



**CITY COUNCIL MEETING
OF THE CITY OF CEDAR HILLS
Tuesday, February 5, 2013 7:00 p.m.**

NOTICE is hereby given that the City Council of the City of Cedar Hills, Utah, will hold a **City Council Meeting on Tuesday, February 5, 2013, beginning at 7:00 p.m.** at the Community Recreation Center, 10640 N Clubhouse Drive, Cedar Hills, Utah. This is a public meeting and anyone is invited to attend.

COUNCIL MEETING

1. Call to Order, Invocation and Pledge
2. Approval of Meeting's Agenda
3. Public Comment: Time has been set aside for the public to express their ideas, concerns and comments (comments limited to 3 minutes per person with a total of 30 minutes for this item)

REPORTS/ PRESENTATIONS/ RECOGNITIONS

4. Report/Update - Utah County Commission – Commissioner Gary Anderson
5. Review/Action on Adopting a Resolution recognizing Cedar Hills Champion, Paige Osmond
6. Review/Action on Adopting a Resolution recognizing Cedar Hills Champion, Herb Wilkinson

CONSENT AGENDA

7. Minutes from the December 18, 2012 Special City Council Meeting
Minutes from the January 22, 2013 City Council Meeting

CITY REPORTS AND BUSINESS

8. City Manager
9. Mayor and Council

SCHEDULED ITEMS

10. Review/Action on an Ordinance amending Title 5, Chapter 1, Article C-5 regarding Cattery
11. Review/Action on Approval of a Contract with a Public Relations Firm to assist the City with a Branding Campaign
12. Discussion on creation of a Social Media Use Policy

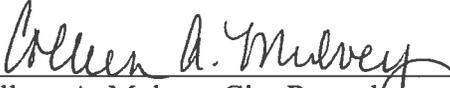
EXECUTIVE SESSION

13. Motion to go into Executive Session, pursuant to Utah State Code 52-4-204 & 52-4-205
*** EXECUTIVE SESSION ***
14. Motion to adjourn Executive Session and Reconvene City Council Meeting

ADJOURNMENT

15. Adjourn

Posted this 1st day of February, 2013



Colleen A. Mulvey, City Recorder

- Supporting documentation for this agenda is posted on the City's Web Site at www.cedarhills.org.
- In accordance with the Americans with Disabilities Act, the City of Cedar Hills will make reasonable accommodations to participate in the meeting. Requests for assistance can be made by contacting the City Recorder at 801-785-9668 at least 48 hours in advance of the meeting to be held.
- The order of agenda items may change to accommodate the needs of the City Council, the staff, and the public.
- This meeting may be held electronically via telephone to permit one or more of the council members to participate.



CITY OF CEDAR HILLS

TO:	Mayor and City Council
FROM:	David Bunker, City Manager
DATE:	2/5/2013

City Council Agenda Item

SUBJECT:	Cedar Hills Champion – Paige Osmond
APPLICANT PRESENTATION:	Yes
STAFF PRESENTATION:	David Bunker
BACKGROUND AND FINDINGS: As part of the Cedar Hills Champions Program, the City would like to recognize Paige Osmond. Paige has been dedicated in her efforts to train as a dancer from the early age of 3. She exemplifies the traits, abilities and drive that inspire others in our community to pursue their own personal goals and dreams.	
PREVIOUS LEGISLATIVE ACTION: none	
FISCAL IMPACT: none	
SUPPORTING DOCUMENTS: Resolution recognizing Paige Osmond as a Cedar Hills Champion, and proclaiming February 6, 2013 as "Paige Osmond Day" in Cedar Hills.	
RECOMMENDATION: Staff recommends the City Council approve and adopt the resolution.	
MOTION: To approve/not approve Resolution _____, a resolution recognizing Paige Osmond as a Cedar Hills Champion for her outstanding commitment to excellence, and her dedication to the art of dancing.	

RESOLUTION NO. _____

A RESOLUTION RECOGNIZING PAIGE OSMOND AS A CEDAR HILLS CHAMPION FOR HER OUTSTANDING COMMITMENT TO EXCELLENCE, AND HER DEDICATION TO THE ART OF DANCING.

WHEREAS, in August, 2012, Paige Osmond’s dream of performing with the Radio City Rockettes came to fruition when she landed the part of Clara in their production of “The Nutcracker”; and

WHEREAS, the City of Cedar Hills wishes to fully recognize the dedication and effort that Paige Osmond has given in pursuit of her dreams by training as a dancer since she was 3 years old; and

WHEREAS, Paige Osmond exemplifies the traits, abilities, and drive that inspire others in our community to pursue their own personal goals and dreams.

NOW THEREFORE, be it resolved by the City Council of the City of Cedar Hills, Utah, and on behalf of the residents, hereby proclaims that February 6, 2013, be recognized as “Paige Osmond Day”. With this the City of Cedar Hills wishes to recognize and sincerely thank Paige Osmond for her dedication and inspiration that she has provided to our community.

PASSED AND ORDERED RECORDED BY THE CITY COUNCIL OF THE CITY OF CEDAR HILLS, UTAH, THIS 5TH DAY OF FEBRUARY, 2013.

Gary R. Gygi, Mayor

ATTEST:

Colleen Mulvey, City Recorder



CITY OF CEDAR HILLS

TO:	Mayor and City Council
FROM:	David Bunker, City Manager
DATE:	2/5/2013

City Council Agenda Item

SUBJECT:	Cedar Hills Champion – Herb Wilkinson
APPLICANT PRESENTATION:	No – He received recognition at the January 8, 2013 City Council meeting
STAFF PRESENTATION:	David Bunker
BACKGROUND AND FINDINGS: At the January 8, 2013 City Council meeting, Mr. Wilkinson and his family were present to receive recognition for his outstanding service and contributions to the city, and to proclaim January 8, 2013 as "Herb Wilkinson Day." At that meeting the official resolution was not available for approval. The resolution is now ready and available for approval.	
PREVIOUS LEGISLATIVE ACTION: none	
FISCAL IMPACT: none	
SUPPORTING DOCUMENTS: Resolution recognizing Herb Wilkinson as a Cedar Hills Champion.	
RECOMMENDATION: Staff recommends the City Council approve and adopt the resolution.	
MOTION: To approve/not approve Resolution _____, a resolution recognizing Herb Wilkinson as a Cedar Hills Champion for his outstanding service and contributions to the City of Cedar Hills.	

RESOLUTION NO. _____

A RESOLUTION RECOGNIZING HERB WILKINSON AS A CEDAR HILLS CHAMPION FOR HIS OUTSTANDING SERVICE AND CONTRIBUTIONS TO THE CITY OF CEDAR HILLS.

WHEREAS, the City of Cedar Hills wishes to fully recognize a lifetime of success achieved through determination, inspirational values, and athletic accomplishments; and,

WHEREAS, the City wishes to acknowledge the noteworthy achievements and outstanding contributions to the community through the invaluable contributions he has made.

NOW THEREFORE, be it resolved by the City Council of the City of Cedar Hills, Utah, and on behalf of all residents, hereby proclaims that January 8, 2013, be recognized as “Cedar Hills Champion, Herb Wilkinson Day”. With this, the City of Cedar Hills wishes to recognize and sincerely thank Herb Wilkinson for his dedication, inspiration and example that he has provided to our community.

PASSED AND ORDERED RECORDED BY THE CITY COUNCIL OF THE CITY OF CEDAR HILLS, UTAH, THIS 5th DAY OF FEBRUARY, 2013.

Gary R. Gygi, Mayor

ATTEST:

Colleen A. Mulvey, City Recorder



CITY OF CEDAR HILLS

TO:	Mayor and City Council
FROM:	Chandler Goodwin Assistant City Manager
DATE:	2/5/2013

City Council Agenda Item

SUBJECT:	Review/Action on amendments to the City Code, Title 5, Chapter 1, Article C, Section 5, Kennel or Cattery.
APPLICANT PRESENTATION:	N/A
STAFF PRESENTATION:	Chandler Goodwin, Assistant City Manager / Planner
BACKGROUND AND FINDINGS: City staff made the suggested changes to the Cattery Code as requested by the members of the City Council on January 22, 2013. 1. Changed maximum number of allowed litters.	
PREVIOUS LEGISLATIVE ACTION: City Code 5-1C-5, last updated prior to codification in 2006	
FISCAL IMPACT: N/A	
SUPPORTING DOCUMENTS: Proposed code changes to 5-1C-5: Kennel or Cattery.	
RECOMMENDATION: Staff recommends the City Council approve the proposed ordinance as prepared.	
MOTION: To approve / not approve Ordinance No. _____, an ordinance amending City Code Title 5, Chapter 1, Article C, Section 5, Kennel or Cattery.	

ORDINANCE NO. _____

AN ORDINANCE AMENDING TITLE 5 OF THE CITY CODE OF THE CITY OF CEDAR HILLS, UTAH, REGARDING CATTERY, RELATING TO DEFINITIONS, REQUIREMENTS, FACILITIES, AND ZONING APPLICABILITY.

WHEREAS, the City Council of the City of Cedar Hills has determined that it is in the best interest of the City of Cedar Hills and the residents thereof to enact certain amendments to Title 5 of the City Code.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CEDAR HILLS, UTAH COUNTY, STATE OF UTAH:

**PART 1
AMENDMENTS**

SECTION 1: Title 5, Chapter 1C-5, of the City Code entitled Cattery, is hereby amended by adding/amending the following:

A. Definitions:

ANIMAL ROOM: An indoor area wherein cats are housed.

CAGES: Individual, portable facilities for containing cats. A structure or enclosure that does not contain space for an animal to exercise

CATTERY: See section 5-1A-1 of this chapter.

EXERCISE AREA: An indoor area wherein cats are allowed to run and exercise.

INDOOR CATTERY: A lot, building, structure, enclosure or premises where upon or wherein a maximum of six (6) cats over six (6) months of age are kept or maintained for any purpose, including boarding, breeding, buying, grooming, letting for hire, training for fee, or selling. An indoor area used to house cats, which contains cages, runs, animal room or an exercise area.

RUN: A structure or enclosure that contains an exercise area for an animal(s).

OUTDOOR EXERCISE AREA: An outdoor area wherein cats are allowed to run and exercise.

B. Requirements:

1. Each cattery must have a current city business license to operate a cattery. Such licenses are required to be displayed and readily available for inspection by any authorized person;

a. Business License:

Contact the City Planner regarding your request prior to filing an application for a Home Occupation Business License for a cattery business.

Submit the following materials to the Cedar Hills City Planner:

1. A completed Home Occupation Business License Application.
 2. Any supplemental documents required by Business Licensing Department for a cattery license.
 3. A diagram showing the dimensions, layout and location of the cattery.
2. Cattery records must be kept available for inspection. Such record to show: name, current address, a telephone number of the owner of the cat, the date the cat entered the cattery, the reason for it being in the cattery, i.e., for boarding, sale, breeding, grooming, etc., the description of the cat (age, breed, sex, color, etc.). On any cat over four (4) months of age, a current valid rabies certificate shall be maintained as a part of this record, as long as the cat is maintained in the cattery;
 3. Each cat in the cattery over four (4) months of age shall have current rabies vaccination;
 4. Be operated in such a manner as not to constitute a nuisance;
 5. Keep all boarded animals caged or under control of the owner or operator of the cattery;
 6. Care for all animals in the cattery, whether or not owned by the cattery, and comply with all the requirements of this title for the general care of animals;
 7. Comply with all applicable federal, state and local laws and all regulations respecting catteries which are adopted by the city;
 8. Comply with all sections of 3-1B-1: Home occupations requirements and conditions;
 9. Catteries shall not be left unattended for a period in excess of twenty four (24) hours. All animals shall be supplied with sufficient good wholesome food as feeding habits of such animals require. Clean (potable) water shall be continuously available unless otherwise recommended and documented by a licensed veterinarian;
 10. Information Posted: An emergency name, address and phone number must be posted in a conspicuous place at the front of the property for use by authorized persons;

C. Physical Facilities: The basic intent of these regulations is to see that all animals receive proper care, that they are being treated kindly, properly fed, and that their surroundings are being kept in a sanitary condition.

1. Facilities:

a. Cages

Minimum Size Requirements:

Cage length and width shall exceed the animal's length from the base of the tail to the tip of the animal's nose by at least four inches (4"). Cage height shall exceed the animal's height from the bottom of the foot to the top of the shoulder by at least four inches (4"). Cages shall allow an animal to stand, sit, lie, and turn about freely and comfortably.

Communal cages for cats more than four months old shall be as long and wide as the total for all cages if the cats had been housed separately.

All animals kept in a communal cage or run shall be either from the same litter or belong to the same owner, unless written permission is given by the owners of each of the animals in a communal cage or run.

Cages shall be so constructed and be of such material as to be maintained in a sanitary condition. All cages must be cleaned and sanitized daily, animal droppings, spoiled food, and other wastes shall be removed no less frequently than daily to prevent odors, attraction and breeding of insects and rodents, and other nuisances. All cages shall have bedding, feeding bowl, and water container that are easily sanitizable and in the case of cats, litter boxes or trays that are easily sanitizable.

Animals shall be removed from cages and be provided with an exercise area for their daily use for such periods as determined by the size, age and condition of the animal. Diseased animals must be maintained apart from healthy animals in suitable and separate quarters.

b. Runs

Minimum Size Requirements:

Cats shall not be kept in runs with less than 4 square feet (.37 square meters) of floor space and less than 2 feet (.61 meters) in height.

All runs must be cleaned and sanitized daily, animal droppings, spoiled food, and other wastes shall be removed no less frequently than daily to prevent odors, attraction and breeding of insects and rodents, and other nuisances. All runs shall have bedding, feeding bowl, and water container that are easily sanitizable and in the case of cats, litter boxes or trays that are easily sanitizable.

Diseased animals must be maintained apart from healthy animals in suitable and separate quarters.

c. General: Walls, ceilings and floors shall be constructed of materials which are resistant to the absorption of moisture and odors or such surfaces shall be treated with a sealant or with paint, when such materials are not originally resistant to moisture or odors. The room shall be properly screened and insect and vermin proof. It shall be properly ventilated to prevent drafts and to assist in the removal of foul and obnoxious odors. Heating and cooling shall be provided as required. Animal rooms shall be sufficiently heated or cooled to protect such animals from temperatures to which they are not normally acclimated. Have sufficient light (preferably natural) to allow observation of animals and sanitation.

d. Suitable food and bedding shall be provided and stored in facilities adequate to provide protection against infestation or contamination by insects or rodents. Refrigeration shall be provided for the protection of perishable foods.

e. Cages and runs shall not occupy more than 50% of the business area floor space.

f. Provision shall be made to effectively collect, treat, and dispose of animal liquid and solid wastes. Solid waste shall be stored, collected, and disposed of in such a manner as will minimize vermin infestation, odor or other health hazards. No solid or liquid waste shall be washed into adjoining properties, gutters, storm drains, irrigation ditches or canals.

g. Indoor catteries shall not house or board any animals in outbuildings, kennel buildings or outside kennel runs. Exercising cats in an approved outdoor exercise area is allowed.

h. Outdoor exercise area

Minimum Size Requirements:

Cats shall not be kept in an exercise area with less than 4 square feet (.37 square meters) of floor space and less than 2 feet (.61 meters) in height. The maximum allowed height is 6 feet.

Outdoor exercise areas shall be enclosed by a fence (chain link or welded wire) and constructed in such a manner as to protect the cat from other animals, wind or weather and prevent it from escaping its confines. Clean water shall be continuously available unless otherwise recommended by a veterinarian. They shall be adequately drained and maintained in a sanitary manner. Adequate and sanitary means of disposing of droppings shall be provided. All animal droppings and other wastes shall be removed no less frequently than daily to prevent odors, attraction and breeding of insects, rodents and other nuisances.

Every portion of an outdoor exercise area shall be separate and removed from any boundary fence. Exercise areas shall be a minimum of ten feet from any property line. Outdoor exercise areas shall be used for the exercising of cats housed in an indoor cattery.

The following restrictions shall apply to the use of outdoor exercise areas. Cats shall only be placed in the outdoor exercise area while a representative of the indoor cattery is on the premise. Cats shall be exercised individually and not during the hours of 8:00 pm until 9:00 am. Care should be taken to minimize unreasonably noises and odors from the exercise area so as not to create a nuisance for residents of adjoining properties. Cats in heat shall not be exercised in an outdoor exercise area.

2. Inspection:

All areas of indoor housing, cages, runs, food storage, indoor and outdoor exercise areas and shall be subject to inspection by authorized persons. The animal control officer, the code enforcement officer, the zoning administrator, or their designees, shall have the authority to enter the premises of any cattery to inspect and assure compliance with the cattery license requirements and conditional use permit requirements. Catteries shall be inspected prior to the business license being issued or renewed and to investigate complaints. Failure to allow an inspection for business licensing purposes or investigation of complaints shall constitute grounds for revocation of the business license.

D. Zoning Applicability: This section shall not be construed or interpreted as permitting the establishment or maintenance of a cattery in violation of the city zoning regulations. The provisions of this section regulating catteries shall be applicable only in those locations within the city wherein catteries are (may be) used under the terms of the city zoning regulations. (2004 Code)

1. In addition to obtaining a business license required by this chapter, all catteries within the city shall comply with all zoning requirements.

2. Indoor catteries shall limit the maximum number of boarded cats to six (6) cats over six (6) months of age. Only one litter of kittens may be boarded in the cattery and are not included in the maximum number of allowable cats. The owner of the cattery may have up to three (3) personal cats which are not included in the maximum number of boarded cats.

**PART II
PENALTY AND ADOPTION**

A. CONFLICTING PROVISIONS

Whenever the provisions of this Ordinance conflict with the provisions of any other Ordinance, resolution or part thereof, the more stringent shall prevail.

B. PROVISIONS SEVERABLE

This Ordinance and the various sections, clauses and paragraphs are hereby declared to be severable. If any part, sentence, clause or phrase is adjudged to be unconstitutional or invalid it is hereby declared that the remainder of the ordinance shall not be affected thereby.

C. AMENDMENT TO BE ADDED TO CITY CODE

The City Council hereby authorizes and directs that insert pages reflecting the provisions enacted hereby shall be made and placed in the City Code, Title 5.

D. PENALTY

Hereafter these amendments shall be construed as part of the Public Safety and Traffic Regulations of the City Code of the City of Cedar Hills, Utah, to the same effect as if originally a part thereof, and all provisions of said regulations shall be applicable thereto, including, but not limited to, the enforcement, violation and penalty provisions.

E. EFFECTIVE DATE

This Ordinance shall take effect upon its passage and publication as required by law.

PASSED AND ORDERED POSTED BY THE CITY COUNCIL OF THE CITY OF CEDAR HILLS, UTAH, THIS 5th DAY OF FEBRUARY, 2013.

Gary R. Gygi, Mayor

ATTEST:

Colleen A. Mulvey, City Recorder



CITY OF CEDAR HILLS

TO:	Mayor and City Council
FROM:	David Bunker, City Manager
DATE:	2/5/2013

City Council Agenda Item

SUBJECT:	Approval of Professional Services Contract for Logo & Branding Development									
APPLICANT PRESENTATION:	N/A									
STAFF PRESENTATION:	David Bunker									
BACKGROUND AND FINDINGS:										
<p>Update 2/1/2013: Radi8 Creative will submit a revised contract for council approval which will address the items contained in the proposal. The original contract mirrored the RFP.</p> <p>The proposed fee of \$18,000 would be allocated from the budget in the following ways:</p> <table> <tr> <td>10-40-330</td> <td>Professional/Technical</td> <td>\$12,000</td> </tr> <tr> <td>75-70-600</td> <td>Advertising –Golf/Event</td> <td>\$4,000</td> </tr> <tr> <td>51-73-330</td> <td>Professional/Technical</td> <td>\$2,000</td> </tr> </table> <p>Staff feels this project is an integral part of brand identification and marketing for the City. The brand development process will unify efforts of city departments, city officials and community shareholders in a common goal of promoting our City. A key component of the brand and logo development is the ability to use the project to launch recreation programs, entice economic development, and move our city from good to great. We want to be clear that the project will include much more than logo design. Logo design and tagline creation will be a by-product of our brand identification. Please read the article "The 12 Principles of Brand Strategy". There are many more great articles on branding and logo design available on the web.</p>		10-40-330	Professional/Technical	\$12,000	75-70-600	Advertising –Golf/Event	\$4,000	51-73-330	Professional/Technical	\$2,000
10-40-330	Professional/Technical	\$12,000								
75-70-600	Advertising –Golf/Event	\$4,000								
51-73-330	Professional/Technical	\$2,000								
PREVIOUS LEGISLATIVE ACTION:										
None.										
FISCAL IMPACT:										
\$18,000 from unrestricted fund balance.										
SUPPORTING DOCUMENTS:										
Radi8 Creative proposal.										
RECOMMENDATION:										
Staff recommends the City Council consider the professional services contract for logo and branding development, and award the project to the firm of Radi8 Creative.										
MOTION:										
To approve/not approve a professional services contract with Radi8 Creative for logo and branding development in the amount of approximately \$18,000.										

The 12 Principles of Brand Strategy

In a situation where you're selling to multiple personalities, it's best to first connect everyone on a common ground then articulate clearly what's in it for each of them.

The goal is to stimulate an engaging conversation that allows us to change perception, diagnose expectations and bring clarity to the dialogue.

That's the essence of developing a brand strategy – the foundation of your communication that builds authentic relationships between you and your audience.

It is by defining your brand strategy that allows you to utilize marketing, advertising, public relations and social media to consistently and accurately reinforce your character.

Without defining the core strategy, all channels of communication can often become a hit and miss expense.

Here's 12 brand strategy principles I believe to be the key to achieve business success.

1. Define your brand

It starts with your authenticity, the core purpose, vision, mission, position, values and character. Focus on what you do best and then communicated your inimitable strengths through consistency.

There are many examples of companies acquiring other brands but only to sell them off later because they don't fit within the brand and its architecture.

[Microsoft acquired Razorfish](#) in 2007 when it bought aQuantive, a digital marketing services company, for about US \$6 billion then [sold it a few years later for \\$530 million](#).

Simply put, Razorfish isn't a good fit with Microsoft's brand strategy.

2. Your brand is your business model

Supports and challenge your business model to maximize the potential within your brand. Think of personal brands like Oprah, Donald Trump, Martha Stewart and Richard Branson.

These individuals practically built their business right on top of their personal brand; everything they offer is an extension of their brand promise.

3. Consistency, consistency, consistency

Consistency in your message is the key to differentiate.

Own your position on every reference point for everything that you do. President Obama focuses on one message only during his campaign, CHANGE. BMW has always been known as the "*ultimate driving machine*."

4. Start from the Inside out

Everyone in your company can tell you what they see, think and feel about your brand. That's the story you should bring to the customers as well, drive impact beyond just the *walls of marketing*.

That's example how Zappos empowers employees to strengthen consumer perception on its brand.

5. Connect on the emotional level.

A brand is not a name, logo, website, ad campaigns or PR; those are only the tools not the brand. **A brand is a desirable idea manifested in products, services, people, places and experiences.**

Starbucks created a third space experience that's desirable and exclusive so people would want to stay and pay for the overpriced coffee.

Sell people something that satisfies not only their physical needs but their emotional needs and their need to identify themselves to your brand.

6. Empower brand champions

Award those that love your brand to help drive the message, facility activities so they can be part of the process.

If your brand advocate doesn't tell you what you should or should not be doing, it's time to evaluate your brand promise.

Go and talk to someone that works at the Apple retail store or an iPhone owner and you'll see just how passionate they are about Apple. It's a lifestyle and a culture.

7. Stay relevant and flexible

A well managed brand is always making adjustments. Branding is a process, not a race, not an event so expect to constantly tweak your message and refresh your image.

Successful brands don't cling to the old ways just because they worked in the past; instead, they try to re-invent themselves by being flexible which frees them to be more savvy and creative.

Here is an example: when the economy tanked this year automaker Hyundai came out with an assurance program that lets you return your car if you lose your job with no further financial obligation and no damage to your credit.

The results?

As of end of February, only two buyers have taken advantage of this program but it has boosted their sales by 14% year-over-year in Q1, only one of the two companies increased revenue while companies such as Honda experienced a drop of more than 30%.

Follow by that campaign in July, as gas prices expected to push higher during peak summer travel months, Hyundai came out with another program that guarantees a year's worth of gas at \$1.49 per gallon on most models.

8. Align tactics with strategy

Convey the brand message on the most appropriate media platform with specific campaign objectives.

Because consumers are bombarded by commercial messages everyday, they're also actively blocking out the great majority of them.

Invest your branding efforts on the right platform that communicates to the right channels.

Television may be expensive but it has a broader reach, wider demographics and can produce instant impact. On the other hand, social media may seem cheap but it takes time, resources and may not give you the desired outcome.

9. Measure the effectiveness

Focus on the **ROI** (return on investment) is the key to measure the effectiveness of your strategies.

Often times it is how well your organization can be inspired to *execute* the strategies. It could also be reflected in brand valuation or how your customers react to your product and price adjustments.

Ultimately it should resonate with sales and that means profitability. But don't just focus increasing sales when you could be getting a profit boost by reducing overheads and expenses as well.

Give yourself options to test different marketing tactics, make sure they fit your brand authenticity and aligns with your strategy.

10. Cultivate your community

Community is a powerful and effective platform on which to engage customers and create loyalty towards the brand.

In an active community, members feel a need to connect with each other in the context of the brand's consumption.

We all want to be an insider of something, it excites us to tell people which community we're part of and what knowledge we possess.

In many ways it's our ego that prides us to be part of a sports team or a professional group.

Guess what car would members of the Porsche club consider first when it's time to purchase their next vehicle?

Brand communities allow companies to collaborate with customers in all phases of value creation via crowdsourcing such as product design, pricing strategy, availability, and even how to sell.

11. Keep your enemies closer

Even if you have the most innovative, highly desirable product, you can expect new competitors with a superior value proposition to enter your market down the road.

The market is always big enough for new players to improve what you deliver *better, faster, cheaper*. Call it [hypercompetition](#) or [innovation economics](#), competition could be good for you believe it or not.

It challenges your brand to elevate the strategy and deliver more value.

Just look at how the Big Three (automobile manufacturers General Motors, Ford, and Chrysler) got crushed in the past decade by competitors from Germany and Japan.

Not only do their competitors make a better product, they're more efficient doing it and command a higher brand loyalty.

In 2008, Toyota overtook GM while Honda passed Chrysler in US sales.

12. Practice brand strategy thinking

IDEO's CEO Tim Brown calls design thinking "[a process for creating new choices](#)."

Essentially it means to not just settle for the choices currently available but to think outside the box without being limited.

This concept actually applies to your brand strategy creation process that I called **brand strategy thinking**.

It's always easier to execute tactics than coming up with a strategy because it implies the possibility of failure.

It's much faster to emulate what worked for your competitor than to come up with something original and creative.

But the truth is, that's not you and it violates the first principle of brand strategy. Brand strategy thinking is about creating the right experience that involve all the stakeholders to foster a better strategy.

Leverage the *ecosystem* that includes your employees, partners and customers to help you articulate your brand strategy so they **sync** together.

The take away: Having a brand strategy will bring clarity and meaning to your brand so you can focus on making, creating, and selling things that people actually care about.

If you could do that, your brand would be unique and memorable on its way to become an esteemed brand.



CITY OF CEDAR HILLS

TO:	Mayor and City Council
FROM:	Chandler Goodwin, Assistant City Manager
DATE:	2/1/2013

City Council Agenda Item

SUBJECT:	Adopting a City social media policy
APPLICANT PRESENTATION:	N/A
STAFF PRESENTATION:	Chandler Goodwin, Assistant City Manager / Planner
BACKGROUND AND FINDINGS: As Cedar Hills begins to expand its presence on social media sites, this proposed policy establishes a set of rules to guide communication from the City to its residents. This policy establishes guidelines for the establishment and use by the City of Cedar Hills of social media sites (including but not limited to Facebook and Twitter) as a means of conveying City of Cedar Hills ("City") information to its citizens	
PREVIOUS LEGISLATIVE ACTION: N/A	
FISCAL IMPACT: N/A	
SUPPORTING DOCUMENTS: Proposed City policy and procedures regarding the use of social media	
RECOMMENDATION: Staff recommends the City Council approve the proposed policy as presented.	
MOTION: To approve / not approve the policy regarding the Social Media Policy as part of the City's Policies and Procedures.	

Social Media Policy

Purpose

This policy establishes guidelines for the establishment and use by the City of Cedar Hills of social media sites (including but not limited to Facebook and Twitter) as a means of conveying City of Cedar Hills ("City") information to its citizens.

The intended purpose behind establishing City of Cedar Hills social media sites is to disseminate information from the City, about the City, to its citizens.

The City of Cedar Hills has an overriding interest and expectation in deciding what is "spoken" on behalf of the City on City social media sites. To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, the City departments may consider using social media tools to reach a broader audience. The City encourages the use of social media to further the goals of the City and the missions of its departments, where appropriate.

For purposes of this policy, "social media" is understood to be content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media include Facebook, blogs, MySpace, RSS, YouTube, Second Life, Twitter, LinkedIn, Delicious, and Flickr. For purposes of this policy, "comments" include information, articles, pictures, videos or any other form of communicative content posted on a City of Cedar Hills social media site.

General Policy

1. The establishment and use by any City department of City social media sites are subject to approval by the City Manager or his/her designees. All City of Cedar Hills social media sites shall be administered by the Department Director or his/her designees.
2. City social media sites shall make clear that they are maintained by the City of Cedar Hills and that they follow any City of Cedar Hills Communications Policies. The City logo or branding shall be used on all social media accounts to confirm authenticity of the site. City social media accounts will only join a group or become a fan of a page if it is related to official City business, services, and events.
3. Wherever possible, City social media sites should link back to the official City of Cedar Hills website for forms, documents, online services and other information necessary to conduct business with the City of Cedar Hills.
4. The Department Director or his/her designees will monitor content on City social media sites to ensure adherence to both the City of Cedar Hills Communications Policy and the interest and goals of the City of Cedar Hills.
5. Users of all City social media shall adhere to applicable federal, state and local laws, regulations and policies.
6. The City reserves the right to restrict or remove any content that is deemed in violation of the City of Cedar Hills Communications Policy or any applicable law. Any content removed based on these guidelines must be retained by the Department Director or

- his/her designees for a reasonable period of time, including the time, date and identity of the poster, when available.
7. The City of Cedar Hills's website at www.cedarhills.org will remain the City's primary and predominant Internet presence.
 8. Freedom of Information Act and e-discovery laws and policies apply to social media content and therefore content must be able to be managed, stored and retrieved to comply with these laws.
 9. City of Cedar Hills social media sites are subject to State of Utah public records laws. Any content maintained in a social media format that is related to City business, including a list of subscribers and posted communication, is a public record. The Department maintaining the site is responsible for responding completely and accurately to any public records request for public records on social media. Content related to City business shall be maintained in an accessible format pursuant to City policy and practice so that it can be produced in response to a request. Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.
 10. Employees representing the City of Cedar Hills via social media accounts must conduct themselves at all times as representative of the City of Cedar Hills. Employees that fail to conduct themselves in an appropriate manner shall be subject to the Disciplinary Action Procedures outlined in the Personnel Policy Manual.

Comment Policy

1. A comment posted by a member of the public on any City of Cedar Hills social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the City of Cedar Hills, nor do such comments necessarily reflect the opinions or policies of the City of Cedar Hills.
2. Comments containing any of the following inappropriate forms of content shall not be permitted on City of Cedar Hills social media sites and are subject to removal and/or restriction by the Public Information Coordinator or his/her designees:
 - A. Comments not related to the original topic, including random or unintelligible comments;
 - B. Profane, obscene, violent, or pornographic content and/or language;
 - C. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin;
 - D. Defamatory or personal attacks;
 - E. Threats to any person or organization;
 - F. Comments in support of, or in opposition to, any political campaigns or ballot measures;
 - G. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
 - H. Conduct in violation of any federal, state or local law;
 - I. Encouragement of illegal activity;
 - J. Information that may tend to compromise the safety or security of the public or public systems; or
 - K. Content that violates a legal ownership interest, such as a copyright, of any party
3. A comment posted by a member of the public on any City of Cedar Hills social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the City of Cedar Hills, nor do such comments necessarily reflect the opinions or policies of the City of Cedar Hills.

4. The City of Cedar Hills reserves the right to deny access to City of Cedar Hills social media sites for any individual, who violates the City of Cedar Hills's Social Media Policy, at any time and without prior notice.
5. Departments shall monitor their social media sites for comments requesting responses from the City and for comments in violation of this policy.
6. When a City of Cedar Hills employee responds to a comment, in his/her capacity as a City of Cedar Hills employee, the employee's name and title should be made available, and the employee shall not share personal information about himself or herself, or other City employees.
7. All comments posted to any City of Cedar Hills Facebook site are bound by Facebook's Statement of Rights and Responsibilities, located at <http://www.facebook.com/terms.php>, and the City of Cedar Hills reserves the right to report any violation of Facebook's Statement of Rights and Responsibilities to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.