



MERIDIAN
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**MDC Public Relations Committee Minutes
August 15, 2016
City Hall, City Council Conference Room
10am**

Attendees: Ashley Squyres, Callie Zamzow, Ron Baker, Linda Handlos, Tammy de Weerd, Nathan Mueller, Dave Winder

1) Discuss Branding Implementation Strategy –

- Callie provided an overall history of the branding effort for the committee and the crossroads the agency faces – continue forth with Rizen knowing the agency may not always provide the lowest price.
- Ron and Linda discussed the partner approach versus the approach as a one-time consultant role.
- The Committee discussed the three-year marketing plan that Rizen put together for MDC over a year ago and the progress that has been made.
- Dave discussed that there has been a lot of recent traction in downtown Meridian and believes we should move forward with Rizen.
- The Committee discussed how important it is to be conscious as to the on-going branding implementation.
- Rizen has the ability to be problem-solvers and has had great results in their collaborative relationship with sign companies.
- There is an inherent value in doing it thoughtfully and right versus focusing on cost.
- It was determined that moving forward, the sign companies will be under Rizen Creative's contract as a subconsultant.