



AGENDA
WORK SESSION OF THE VENETA CITY COUNCIL
MONDAY, JUNE 23, 2014 – 6:00 P.M.
Veneta Administrative Center, 88184 8th Street, Veneta, Oregon

The purpose of the Work Session is to determine if there is value in pursuing a Branding Campaign or elements of an Image Strategy. Elements of the Image Strategy may include development of a new logo and website.

1. Follow up to Branding Efforts (pgs. 3-4)
2. Background on Recent Website and Logo Activities (pg. 5)
3. Review of the Fern Ridge Chamber of Commerce 2007 Branding Campaign
4. Discussion and Deliberation
 - a) Should the City pursue a Branding Campaign or elements of a Branding Campaign?
 - b) If so, should the effort be done simultaneous with Economic Opportunity Analysis (EOA) and Economic Development Strategic Plan or at the conclusion of the effort?
 - c) If no elements are to be pursued, provide recommendations on development of logo and website.
 - i. Maintain or modify existing logo.
 - ii. Utilize logo developed by the Fern Ridge Chamber of Commerce.
 - iii. Reconvene Logo Committee.
5. Other
6. Adjourn