



CITY OF TONKA BAY
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ITEM NO. 9B

Memo

To: Mayor and City Council
From: Lindy Crawford, City Administrator
Date: October 27, 2015
Re: Brand Strategy

To kick start the branding process, Franke + Fiorella requested that the City Council approve a list of the five neighboring cities it would like audited. They recommend looking at adjacent lakeshore cities varying in size.

Recommendations from Franke + Fiorella include:

- Shorewood,
- Excelsior,
- Wayzata, and
- Orono.

For the fifth city they recommend:

- Greenwood,
- Minnetonka Beach,
- Woodland, or
- Deephaven.

Another piece to brand development is interviewing key stakeholders. The firm has asked the City Council to approve who those would be. They will begin the process by creating a list of questions for interviewees, and then they will schedule interviews to either be conducted by phone or in person.

Recommendations from staff include:

- Mayor and Councilmembers,
- Tonka Bay Marina Owner, Gabriel Jabbour,
- Country Club Lanes owner/ manager, John Eiss,

- Joey Nova's manager and Chamber of Commerce Board member, Gary Ezell, and
- Former Mayor and longtime resident Bill LaBelle.

The firm would also like to establish a working group which would meet frequently over the coming months to review findings and assist with ideas for the brand strategy. The group would act as an advisory group to the City Council; understanding that the City Council would ultimately approve branding decisions.

The firm has recommended two Councilmembers and one staff member be appointed to the working group.

Council Action Requested

Discuss and approve the list of five cities for brand strategy auditing. Discuss and approve the list of stakeholders to interview for brand development. Motion to appoint two Councilmembers and one staff member to the branding working group.