

**City Council Workshop**  
**Police Department Training Room**  
**Marguerite H. Brown Municipal Center**  
**October 4, 2016**  
**4:00 P.M.**

**Council Members Present:**

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Mayor Michael J. Heitzler; Councilmember James (Kimo) Esarey; Councilmember Debra Green-Fletcher; Councilmember Kevin Condon (Arrived at 4:23 p.m.); Councilmember Brandon Cox; Councilmember Gregory Habib

**Council Members Absent:**

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Mayor Pro Tem Mark Phillips

**Staff Present:**

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City Administrator Jake Broom; City Clerk Kelly J. Lovette; Public Information Officer Frank Johnson

**Staff Absent:**

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**Press Present:**

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**Guests:**

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Ms. Shakeese Newton, Cyberwoven

**I. Call to Order:**

Mayor Heitzler called the meeting to order at 4:11 p.m.

**II. Comments from the Audience:**

None.

**III. Business:**

**Presentation/Approval – Cyberwoven (Branding):** Ms. Shakeese Newton began by reminding City Council of her first presentation to them back on August 23, 2016, during a City Council Budget Workshop. She reviewed some key points made by her at that meeting during a PowerPoint presentation. Mayor Heitzler stated he had several residents approach him during the past month who stated they did not want the City's logo to change. There was discussion amongst City Council concerning the appearance of the proposed Goose and whether that was the logo they wished to adopt to represent the City and to replace the current City logo. City Council also discussed the cost involved in making changes to the current logo that is used on the City's stationary, City uniforms, the decals on its vehicles, City signs, its three (3) water tanks, etc. Councilmember Green-Fletcher stated she felt they should wait until a Director of Economic Development is hired by the City before deciding and then they could incorporate everything and it was more important to focus on budgeting and filling that position first. Mayor Heitzler stated he did not wish to accept the logo being proposed as the official logo of the City and he felt the image was wrong. Councilmember Esarey stated he wished to think about what was being proposed a little longer and did not particularly care to decide at that moment. Councilmember Habib stated he was not pleased with the status of where City Council stood with not being able to decide on a new City logo and stated they voted 7 to 0 to embark on the project and now they weren't moving forward.

Councilmember Esarey suggested they visit the rebranding of the City with a new logo at City Council Strategic Planning Workshop scheduled for October 18<sup>th</sup>, and at that time they could discuss it more fully on where they all stood on the matter.

**IV. Miscellaneous Business:**

None.

**V. Comments from the Audience:**

There were no comments or questions.

**VI. Adjournment**

After a brief discussion of other municipalities and changes they have made over time to their logos, Councilmember Esarey made a motion to adjourn. All in favor, none opposed. Motion carried. Meeting adjourned at 5:09 p.m.

Minutes approved and adopted:

\_\_\_\_\_ Date: April 11, 2017

**Kelly J. Lovette, MMC**  
**City Clerk**

*A copy of this meeting's agenda was sent to the Post and Courier and The Goose Creek Gazette; it was posted in City Hall 24 hours prior to the meeting.*