

City of Greeley, Colorado
CITY COUNCIL WORK SESSION REPORT
October 11, 2022

1. Call to Order
The Mayor called the meeting to order at 6:00 p.m.
2. Pledge of Allegiance
3. Roll Call
City Clerk, Heidi Leatherwood called the roll.
The following members of Council were present.
Councilmember Butler
Councilmember DeBoutez
Councilmember Hall
Mayor Pro Tem Payton
Councilmember Olson
Mayor Gates

Councilmember Ed Clark – excused absence
4. Reports from Mayor and Council Members
None.
5. My Greeley: City of Greeley Image Campaign Update
Jaqueline Villegas, Communications & Engagement Manager and Kelli Johnson, Chief of Staff, and Interim Communications & Engagement Director, presented an update to the My Greeley: City of Greeley Image Campaign at 6:01 p.m.

Ms. Johnson introduced Communication & Engagement Manager, Cheryl Kohl, Ms. Kohl oversees graphic design team and web development.

Ms. Johnson and Ms. Villegas lead a presentation highlighting the status of the image campaign, launched in March 2020, focused on celebrating the Greeley community.

Campaign Goals:
 - Increase civic pride and advocacy among residents
 - Increase positive perceptions of Greeley with visitors
Campaign Milestones:
 - March 2020: My Greeley campaign launch
 - November 2020: Jaqueline Villegas, Communications and Engagement Manager to oversee image and brand

- 2021: Research and Redefine
 - February-April 2021: A new creative agency, Barnhart Communications selected to help relaunch the image campaign.
 - April-May 2021: Campaign audit
 - July-November 2021: Preparation of soft launch August 2020
 - "A Story Best Lived In" tag introduced
 - Two commercials "Unbound" and "Open for Biz" created
 - The city and Barnhart focused on an integrated approach and strategies to boost community engagement through events, virtual video storytelling, social media, and website information
- 2022: Digital and Engagement
 - Awareness strategies, editorial calendar, blog stories, media pitching, commercial development, and execution
 - "Greeley Grub"
 - Working on two new commercials and creating Spanish versions
 - Customized radio advertising with a local band, the Burroughs, inviting listeners to visit mygreeley.com/events for more information

The image campaign aims to show Greeley pride and encourage residents and visitors to participate by sharing their Greeley stories and experience. The 2023 campaign focus is aligned with the City Council's strategic priorities.

6. Scheduling of Meetings, Other Events
Mayor Gates reminded council of the Council Reunion scheduled for October 12, 2022.
7. Adjournment
Mayor Gates adjourned the meeting at 6:23 p.m.

John D. Gates, Mayor

Heidi Leatherwood, City Clerk