

BELEN CITY COUNCIL WORKSHOP

August 20, 2018

1:00 p.m.

Mayor Jerah Cordova called the Regular Meeting of the Belen City Council to order at 6:00 p.m. Roll Call taken by Brian McBain, City Clerk.

PRESENT: Councilor Frank F. Ortega
Mayor Pro-Tem David Carter
Mayor Jerah R. Cordova
Councilor Wayne Gallegos

NOT PRESENT: Councilor Ronnie Torres

CITY MANAGER: Leona Vigil

CITY CLERK: Brian McBain

REPORTER: None Present

OTHERS: See attached Sign-in Sheet

PLEDGE OF ALLEGIANCE

Mayor Cordova led the Pledge of Allegiance.

APPROVAL OF AGENDA

Mayor Cordova asked for a motion to approve the agenda. Councilor Gallegos made a motion. Mayor Cordova asked for a second. Councilor Carter seconded the motion.

Roll Call Vote:

Councilor Frank Ortega	Yes	
Councilor Wayne Gallegos	Yes	
Councilor David Carter	Yes	Motion Carried

DISCUSSION

A) PRESENTATIONS ON PROMOTING MARKETING AND BRANDING THE CITY OF BELEN

Ms. Leona Vigil advised the public that at a prior workshop the Council had determined that it would like to move forward in branding/marketing the City of Belen, so we have asked three agencies to come in and present their marketing/branding strategies so that the Council can administratively move forward with one of these proposals.

Nate and Dennis from Simply Design presented their marketing proposal to the Council, handing out a billboard design that could be used to market the City of Belen, also advising that they could do some web-based marketing in supplement to this work within about 3 to 5 weeks.

Mr. James Glover with Once A Day Marketing presented a PowerPoint presentation to the Council advising that it is first important to determine who the City of Belen is, and what direction the Council would like to go in the branding of the city first, before any marketing would take place, this would take a significant amount of meeting and planning in order to implement a direction.

The representative from Esparza was not available to present but instead sent a packet to be distributed to the Council which has been attached and made a part of these minutes.

Mr. Steve Tomita and Mayor Cordova then discussed that it is important to move forward with this now, and would like to first market the city now while the time is right before a brand is created in the future, the Council agreed with this direction to move forward administratively.

ADJOURNMENT:

Mayor Cordova asked for a motion to adjourn today's Council Workshop. Councilor Ortega made a motion to adjourn. Councilor Carter seconded the motion. Roll Call Vote:

Councilor Frank Ortega	Yes	
Councilor Wayne Gallegos	Yes	
Councilor David Carter	Yes	Motion Carried



Jerah Cordova, Mayor



Brian McBain, City Clerk/Treasurer