

RESOLUTION NO. 2019-02

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WILLCOX, ARIZONA
CREATING A WILLCOX BRANDING STAKEHOLDER GROUP**

RECITALS:

WHEREAS, the Willcox City Council desires to enhance the quality of life for its citizens, attract visitors and promote economic development; and

WHEREAS, branding is an economic development tool that incorporates culture, citizen and business makeup, destinations, attractions and local events to develop a central marketing strategy that represents and is unique to the community of Willcox in order to build community pride and provide a common message to appeal to future businesses, residents and visitors; and

WHEREAS, the City Council finds that a Willcox Branding Stakeholder Group of independent individuals with diverse backgrounds is integral to provide recommendations to Council regarding a brand; and

WHEREAS, the creation of the Willcox Branding Stakeholder Group will assure that an open, inclusive, and transparent process is utilized in the discussion, prioritization, and presentation of recommendations that address the community's needs.

ENACTMENTS:

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF WILLCOX AS FOLLOWS:

SECTION 1. Creation of Willcox Branding Stakeholder Group.

WILLCOX BRANDING STAKEHOLDER GROUP

CREATION OF GROUP:

A Willcox Branding Stakeholder Group is hereby created to serve as a temporary group to present a Willcox community brand to the community and City Council.

MEMBERS AND OFFICERS:

The Willcox Branding Stakeholder Group shall be made of the following individuals with diverse backgrounds and experiences:

- Eddie Browning Cowboy Heritage
- Wesley Schoefield Youth/Local Theater
- Kole Harris Arts/Ranching
- City Council Member Community
- Rod Keeling Wine Industry
- Andy Terry Agriculture
- Bill Ryan Business and Agriculture Community
- Howard Bethel Historic Willcox/Birding
- Karl Hestand Business
- Kevin Davis Willcox School District

- Ainslie Wittig Northern Cochise Community Hospital
- Sheridan Givens Business/Real-estate
- Mandy Kirkendall Apple Annie's
- Cheryl Moss Maid Rite
- Brenda Haas Hotel/Chamber Representative
- Tony Cohorn Historic Willcox Region
- Virginia Avila SEACAP

ELIGIBILITY AND TENURE:

All members shall have equal voting privileges. City residency is not a requirement. All appointees shall serve at the pleasure of the City Council without compensation. The Group shall cease to exist following the delivery of final recommendations to the City Council.

DUTIES:

The Willcox Branding Stakeholder Group shall:

- A. Select a branding consultant.
- B. Create a brand identity for the community of Willcox that includes a logo, central messaging, taglines, and marketing style guide.
- C. Visit sites and engage with groups who are important to the community of Willcox's brand including, but not limited to, the dairy and other related agricultural industries, race track, wine industry, Chiricahua National Monument, businesses, museums, schools and hospital.
- D. Identify community assets, discuss interests and concerns of fellow stakeholders and engage with the branding consultant.

The City of Willcox shall:

- A. Assist in the coordination of adequate resources including but not limited to, staff, meeting space, coordinate presentations with experts, materials and other related logistics.
- B. Contract with a brand organization to provide renderings and concepts for the community brand.

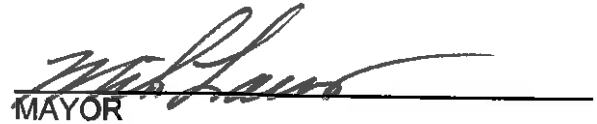
MEETINGS; ATTENDANCE:

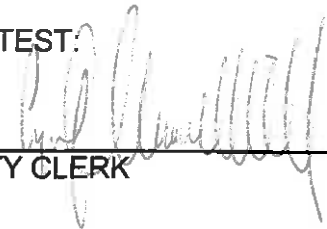
- A. The Willcox Branding Stakeholder Group shall meet as often as needed and shall not conduct any business at a meeting unless a quorum is present. A quorum shall consist of a simple majority of the voting membership of the Group.
- B. The public should be invited to attend meetings and given time at the beginning or end of the meeting to provide comments.


SECTION 2. The Mayor and Council hereby find and determine that it will be beneficial to the citizens of the City of Willcox to create the Branding Stakeholder Group; and

SECTION 3. The appropriate officials and officers of City are hereby authorized and directed to take all actions necessary or reasonably required by the parties to carry out the intent of this Resolution.

PASSED AND ADOPTED by the City Council of the City of Willcox this 27th day of February 2019.


MAYOR

ATTEST:

CITY CLERK

APPROVED AS TO FORM:

CITY ATTORNEY

