



**MINUTES OF THE CITY COUNCIL WORK SESSION**  
**CITY OF NEW PORT RICHEY**  
NEW PORT RICHEY CITY HALL COUNCIL CHAMBERS  
5919 MAIN STREET, NEW PORT RICHEY, FLORIDA  
February 11, 2020  
6:00 PM

---

**ORDER OF  
BUSINESS**

1 Call to Order - Roll Call

The meeting was called to order by Mayor Rob Marlowe at 6:00 p.m. Those in attendance were, Deputy Mayor Jeff Starkey, Councilman Chopper Davis, Councilman Peter Altman and Councilman Matt Murphy.

Also in attendance were City Manager Debbie Manns, City Clerk Judy Meyers, Police Chief Kim Bogart, Finance Director Crystal Feast, Fire Chief Chris Fitch, Economic Development Director Charles Rudd, Library Director Andi Figart, Development Director Earl Hahn, Technology Solutions Director Bryan Weed, Assistant Public Works Director Barret Doe and Assistant Parks and Recreation Director Chris Bornfleth.

**DISCUSSION ITEMS**

2 Discussion with Branding and Marketing Consultant - Page 2

City Manager Manns introduced the item to Council. She stated the purpose of this work session was to introduce Aaron Arnett of Arnett Muldrow and Associates. They are the firm that was selected to assist the City with its new marketing and branding initiative. Mr. Arnett then made a presentation to Council. He began his presentation by giving an overview of his firm and the types of planning that they do. Mr. Arnett then highlighted the different cities they have worked with in Florida which included DeFuniak Springs, Plant City, Palatka, Ormond Beach and Maitland. He stated there are three elements to the process which will include vision/kickoff, market analysis and brand development. The focus of the plan is looking at downtown and US19 corridor opportunities. Mr. Arnett said they would build off of the master plans that have been done. He stated that the objectives would include reinforcing positive attributes, connect the destination with a unified message and create a toolbox for community to use to better tell our stories. Brand elements include market position, typeface, color palette, icon and tagline. The market position begins with a brand statement. Once that is completed then you can build off that through a brand expansion. Mr. Arnett then highlighted ad concepts and templates. External marketing is important to economic development. Mr. Arnett stated Phase I

would include kickoff and background, brand workshop and resource delivery. Phase II includes US Highway 19 visioning, physical assessment, urban charrette, illustrative design plan, guideline strategy, final plan and implementation.

Discussion then moved to Council regarding the character of the community. Mr. Arnett asked each Council member how long they have lived here and why they wanted to live here. Mr. Arnett stated the marketing survey link would remain open until they come back in late April. Mr. Arnett then asked each Council member what the outsider's perception of New Port Richey is. Deputy Mayor Starkey replied there is a negative perception regarding west Pasco. Mayor Marlowe stated that it is not all within the city limits. Mr. Arnett then asked Council what makes us different than Port Richey and what are our competitive differences. Council highlighted the waterfront. Mr. Arnett then asked what taglines mean to Council and how they connect to New Port Richey. Mayor Marlowe then opened the floor for public comment. Chief Bogart came forward and stated people have law enforcement related issues and most of them are out of our jurisdiction. It is crucial to inform people that not all of New Port Richey is in the city. Marilynn deChant came forward and stated she thought Main Street would be there. City Manager Manns stated Main Street was scheduled for a different focus group. She stated that there are a lot of people in the downtown and in the library that have vision. Regan Weiss came forward and stated everything Mr. Arnett presented was on point. To promote and articulate it is the next step. He stated to bring someone in is a mistake in his opinion. He suggested taking the money and giving it to a third party to invest in videos.

3            Communications

Mayor Marlowe stated he wanted to share that someone asked if they could ride a four wheel bicycle on the street. Councilman Altman stated the second part is something that is happening now. There is interest in the community now in a capital way.

4            Adjournment

There being no further business to consider, upon proper motion, the meeting adjourned at 7:37 p.m.

Approved: \_\_\_\_\_ (date)

\_\_\_\_\_ (signed)

Initialed: \_\_\_\_\_

Judy Meyers, CMC, City Clerk