

## **The Kalama Branding Work Group Project**

**November 15, 2018**


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Several years ago, The Kalama Community Action Plan group began the work to lay the foundation for a vision of Kalama. Building on that foundation, a Branding Work Group came together this summer for the purpose of developing a Vision Statement, a Mission statement and a logo for the city seal and flag.

The Branding Work Group included citizens from inside and outside of the Kalama city limits. The Work Group included representatives from the school board, the Port, the business community and city staff. This was a total volunteer project with no city budget, nor city expenses incurred. Council person Sandra Macias-Hughes' role was a non-voting facilitator and recorder.

Members of the Branding Work Group are: Linda Dolph, Hillary Elliott, Joy Greenberg, April Hoffman, Coni McMaster, Matthew Merz, Erika Moon, Taryn Nelson, Liz Newman, Daniel Polacek, Jennifer Steward, and Council member Sandra Macias-Hughes.

The Work Group was provided with definitions for Vision and Mission statements, along with key words and samples from multiple other cities'. In a four-hour work session, drafts of a vision and a mission



statement were created. The group also included graphic artists, who volunteered to create designs. After the graphic designs were unveiled to the group one design contained a unique Native American design of a fish, which the group believed captured a part of Kalama's heritage. The graphic was shared with the Cowlitz Tribe and Council of Tribes to review the unique native American fish graphic. The Cowlitz Tribal representatives found no issues or concerns with the design and appreciated the outreach.

Lastly, past Kalama Community Action Plan members were invited to review the program and provide feedback. Kalama Community Action Plan members, who were interviewed are Mark Nelson, Jim Bain, and Liz Norgaard.

The top two Vision statements, Mission statements and graphics were prepared for the public to vote during a fifteen-day voting period. A Survey monkey was created, and an article and link was posted on both the city's website and Facebook page. Paper ballots were printed and ballot boxes, along with posters explaining the options, were available in both City Hall and the Library.

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On November 6<sup>th</sup>, members of the Work Group met, opened ballots, tallied results and selected representatives to present the project to the City Council this evening for adoption as the official city Vision Statement, Mission statement, logo and flag.

There was a total of 284 votes cast.

There were 255 votes cast online through the Survey Monkey links on the City's Facebook page and Website.

There were 26 votes turned into the ballot box in the Library and 3 votes turned into the ballot box in City Hall.

Of the 284 votes cast, 154 or 54.2% the voter was within city limits and 130 or 45.7%, the voter was within 98625 but outside city limits:

The City's Vision that was selected by a vote of 143 or 50.3% to 139 or 48.9% is to read:

***Kalama honors its legacy of community pride, rich heritage and natural beauty while embracing growth and economic prosperity.***

The City's Mission that was selected by a vote of 155 or 54.5% to 128 or 45% is to read:

***Kalama will continue to enhance our vibrant and uniquely beautiful city by encouraging stewardship and creating economic development opportunities for the benefit of future generations.***

The City's Logo/Flag that was voted by a vote of 233 or 82% to 50 or 17.6% is to be:



(Note when the seal is by itself the outer circle is Teal. When it is placed on a Flag the outer circle is orange)

In 2004 the Kalama Community Action Plan Group laid the foundation in their Vision Statement of Kalama. Today the Kalama Branding Work Group not only builds on that foundation by establishing a Kalama Vision and Mission statements, but it also provides a symbol of Kalama through your acceptance of the City seal and Flag. The city will now join with many other cities in the state of Washington in displaying Kalama's City Flag.

Through this process the work group has developed the following recommendations to the City Council:

1. We ask the City Council to accept the proposed Vision, Mission, Logo and Flag as official Kalama statements and graphics.

**Next Step:** Upon accepting the above, several volunteers from the Branding Work Group have volunteered to be part of a Marketing Work Group to assist city staff in implementing the program, develop standards and policies for usage of the vision, mission, and graphics.

**Thank you**

