

BILL NO. _____

RESOLUTION NO. _____

A RESOLUTION CREATING THE BRAND INDEPENDENCE COMMITTEE.

WHEREAS, in the 2017 the City of Independence began a branding review; and,

WHEREAS, more than 2,000 people assisted the citizen Brand Steering Committee in providing research and feedback on the brand and image of the City of Independence; and,

WHEREAS, a Brand must be regularly maintained, actively monitored and duly implemented; and,

WHEREAS, the 2017 - 2021 Strategic Plan Independence for All includes several strategies that will be aided by the implementation and maintenance of a strong City brand; and,

WHEREAS, The City of Independence and its community partners are committed to preserving our shared history while also working toward a strong future; and,

WHEREAS, Citizens must continue to play a key role in the image of the City and its role in the region; and,

WHEREAS, on February 19, 2019, the City Council approved the new City Brand and its implementation.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF INDEPENDENCE, MISSOURI, AS FOLLOWS:

SECTION 1. That the Brand Independence Committee will be a standing committee.

SECTION 2. That the Brand Independence Committee will assist the City in the ongoing implementation, monitoring and maintenance of the brand, branding initiatives and outreach.

SECTION 3. That the Brand Independence Committee shall consist of seven council appointments; two at large members; a representative from each of the following - Englewood Arts District, Independence Square Association, Independence Center, and Silverstein Eye Center Arena. Additionally, an Advisory Group of no less than two Young Professionals will be appointed. The City's Public Information Officer will act as liaison and the Mayor will act as Council Chair of the Committee.

SECTION 4. That the City Council of the City of Independence, Missouri, hereby affirms the following appointments to the Brand Independence Committee. That each member shall serve for one-year appointments or until a successor is duly qualified and appointed:

1. Council Chair – Mayor Weir
2. Michele Crumbaugh (nominated by Mayor Eileen Weir)
3. Lois McDonald (nominated by Councilmember Curt Dougherty)
4. Kerstin Hagstorm (nominated by Councilmember John Perkins)

5. Grant Watkins Davis (nominated by Councilmember Karen DeLuccie)
6. Mary House (nominated by Councilmember Scott Roberson)
7. Cathy Shinkle (nominated by Councilmember Mike Huff)
8. Jeremy Parratt (nominated by Councilmember Tom Van Camp)
9. Meredith Parish (At-Large)
10. Angie Judy (At-Large)
11. Independence Square Association
12. Silverstein Eye Center Arena
13. Independence Center
14. Englewood Business Association
15. Young Professionals Advisory Group

PASSED THIS _____ DAY OF _____, 2019, BY THE CITY COUNCIL
OF THE CITY OF INDEPENDENCE, MISSOURI.

Presiding Officer of the City Council
of the City of Independence, Missouri

ATTEST:

City Clerk

APPROVED AS TO FORM AND LEGALITY:

City Counselor

REVIEWED BY:

City Manager