misconceptions about Globe
 - e. Globe's largest untapped asset
 - f. Things to experience in Globe

VI. Next Steps

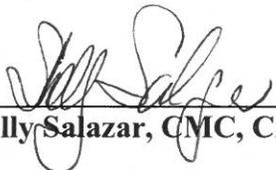
- a. Creative Brief
- b. Surrounding Community Assessments
- c. Traffic Trends
- d. Audience Identification
- e. Brand Design
- f. Media Plan & Marketing Campaign

VII. Adjournment

The Mayor's Branding & Marketing Committee meeting will be open to the public. Handicapped individuals with special needs may contact the ADA Coordinator for the City of Globe, at (928) 425-7146 X24 (voice) or (928) 425-5330 (TDD)

The Mayor's Branding & Marketing Committee reserves the right to adjourn into executive session when needed for legal consultation of the above shown items. A.R.S. § 38-431.03 (a)(3).

I do hereby certify that the foregoing notice was posted on Wednesday; April 11, 2018 at 11:30 am.



Shelly Salazar, CMC, City Clerk