

## Economic Development Committee Minutes

Honorable Council  
City of Newark, Ohio  
June 4, 2019

The Economic Development Committee met in Council Chambers on Monday June 3, 2019 following the Finance Committee with these members in attendance:

Mark Fraizer, Chair  
Jeff Rath  
Bill Cost  
Dee Hall  
Jonathan Lang

We wish to report :

1. Director Mauter, Chamber of Commerce and Newark Development Partners to discuss brand and image for the City of Newark.

**Director Mauter**-the City of Newark in collaboration with the Newark Development Partners is working on a brand and image project intended to support enhanced communications, stir economic development and enhance pride within the community and throughout the central Ohio area as identified in the Newark Vision Plan 2028. Newark has a lot to offer but we need to communicate that more both written and outside of community. This branding project will go beyond a new logo. It will help us articulate who we are and what we stand for. Newark Development Partners facilitated this project which was identified through the Newark Vision Plan 2028. Newark Development Partners also pulled all the funding together through a very collaborative process which Jennifer McDonald will speak to shortly. The City of Newark and the Newark Development Partners issued a request for proposal and interviewed a number of firms before selecting Guide Studio, a consultancy that specializes in branding, communications and way finding.

To update Council and the residents of Newark on the progress of the image and brand process Jennifer McDonald, a Newark Development Partners member and Dan Delawder Chair of the Newark Development Partners spoke as well as Carolyn Shaken of Guide Studio.

Mark Fraizer, Chair