

CITY OF CLARKSTON

CLARKSTON CITY COUNCIL MEETING

ITEM NO: F11

HEARING TYPE:  
Council Meeting

BUSINESS AGENDA / MINUTES

ACTION TYPE:  
Resolution

MEETING DATE: February 2, 2016

SUBJECT: Resolution to Refer Creation of a Marketing Strategy for Clarkston to the Intergovernmental Relations and Marketing Committee

DEPARTMENT: City Administration

PUBLIC HEARING:  YES  NO

ATTACHMENT:  YES  NO  
Pages:

INFORMATION CONTACT: Awet Eyasu  
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PURPOSE:

To Approve a Resolution to Refer Creation of a Marketing Strategy for Clarkston to the Intergovernmental Relations and Marketing Committee

NEED/ IMPACT:

The City of Clarkston is growing both demographically and geographically due to successful annexation and the City Council desires to increase Clarkston's visibility and desirability in a variety of areas that are beneficial to all residents. A formal marketing strategy is essential to reaching this desired goal.

The City Council tasks the INTERGOVERNMENTAL RELATIONS AND MARKETING COMMITTEE to study and create a marketing strategy for our City.

RECOMMENDATIONS:

No Staff recommendation.