

CITY OF HIGH POINT

AGENDA ITEM



Title: Marketing & Branding Task Force

From: Randy McCaslin, Interim City Manager

Meeting Date: September 21, 2020

Public Hearing: N/A

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Attachments:

PURPOSE:

The creation of a Marketing and Branding Task Force regarding a marketing and branding initiative that came out of discussions during the City Council Retreat held in February 2020.

BACKGROUND:

At the August 5, 2020 Prosperity & Livability Committee meeting, Chairman Wesley Hudson recommended the creation of a task force for a marketing and branding initiative for the City of High Point. The committee recommended appointment of the following to serve on the task force:

1. Council Member Michael Holmes – Chair
2. Assistant City Manager Greg Ferguson
3. Director of Communications & Public Engagement Jeron Hollis- Advisor
4. Forward High Point - Ray Gibbs
5. Market Authority Representative
6. Chamber of Commerce Representative
7. High Point Convention & Visitors Bureau Representative

At the Prosperity & Livability Committee meeting, Council Member Monica Peters also expressed an interest in serving on the task force.

Chairman Hudson is recommending that the task force not exceed eight (8) members.

BUDGET IMPACT: N/A

RECOMMENDATION / ACTION REQUESTED:

Council is requested to:

1. Create and ratify the City of High Point Marketing & Branding Task Force.
2. Establish guidelines for the Marketing & Branding Initiative and identify the area in which the initiative will apply.
3. Confirm appointment of the members to the City of High Point Marketing & Branding Task Force.