

**Minutes
Committee of the Whole
May 22, 2023**

The Committee of the Whole met on May 22, 2023, at 5:30 p.m. in the Conference Room at the City Building. The meeting was called to order at 5:30 p.m. by Mayor Melissa Monich. Attendance was as follows:

Council Members:

Dan Driehaus
Grant Hoffman
Melissa Monich
April Robles
Sarah Stankorb Taylor
Jodi Woffington
Chris Woodside

Executive Session: Under Section 121.03(b)(2) of the Codified Ordinances for the City of Wyoming to Consider the Purchase or Lease of a Public Property: Mr. Hoffman moved to adjourn to Executive Session. Ms. Robles seconded the motion. All voted yes, the motion carried. The meeting adjourned to Executive Session at 5:25 p.m. and adjourned from Executive Session at 6:17 p.m.

Brand Update: Ms. Kate Patterson and Ms. Ellen Kelly presented a PowerPoint presentation to Council outlining the Listening Sessions held within the community. The results from the Listening Sessions will be used to help guide the creation of the City's next logo and branding standards. The slides were as follows:

City of Wyoming Branding Phases

	Brand & City Assessment	Community Listening Sessions	Logo Development	Branding Style Guide
Objectives	Understand the history of city imagery. Establish best practices for branding based on chosen cities.	Uncover key fixtures and personality traits of the city from the resident perspective.	Incorporate learnings from first two phases to develop options for city and rec center logos.	Provide detailed instructions on how to use the branding components across platforms.
Methodology	Secondary research with WHS and a variety of city websites.	Conduct 2 listening sessions with a variety of residents.	Provide 3 total rounds (2 with feedback) for new logos.	Leverage industry best practices to make easy applications.

Objective & Methodology

Objective: Develop a new motto that is based in the key fixtures and personality traits of the City from the resident perspective by understanding the motivations of moving to and staying in Wyoming.

Methodology: Conduct 3, 60–90-minute focus groups with a variety of community members varying in:

- Demographics
- Length of residency
- Engagement in Community
- Lifestyle

Key Questions

- Who is the Wyoming Resident?
- Why do people move to Wyoming?
- Why do people stay in Wyoming?
- What is Wyoming's Personality?

Who is the Wyoming Resident?

The typical Wyoming resident is engaged in all parts of their life, including their neighborhood.

Professional	Practical	Friendly	Family Oriented
Regardless of exact profession, most work traditional hours for 8-5 to support kids in schools -Medical Professional -Marketing -Realtor -Stay at home Parent -Small Business Owner -Consultant	-Preserve quality vs teardown. Prudent with money (have a budget) <i>-People are willing to spend time restoring their homes, especially downtown.</i> <i>-People in Wyoming ask good questions and make sure they understand how money is being spent.</i>	-Welcoming of new neighbors. Talk with strangers. Want to meet new people. <i>-I was surprised when I moved here, and multiple neighbors brought treats to welcome me to the neighborhood.</i> <i>-I liked Wyoming because everyone was outside walking their dogs and talking to people on the sidewalk.</i>	-Many people have moved back or are looking for a place they can live for a long time. <i>-My daughter is expecting, and I keep hoping that they will move back here so I don't have to leave.</i> <i>-We had a change in our family and I knew I needed a place that had everything we needed close by.</i>

Who is the Wyoming Resident?

Values are true for all ages and create a cycle of support and connection across generations:

	Gen-Z (Ages 11-26)	Millennial (Ages 27-42)	Gen-X (Ages 43-58)	Baby Boomer (Ages 59-77)
Professional	Start small businesses that neighbors support	Work 8-5, maybe 9-11p too		Retired but volunteers time
Practical	Freedom to develop life skills like Pastry Shop visits	Saving in 401k Investing in home Budgets Vacations		Frugal with retirement savings Travels to see family
Friendly	Welcomes new students with ease	Waving, bringing food to new neighbors, supporting families in need/crisis		
Family Oriented	Comfortable reaching out to other parents for help	Likes the parks and events geared around families	Appreciate growth opportunities for children	Legacy residents bring back grandbabies

Where can you find Wyoming Residents?

Walking Around Town	Volunteering	Kids Activities
Residents like to take advantage of the City's sidewalks & paths for a variety of activities. -Training (Walking, Running, Biking) -Socializing -Pet/Personal Daily Constitutional	Wyomingites like to model giving and volunteering to their families so you can find them supporting their neighbors and surrounding communities through: -Service Organizations/Clubs -Schools -Coaching a kid's sports team -Organize Specific Events	Students are involved in a myriad of extra curriculums and due to the small size, students can be involved in local options from pre-school through high school. -Recreation Center -Fine Arts Center -Schools

Why People Move to Wyoming?

People move to Wyoming because it's good on paper. All the statistics support a smart decision.

Schools	Services	Secure Investment	Community
-Public Schools are the primary reason that people choose Wyoming. -People like the quality and small classes. <i>-Wyoming is always at the top of all the lists for great schools and you know they'll stay because I think every levy has passed with strong community support.</i>	Taxes create a budget for well- maintained community. -Safety Teams -Trees -Trash, Recycling & Compost <i>-There are so many things that the city provides that it's hard to keep track.</i> <i>-It's true that it's like the streets are heated. You can't decide to leave your house based on the roads here.</i>	-Accessible to a broad range of socio-economic groups. -Reliable long-term investment & safe short-term investment <i>-It was actually cheaper for us to move back to Wyoming than to buy a house in Northside.</i> <i>-I only planned on being here for 4 years before finding where I was going to really live.</i>	-Many hear about Wyoming from a friend and know that it's a place that people enjoy living. Many clubs make it easy to find a group. <i>-My friend told me about Wyoming so we drove around and loved the houses and people walking around.</i> <i>-I felt like part of the community right away because of Newcomers; I think we even met at [EVENT].</i>

Why People Stay in Wyoming?

People stay in Wyoming for the true connection that is built through slowing down and getting to know your neighbors and community.

Authentic Community	Traditions	Activities & Events	Small Businesses
Neighbors and friends become chosen family. A family in crisis can count on support from the whole community, even if they don't personally know the neighbor. <i>-The community in Wyoming isn't</i>	Long-standing traditions and events are core memories for all residents, starting at a young age. -Parades -Light-up -May Fete	There has been a consistent and noticeable effort in revitalizing our community with events and investments like the Green & Parks. <i>-Every Saturday we bring the kids down to get a donut, go to the park and</i>	Supporting of independently owned businesses creates a uniqueness that is solely Wyoming. <i>-I like that there aren't chains here and I can support local businesses.</i>

<i>for show. When someone says they're going to help you, you know they will. Not everywhere in Cincinnati can be relied on for support like in Wyoming.</i>	<i>-I love the parades and seeing all the kids we know walking. -May Fete marks the start of summer for us.</i>	<i>just walk around the neighborhoods. -There are so many things to do now like the dog parks or the car show.</i>	<i>-While not every business made it through COVID, so many of our businesses are still going strong and I like that.</i>
--	--	---	---

Holistic Reasons People Stay in Wyoming

Safety	Independence	Forward Thinking	Inclusivity
Cannot experience any reasons people love Wyoming if they don't feel safe.	Kids can grow up learning from those around them (or before them). Older residents can age in place with close resources and tight knit community.	Community invests in things they won't necessarily benefit from like schools, trees or parks.	Residents pride themselves on creating an environment where all are welcome.

Memorable Wyoming

There are two core images that stand out in the City's logo - trees and flower boxes.

Wyoming Personality Traits

By nature of welcoming people from all ways of life, Wyoming is truly a blend of traits, non- extreme.

Wyoming Motto Stimulus

Some ideas for mottos or content pieces on the new website could feature what makes Wyoming special. Current: Come for the charm. Stay for the friendships.

- Wyoming. A Wonderful Place to Live
- Welcome Home
- Where everybody knows your name
- Time progresses. Tradition Remains
- Cincinnati's Best Kept Secret
- A place to plant your roots.
- A place to call home
- Make history here.
- Strong traditions, bright futures.
- Growing together
- Timeless

Key Questions:

- Who is the Wyoming Resident?
-Practical and thoughtful person investing in themselves, their children, and the community as a whole.
- Why do people move to Wyoming?
-It is a smart decision on paper that is a good investment.

- Why do people stay in Wyoming?
-Authentic relationships that last a lifetime
- What is Wyoming's Personality?
-Wyoming is not just one thing but a true blend of all its residents

Personality Traits Through Photography

Photography will be a key element in the City's ability to communicate and should feature key elements that residents find special in Wyoming.

Outdoors/Nature	Journalistic Approach	Consistency
Most memories or activities that make Wyoming special take place outdoors. This should shine through all imagery.	Photos shouldn't be posed, but capturing the natural and authentic connections that the city fosters for all who live and visit.	To ensure the core personality traits come through, consistency in execution will build the city experience throughout time.

Next, a PowerPoint was presented showing pictures of the history of Wyoming's logos from 1974 to the present. Drawings were shared of two proposed new logos and feedback was shared among the Members.

Mr. Hoffman asked what the next steps are for City Council. Mr. Herzog stated that it is anticipated that the City's new website will be on-line in early August and although not entirely necessary, it would be nice to begin a new website with a new logo.

Miscellaneous

There were no Miscellaneous items to discuss.

Adjourn

With no other business to discuss, Ms. Woffington moved to adjourn the meeting. Mr. Hoffman seconded the motion. The motion to adjourn the meeting carried with all voting yes. The meeting was adjourned at 7:45 p.m.

Respectfully submitted,

Debby Martin, Executive Assistant

Melissa Monich, Mayor