

**NOTICE OF A SPECIAL MEETING OF THE  
ASHEBORO CITY COUNCIL**

**Tuesday, April 27, 2010**

**5:30 p.m.**

Notice of a special meeting of the Asheboro City Council is hereby given. This meeting will be held on Tuesday, the 27<sup>th</sup> day of April, 2010, at 5:30 p.m. in the Council Chamber of the Asheboro Municipal Building, 146 N. Church Street, Asheboro, North Carolina.

This special meeting has been called for the purpose of allowing the mayor and members of the Asheboro City Council to consider and discuss the following issues:

1. An update on the status of the retail recruitment project conducted by the Buxton Company in accordance with the company's existing contract with the City of Asheboro.
2. A potential branding project and a review of the city's communications audit presented by the Marketing Specialist for the City of Asheboro.

This notice is issued on the 22<sup>nd</sup> day of April, 2010, in accordance with the laws and ordinances of the State of North Carolina and the City of Asheboro.

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s/ David H. Smith  
David H. Smith, Mayor  
City of Asheboro, North Carolina

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**SPECIAL MEETING  
ASHEBORO CITY COUNCIL  
COUNCIL CHAMBER, MUNICIPAL BUILDING  
Tuesday, April 27, 2010  
5:30 p.m.**

This being the time and place for a special meeting of the City Council, a meeting was held with the following officials and members present:

- David H. Smith ) – Mayor Presiding
- Talmadge S. Baker )
- Clark R. Bell )
- Edward J. Burks )
- Linda H. Carter ) – Council Members Present
- Stuart B. Fountain )
- Michael W. Hunter )
- Walker B. Moffitt )

- John N. Ogburn, III, City Manager
- Holly H. Doerr, City Clerk/Senior Legal Assistant
- John L. Evans, Planner
- Casandra M. Fletcher, Marketing Specialist
- Justin T. Luck, Community Planning and Development Department Intern
- R. Reynolds Neely, Jr., Planning Director
- Deborah P. Reaves, Finance Director

**1. Call to order.**

Mayor Smith called the meeting to order for the transaction of business, and business was transacted as follows.

**2. Update on the status of the retail recruitment project conducted by the Buxton Company in accordance with the company's existing contract with the City of Asheboro.**

Ms. Casey Fletcher, the city's Marketing Specialist, reported to the Council that the Buxton Company is in the preliminary stages of the retail recruitment project. With this project the Buxton Company will be able to match retail businesses with the citizens' purchasing habits. A retail site assessment indicated that many Asheboro residents are driving to surrounding cities for certain retail services. The city provided the Buxton Company with three (3) sites for the retail assessment. These sites included areas within the vicinities of Highway 64 near Highway 42, Highway 64 near the future Interstate 73, and the B.B. Walker Building on Highway 64. The Buxton Company recommended the B.B. Walker Building as a site to analyze in the next steps.

With the information gathered from the retail assessment, the Buxton Company will be able to determine which national retailers (from over 5,000 in their database) would be the most suitable for a location within the trade area. Once the list of retail matches is complete, the City will select those potential retailers that meet the goals for the community as well as elevate the city's retail efforts. The Buxton Company will help prepare marketing materials to assist in the possible recruitment of the selected retailers.

**3. A potential branding project and a review of the city's communications audit presented by the Marketing Specialist for the City of Asheboro.**

Ms. Fletcher reported that she has conducted a survey by sending a questionnaire with the water bills to the citizens of Asheboro. With a 3.8% response rate, 71% of the citizens were satisfied with the city's communications, and 21% were dissatisfied. The survey indicated that 79% of the citizens said they typically receive information about the city from local newspapers, and 38% said they learn about the city by "word of mouth (friend/neighbor)." About 67% of the respondents said they have never visited the city's website.

Through this communications survey, Ms. Fletcher learned that many citizens are interested in a wide range of information including, but not limited to, city services, long-range plans and projects, programs and events, and government functions. Additionally, the survey indicated that the citizens prefer to learn about the city's activities through local newspapers, utility billing, flyers/posters, the channel 8 bulletin board, electronic newsletters, and the city's website.

Given these results, Ms. Fletcher felt that the city should implement a communications program that would help the citizens stay informed about city government by utilizing a wide range of media and information channels. Additionally, Ms. Fletcher expressed the importance of an external marketing program, but the city must first determine its role in external marketing and clearly define its identity. Ms. Fletcher suggested that a branding plan would be the first step in this process.

Ms. Fletcher initiated a discussion in regards to "branding" and asked the Council to brainstorm ways to promote Asheboro's "brand." Ms. Fletcher asked everyone to think about certain goals and a long-term vision for the City of Asheboro. Additionally, Ms. Fletcher expressed the importance of implementing the Asheboro 20/20 Strategic Plan and addressing its issues including education, attracting new residents, improving quality of life, and promoting the zoo.

With the idea of promoting the zoo, Council Members agreed that the zoo theme should be carried throughout the entire city by placing sculptures of zoo animals within the city. Additionally, Council Members agreed that Asheboro should become a destination for visitors and tourists instead of just an eight (8) hour trip to the North Carolina Zoo. Council Members also discussed the idea of incorporating the entire Uwharrie region into Asheboro's zoo theme.

Throughout discussion, Council Members discussed their desires to improve the quality of life for Asheboro citizens by having more community events so that citizens may have more opportunities to interact and socialize.

With these ideas in mind, Ms. Fletcher asked the Council to continue thinking about Asheboro's "brand." In the mean time, city staff will research ways to get visitor perception information and will consult with community leaders for their perspective in implementing a branding plan for the City of Asheboro.

No formal action was taken by the Council during this meeting.

There being no further business, the meeting was adjourned at 7:11 p.m.

s/ Holly H. Doerr  
Holly H. Doerr, City Clerk

s/ David H. Smith  
David H. Smith, Mayor