

**COMMITTEE OF THE WHOLE
CITY HALL, THIRD FLOOR
TUESDAY, JANUARY 26, 2021
8:30 A.M.**

PRESENT: Committee members, Joe Gibbons, David Stevens, Ben Willis and Ike Perkins.

STAFF PRESENT: City Manager Scott Hildebran and Communications Director Joshua Harris.

VIA TELECONFERENCE:

Participating via teleconference were Mayor Pro-Tem Crissy Thomas, Councilmembers Todd Perdue, Jonathan Beal, Ralph Prestwood, City Clerk Shirley Cannon, Fire Chief Ken Hair, Finance Director Donna Bean, Police Chief Brent Phelps, Recreation Director Kenny Story, Main Street Director Kaylynn Horn, Planning Director Jenny Wheelock, Public Utilities Director Radford Thomas, and Public Works Director Jared Wright.

I. CALL TO ORDER

A. Mayor Pro-Tem Crissy Thomas welcomed everyone and called the meeting to order.

- II. A. Job Description; Human Resources Administrative Assistant: Finance Director Donna Bean explained the Human Resources Secretary position is currently vacant due to the recent retirement of Martha Clark. Director Bean explained that, based upon input from the Human Resources Specialist, the recommendation is being made to change the position from Human Resources Secretary to Human Resources Administrative Assistant. This change is being recommended as the duties and responsibilities of this position will be increased and be more in line with a paraprofessional position.

Director Bean also shared the pay grade was being changed from Grade 14 to Grade 18 and mentioned the position will be advertised in early February. This change in position will become effective February 1, 2021.

Motion

Upon a motion by Councilmember Willis, Council voted 7 to 0 to approve the Job Description for the Human Resources Administrative Assistant position as presented by Finance Director Donna Bean.

II. CITIZEN COMMENT PERIOD

III. COMMITTEE ITEMS

- A. Public Utilities: Public Utilities Director Radford Thomas reported on the following items:

- Biosolids Project continues to remain on track and the contractor is making great progress.
- Gryphon Dryer – Representatives are back on site working to get the conveyor dryer ready to go online.

- Finley Avenue Water Pressure Issues – City is waiting on notification from the state regarding its submitted funding application before starting the project.
- Crossroads Sewer Replacement Project –Design is in its final stages and the next step is to obtain easements.
- Brownfield Site – Contractors from RCI Demolition have begun cleanup of the former Broyhill Furniture site.
- MeterSys Project – Around 70% of the new meters have been installed. Staff will conduct a test run this week in order to address any technical issues.

B. Public Works: Public Works Director Jared Wright reported on the following items:

- The City received notification in December 2020 from the NC Department of Natural and Cultural Resources that its application for a \$250,000 grant from the Recreational Trails Program was successful. These funds will be used towards completing the connection of the rail trail between Harper Avenue and West Avenue and College Avenue. Director Wright congratulated Planning Director Jenny Wheelock and Staff for all of their hard work on this project.

Next, Director Wright mentioned the Historic Mill Project is well underway and that surveys have also been completed for intersection improvements.

- The Department of Environmental Quality (DEQ) and the Army Corps of Engineers have both reviewed the plans to replace the large culvert located on the Greenway behind Day Inn.
- The Expense Plan for Hospital Avenue Sidewalk Project was submitted to the state in December. The City may receive notification from the state around mid-February and the project could begin in late spring or early summer.
- The Greenway Connection for the Parkview Subdivision near the Zack's Fork Soccer Complex may also begin in early spring. City Manager Hildebran commented the connection will have to follow the road bed and pointed out the bank is steep on one side. The Greenway will connect to the southern end of the parking lot at the Soccer Complex.
- The downtown Pruning Project entailed 70 trees that were pruned for safety/sightline issues.
- The demand for yard waste pickups has exceeded the Department's expectations. Staff is experiencing 50 additional pickups on Wednesdays. Also, no seasonal staff was hired during leaf pickup season. A brief discussion was held regarding notifying the public in the future about brush pickups. Options included e-mail notification, by telephone and door hangers.
- Garbage collection routes are now finalized and efficiency in this transition has greatly increased.

IV. COMMUNITY DEVELOPMENT

- A. The Lenoir Business Advisory Board (LBAB): The Lenoir Business Advisory Board (LBAB) conducted a virtual meeting on Thursday, January 14. Minutes from the December 10 meeting were submitted as information. Director Horn also introduced Matthew Anthony, Main Street Community Engagement Coordinator, who began work with the City on January 4.

Director Horn stated that some of Matthew's duties include promoting downtown Lenoir, marketing, events planning and managing the website. In addition, she reported the annual Main Street Conference is scheduled on March 9 – 11 and several downtown business owners will be participating.

1. Presentation; Wayfinding Signage & Branding Project: Economic Development Director Kaylynn Horn and Planning Director Jenny Wheelock gave a presentation regarding the City's Wayfinding Signage and Main Street's Branding Campaign for the City of Lenoir. Director Horn and Director Wheelock thanked the Branding Team, Lenoir Tourism Development Authority, Destination by Design (a design firm located in Boone, NC) along with designers and vendors for the creation of the new City logo.

A copy of the presentation is attached to these minutes as information.

Director Horn stated the theme for the branding project is "Create with Us" and showed example pages such as new opportunities, healthier lifestyle, your community, a vibrant economy, memorable days and a place to call home. Director Horn shared that 668 people participated in a survey regarding the branding campaign.

Director Wheelock stated the wayfinding signs will be artistic and industrial themed signage. She commented the signage is as much about marketing as giving people directions.

- B. Planning Board: The Planning Board conducted a virtual meeting on Monday, January 25, 2021. Planning Director Jenny Wheelock reported the Planning Board, Board of Adjustment and Historic Preservation Committee has adopted a Joint Rules of Procedure ordinance in order to have consistency among the three Boards. Also, she stated a Sub-Division Ordinance will be presented to Council in either February or March.

- C. Parks and Recreation Advisory Board: The Parks and Recreation Advisory Board will meet on Monday, February 15 at 6:00 p.m. at Mulberry Recreation Center. Recreation Director Kenny Story stated all facilities remain closed, but individuals are still using the outdoor park areas. He stated the Baseball and Softball season is still in the planning stages and pointed out Black History Month will be celebrated in the future.

In addition, Director Story reported the improvements projects at the T. H. Broyhill Walking Park and the former Lenoir High School Auditorium will begin next week and should be completed within three months.

- C. Financial and Administration

1. December Financial Summary: Finance Director Donna Bean reviewed the Financial Summary as of December 31, 2020. (A copy of the financial summary is attached to these minutes as information).

General Fund

Revenue and Expenditures (Net of COVID) \$17,830,516.00

Downtown District

Revenue and Expenditures (Net of COVID) \$ 183,738.00

Water/Sewer Fund

Revenue and Expenditures (Net of COVID) \$ 8,531,300.00

Director Bean shared that various downtown events were cancelled in FY2020 because of COVID-19 plus the Parks and Recreation Department cancelled their events as well. She remarked that downtown revenue increased slightly while expenditures increased in the Water/Sewer Fund due to major purchases of new equipment. In addition, Director Bean reported that sales tax revenue has increased.

As information, City Manager Hildebran informed Council the annual Retreat Dates are Tuesday, February 23 from 8:30 a.m. until 11:30 a.m. and on Thursday, February 25 from 2:00 p.m. until 5:00 p.m. Mr. Anthony Starr, Executive Director, Western Piedmont Council of Governments, will serve as the facilitator of the meetings.

Mr. Hildebran also informed Council that Monty Woods, Caldwell County Tax Administrator, will present an update on the upcoming 2021 property revaluation at the February 23 Committee of the Whole meeting.

- D. Update; Public Communications: A copy of the December 2020 Communications Report was presented to Council as information.

As information, there were 8 news releases, 53 photos, 2 videos, 1 radio spot, 94 social posts, 16 notify me requests, 21 questions & answers and 5 e-sign ups. The website experienced 32,806 views and reached 57,473 people via Facebook and Twitter. Also, there were 478 new followers and 5,333 video views.

V. PUBLIC SAFETY

A. Police Department

1. Update: Police Chief Brent Phelps reported the Department has filled several positions and may fill two additional positions next week. He also stated Staff is currently reviewing policies to address various issues and pointed out the Department already has a policy in place prohibiting choke holds following the “Eight Can’t Wait” campaign.

In addition, Chief Phelps discussed a new vendor to manage off duty work for officers. He commented there are a lot of pros to using the vendor. The process has been streamlined and participating officers will receive payment directly from the business they are providing services for.

B. Fire Department

1. Update: Quarterly Report: Chief Hair reviewed the quarterly report for October, November and December, 2020. Staff participated in 3,390 training hours, conducted 89 inspections and participated in 6 fire prevention education programs. The Department also responded to 559 total incidents. He also announced that Todd Laws is retiring after thirty years of service with the City of Lenoir.

VI. OTHER

- A. February Calendar: By consensus of the Council, the calendar for the month of February was approved listing various committee meetings.

VII. Adjourn:

There being no further business; the meeting was adjourned at 10:42 a.m.

Attachments

Wayfinding & Branding Power Point

December Financial Summary

Job Description (Human Resources Administrative Asst. Position)

Communications Report

Quarterly Report (Fire Department)

HUMAN RESOURCES ADMINISTRATIVE ASSISTANT Grade: 18

General Statement of Duties

Performs responsible administrative work for the Human Resources Department, assisting the departments and employees of the City.

Distinguishing Features of the Class

An employee in this class is responsible for supporting the Human Resources function in a variety of administrative activities. Work involves providing administrative support duties with programming and processing various benefits, wellness activities, insurance programs, employee records, hiring processes, and other related activities. Judgment, attention to detail and accuracy are required in the completion and processing of forms and for maintaining confidential and accurate records. Tact and courtesy are needed in working with the general public, with job applicants, and with employees and supervisors throughout the City. Work is performed under regular supervision and is evaluated through review of completed assignments, reports, performance appraisals, and through observation and feedback.

Duties and Responsibilities

Essential Duties and Tasks

- Performs data entry for applicant tracking; assists with performing reference checks for the hiring process; assists with posting vacancies and other recruitment efforts.
- Enters information into state and federal databases for new hires, including NC New Hire program and e-Verify; assists with completion of HR related surveys and reports regarding salaries and benefits.
- Assists in conducting new employee orientation and provides support for new employee enrollment and exiting employee dis-enrollment for various benefits and insurance programs.
- Assists with benefits administration by preparing and processing various insurance enrollments and claim forms; reconciles insurance billings/statements; assists employees with problem-solving on benefits issues; provides support for COBRA benefits for exiting employees.
- Creates and maintains personnel files by processing a variety of forms for new hires, current employees and exiting employees; creates and maintains medical files for new hires, current employees and former employees; maintains personnel files of former employees.
- Performs data entry into the Payroll and Personnel systems for all employees by creating the payroll and personnel files for new hires, updating salaries, job titles changes, deductions, etc. for existing employee; removes former employees from the current Payroll and Personnel systems.
- Performs a variety of administrative and administrative support duties including composition, and production of a variety of documents, correspondence, memoranda, forms, etc.; reads and routes incoming mail for the HR Department.
- Types memoranda, reports, bulletins, schedules, manuals, letter and forms for the human resources staff; uses software programs; maintains departmental files.

- Receives and screens visitors and telephone calls as City Hall's 2nd floor receptionist, including serving as one of the backup telephone operators and collection/distribution of mail; answers and handles many of the standardized questions and inquiries.
- Assists with the maintenance of the City Council Minute books.
- Assists with Accounts Payable filing.
- Other duties as assigned.

Recruitment and Selection Guidelines

- Considerable knowledge of City Personnel policies and procedures.
- Considerable knowledge of personnel records and filing systems and the confidentiality required in maintaining human resources records.
- Considerable knowledge of the application of information technology and office technology to human resource administration and maintenance of documents.
- Knowledge of basic math for payroll and benefits calculations.
- Knowledge of City government including the Council-Manager form of government.
- Some knowledge of the laws and regulations related to human resources and personnel actions and decisions.
- Some knowledge of basic accounting practices.
- Skill in the operation of personal computers at a moderate speed with accuracy.
- Ability to maintain complex files and records relating to various City functions.
- Ability to communicate effectively in oral and written forms.
- Ability to establish and maintain effective working relationships with elected officials, City management, department heads, City employees and the general public.
- Ability to use confidentiality, tact and courtesy in dealing with City employees and the general public.
- Ability to meet deadlines.
- Accuracy in the performance of duties.

Physical Requirements

- Must be able to perform the basic life operational skills of stooping, kneeling, reaching, walking, lifting, fingering, talking, hearing, and repetitive motions.
- Must be able to perform sedentary work, exerting up to 10 pounds of force occasionally, and/or a negligible amount of force frequently and constantly to move objects.
- Must possess the visual acuity to prepare and analyze data and figures, operate a computer terminal and type, proofing human resources pay and employee actions, and extensive reading.

Desirable Education and Experience

Graduation from high school supplemented by some experience in human resources, payroll, or insurance/benefits, preferably in a public organization or an equivalent combination of education and experience. Prefer graduation from a two-year community college or business school with an associate degree in human resources, accounting or business and experience in human resources; or an equivalent combination of education and experience.

Recommendation						
<i>Recommendation: Based on input from the HR Specialist, the recommendation is being made to change the position for the Human Resources Secretary to a Human Resources Administrative Assistance. This changed is being recommended as the duties and responsibilities of this position will be increased and be more inline with a paraprofessional position.</i>						
To Be Effective 02/1/21						
Department	Current Title	Proposed Title	Impact for Current Budget	Recommendation	Current Grade	Proposed Grade
Job Responsibilities -Re-Organized - Change Pay Grade						
Finance Department						
Finance	Human Resources Secretary	Human Resources Administrative Assistant	224.85	Re-Organization of duties to assume additional responsibilities in human resources.	14	18



**City of Lenoir
Financial Summary
As of 12/31/2020**



General Fund					
	2020-2021 Budget	12/31/2020	% of Budget	Change from Previous Year	12/31/2019
Total Revenue	\$ 18,144,570.98	\$ 11,951,689.63	66%	\$ 91,939.86	\$ 11,859,749.77
COVID-19- Revenue	\$ 314,054.98	\$ 314,054.98	100%		
Revenue Net of COVID	\$ 17,830,516.00	\$ 11,637,634.65	65%	\$ (222,115.12)	\$ 11,859,749.77
Expenditures	\$ 18,144,570.98	\$ 8,524,011.80	47%	\$ (685,240.66)	\$ 9,209,252.46
COVID-19 Expenditures	\$ 314,054.98	\$ 314,054.98	100%		
Expenditures Net of COVID	\$ 17,830,516.00	\$ 8,209,956.82	46%	\$ (999,295.64)	\$ 9,209,252.46
Over/Under Net of COVID	\$ -	\$ 3,427,677.83		\$ 777,180.52	\$ 2,650,497.31
Downtown District					
	2020-2021 Budget	12/31/2020	% of Budget	Change from Previous Year	12/31/2019
Total Revenue	\$ 191,938.00	\$ 34,901.93	18%	\$ 28,291.01	\$ 6,610.92
COVID-19- Revenue	\$ 8,200.00	\$ 8,200.00	100%		
Revenue Net of COVID	\$ 183,738.00	\$ 26,701.93	15%	\$ 20,091.01	\$ 6,610.92
Expenditures	\$ 191,938.00	\$ 71,067.11	37%	\$ (37,508.10)	\$ 108,575.21
COVID-19 Expenditures	\$ 8,200.00	\$ 7,989.65	97%		
Expenditures Net of COVID	\$ 183,738.00	\$ 63,077.46	34%	\$ (45,497.75)	\$ 108,575.21
Over/Under Net of COVID	\$ -	\$ (36,375.53)		\$ 65,588.76	\$ (101,964.29)
Water/Sewer Fund					
	2020-2021 Budget	12/31/2020	% of Budget	Change from Previous Year	12/31/2019
Revenues	\$ 8,606,700.00	\$ 4,832,400.47	56%	\$ 29,368.74	\$ 4,803,031.73
COVID-19- Revenue	\$ 25,400.00	\$ 25,400.00	100%		
Revenue Net of COVID	\$ 8,581,300.00	\$ 4,807,000.47	56%	\$ 3,968.74	\$ 4,803,031.73
Expenditures	\$ 8,606,700.00	\$ 3,563,520.93	41%	\$ 672,494.39	\$ 2,891,026.54
COVID-19 Expenditures	\$ 25,400.00	\$ 25,400.00	100%		
Expenditures Net of COVID	\$ 8,581,300.00	\$ 3,538,120.93	41%	\$ 647,094.39	\$ 2,891,026.54
Over/Under Net of COVID	\$ -	\$ 1,268,879.54		\$ (643,125.65)	\$ 1,912,005.19

December 2020 Communication Report

By Joshua Harris, Director, Communication & Public Information 1/8/2021



LENOIR
NORTH CAROLINA

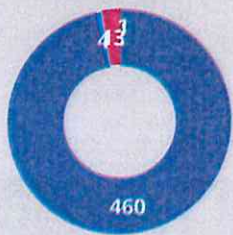
CONTENT CREATION

News Releases	Photos	Videos	Radio Spots	Social Posts	Notify Me	Q&A	eSign
8	83	2	1	94	16	21	5

PUBLIC ENGAGEMENT

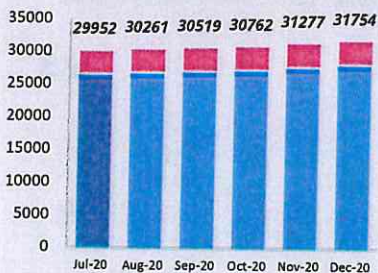
New Followers

478



Facebook Twitter
Instagram City Alerts

Total Followers



Social Reach

57,473

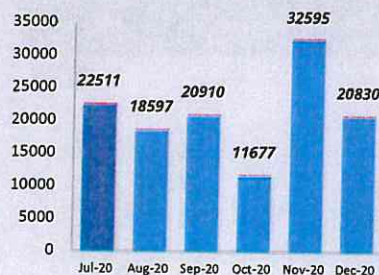
Facebook	52,128	f
Twitter	4,955	t

Video Views

5,333

Facebook	2,325
YouTube	3,008

Social Engagement

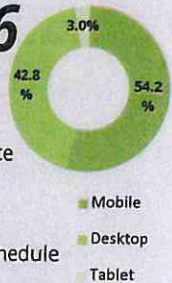


Website Views

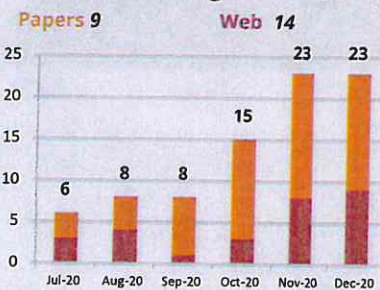
32,806

Top Pages

- 1 Payment Options
- 2 Water & Sewer Service
- 3 Jobs
- 4 Garbage Collection
- 5 Holiday Collection Schedule
- 6 Police
- 7 Wastewater Treatment Plant Operator



Media Coverage **23**





Top Tweets

Impressions: Times people saw this Tweet on Twitter
Engagements: Times people interacted with this Tweet

Total Twitter Followers

782

Last Month 778 Gain **4**



City of Lenoir, NC @CityofLenoir

Public Works staff will finish up round 1 of the City's leaf collection service this week. Crews are about a week behind, but plan to catch up soon. Residents will get 2 more leaf pickups, one in December and one in January. For more information, visit

<https://www.cityoflenoir.com/210/Yard-Waste-Collection> ... pic.twitter.com/5h1hBbQ3NC

Impressions 438

Total engagements 7

Media engagements 7



City of Lenoir, NC @CityofLenoir

City of Lenoir employees set out roughly 8,000 luminaries Friday morning at Blue Ridge Memorial Park. The annual Luminary Display at Blue Ridge Memorial Park starts tonight at 6:00 p.m. Read more at <http://bit.ly/2LkKYGo> ... pic.twitter.com/8qsMr9oi4M

Impressions 347

Total engagements 26

Media engagements 15

Link clicks 3

Detail expands 3

Retweets 2

Likes 2

Profile clicks 1



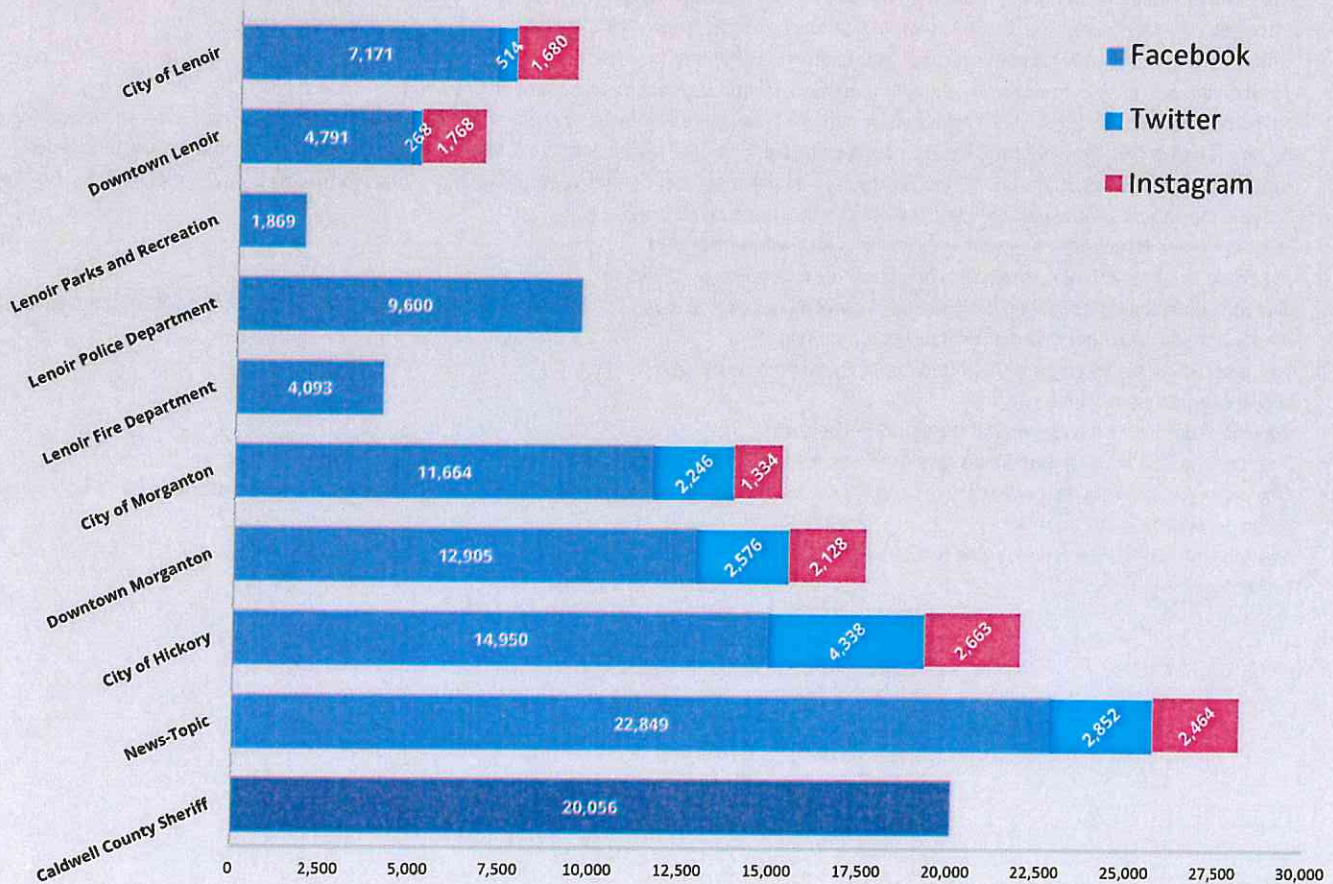
Reach a bigger audience

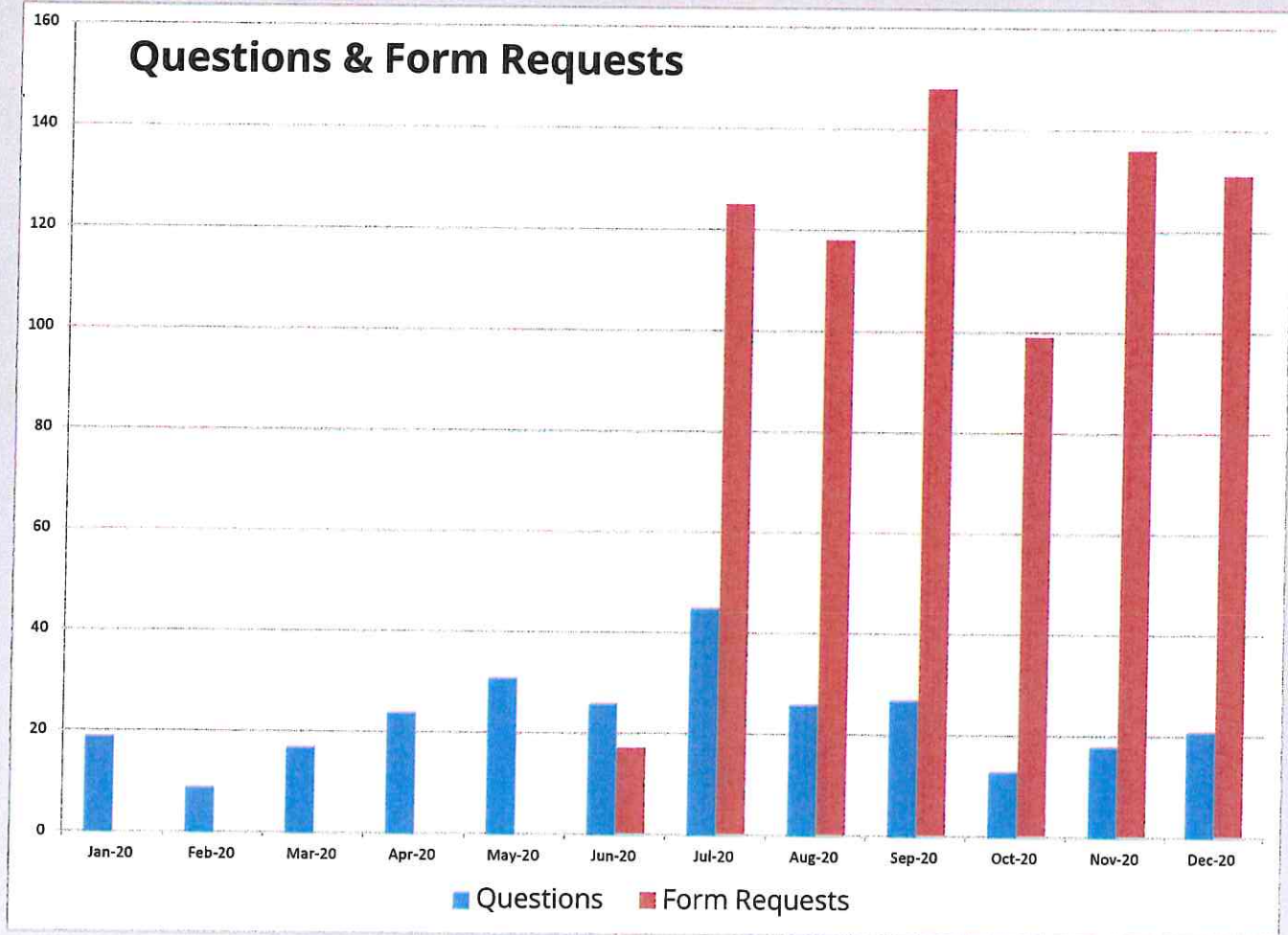
Get more engagements by promoting this Tweet!



Social Comparison

The chart below compares Lenoir's social accounts with surrounding organizations.





TO: Scott Hildebran, City Manager
FROM: Ken Hair, Fire Chief
DATE: January 6, 2020
RE: Fire Department Report for October, November, and December 2020

TRAINING AND FIRE PREVENTION:

Training Hours	3,390
Inspections	89
Fire Prevention Education Programs	6

INCIDENT REPORTS BY TYPE SITUATION FOUND: Total Incidents

Fire, structure	6
Fire, vehicle and heavy equipment	1
Fire, brush or grass	12
Fire, trash	2
Fire, other	1
Medical call	225
EMS lift assist	13
Assist Invalid, lift assist	3
10-50, PI	36
10-50, no PI	39
Rescue call	25
Service call, public	54
Cover in assignment	2
Hazardous condition, other, power lines down	18
Hazardous material or spill	10
False alarm, sprinkler malfunction	12
False alarm, smoke or carbon monoxide detector malfunction	49
False alarm, alarm sounded, no fire	24
False alarm, malicious	1
False alarm, other	18
Severe weather or natural disaster, other	8

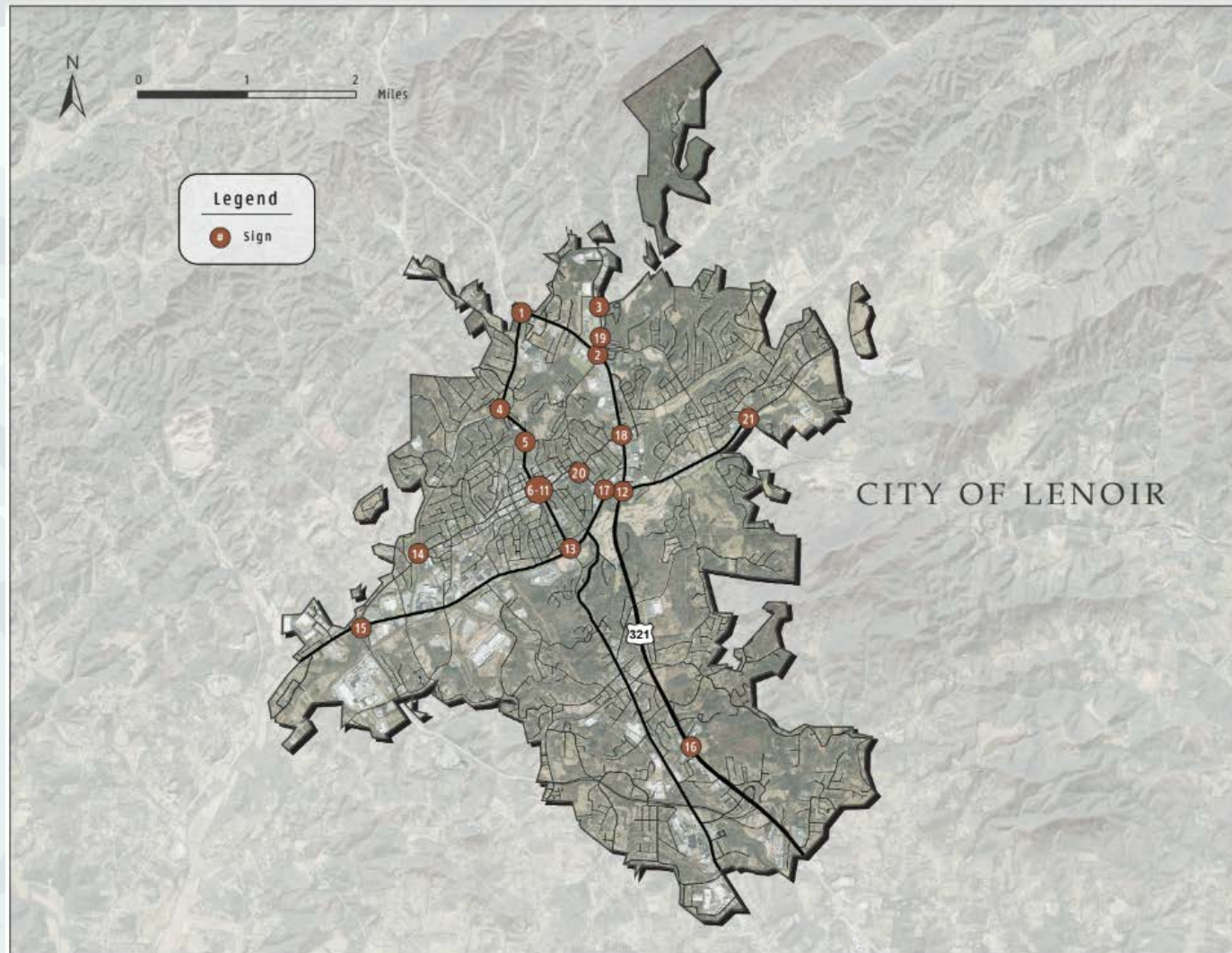
TOTAL INCIDENTS 559

RESPONSES BY DISTRICTS:

<u>HQ's</u>	<u>STA. 2</u>	<u>STA. 3</u>
375	131	53

Lenoir Wayfinding Plan

A City-Wide Wayfinding System





While the branding team worked, so did the wayfinding team...

- Brainstorm/identify destinations
- DBD first draft – key intersections identified, designations suggested, alternative destinations outlined.
- Staff review and response – fine tuning decisions on destinations, identifying missing sign locations, verifying directions.
- DBD second draft; staff review
- Final Draft of sign locations prepared; additional details on construction and design to be added to plan in finished version.

Vehicular Wayfinding Plan

- Technical considerations
 - must meet safety standards for crashes, visibility
- Each intersection has 2-4 unique signs
- Destinations/signs need to make sense together



Related/Future projects could include...

- Pedestrian-oriented signage – Downtown & Greenways
- Downtown parking wayfinding
- Gateway signage



...but not focus of this plan.



- Makes amenities and destinations VISIBLE
- Pique interest for residents, visitors, passers-through
- Present image/brand for the community; show pride
- Assist those unfamiliar with the area in finding places

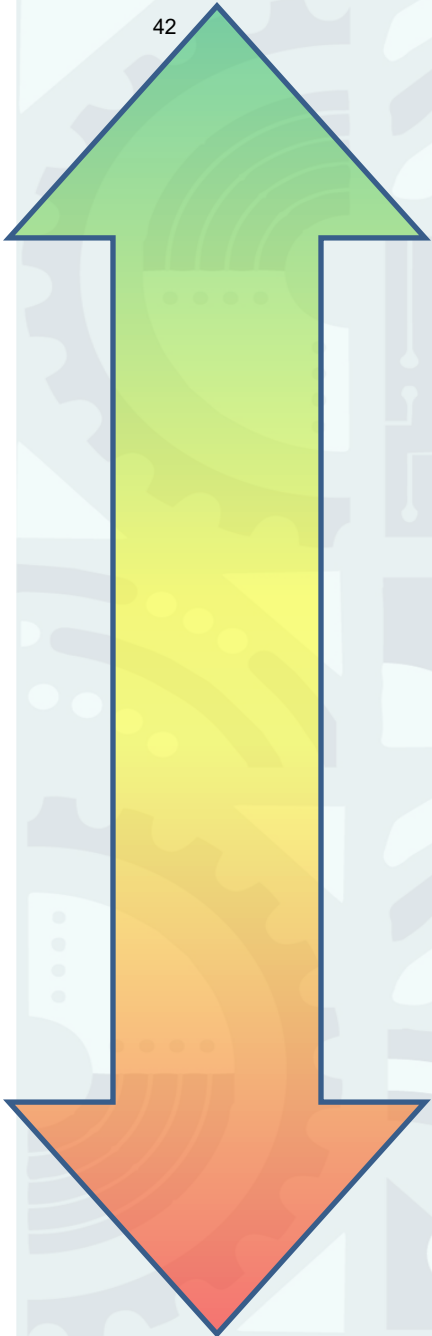


So, we focused on:

- unique community amenities
- places that tend to attract outside visitors
- greenway access as a feature of many of our recreational facilities
- gateways/approaches to Downtown (treated as a singular destination)

Lenoir has
mountain bike
trails? Cool!



- 
- Downtown Business District*
 - Greenway Access
 - Rec Facilities (Mulberry, LAFC, MLK)
 - ZF MTN Bike Trail/Rotary Soccer (greenway access)
 - Unity Park Community Gardens (greenway access)
 - Freedman Cultural Center
 - Visitor's Center
 - Library (greenway access)
 - Lenoir High School Auditorium
 - Walker Stadium
 - Arts Council/Heritage Museum
 - Hospital
 - Post Office
 - Caldwell Health and Human Services
 - City Hall/County Admin
 - Courthouse
 - County Jail

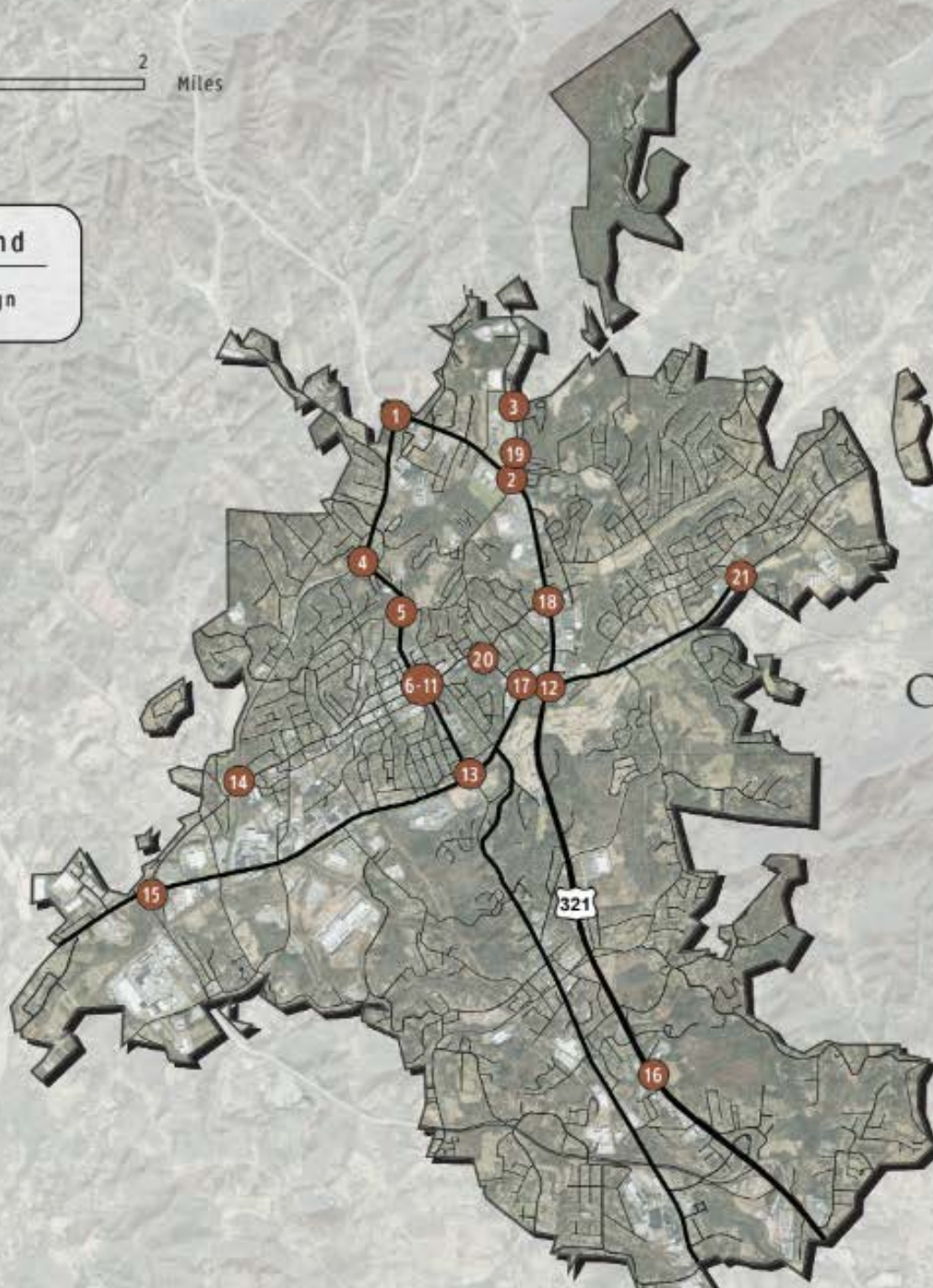
*Way-finding within the downtown core is usually pedestrian-scaled, with vehicular wayfinding to find parking.



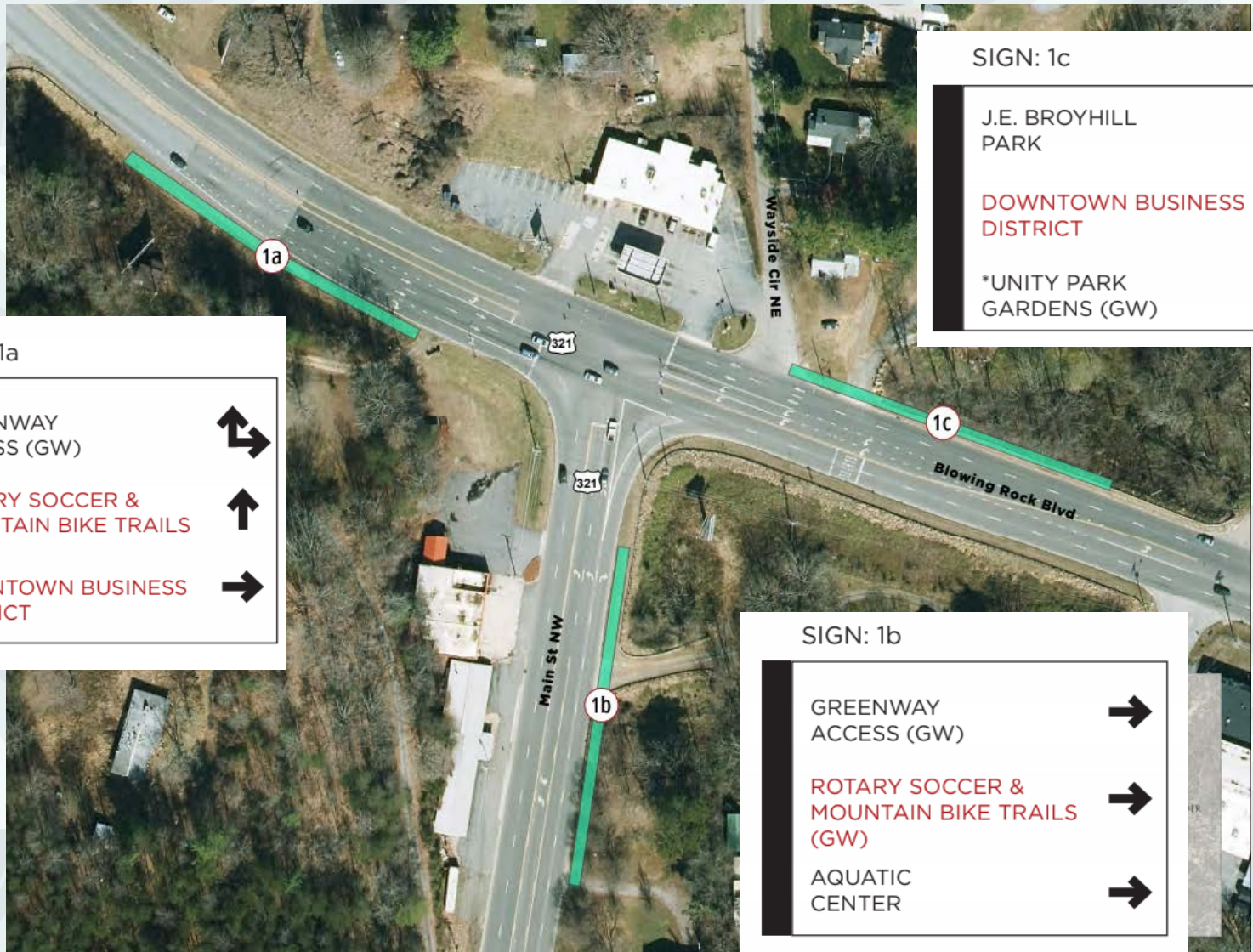
0 43 1 2 Miles

Legend

Sign



CITY OF LENOIR



SIGN: 1c

J.E. BROYHILL
PARK



DOWNTOWN BUSINESS
DISTRICT



*UNITY PARK
GARDENS (GW)



SIGN: 1a

GREENWAY
ACCESS (GW)



ROTARY SOCCER &
MOUNTAIN BIKE TRAILS
(GW)



DOWNTOWN BUSINESS
DISTRICT



SIGN: 1b

GREENWAY
ACCESS (GW)



ROTARY SOCCER &
MOUNTAIN BIKE TRAILS
(GW)



AQUATIC
CENTER



SIGN: 4a

*UNITY PARK
GARDENS (GW)



J.E. BROYHILL
PARK



DOWNTOWN BUSINESS
DISTRICT



SIGN: 4b

GREENWAY
ACCESS (GW)



ROTARY SOCCER &
MOUNTAIN BIKE TRAILS
(GW)



J.E. BROYHILL
PARK



SIGN: 4c

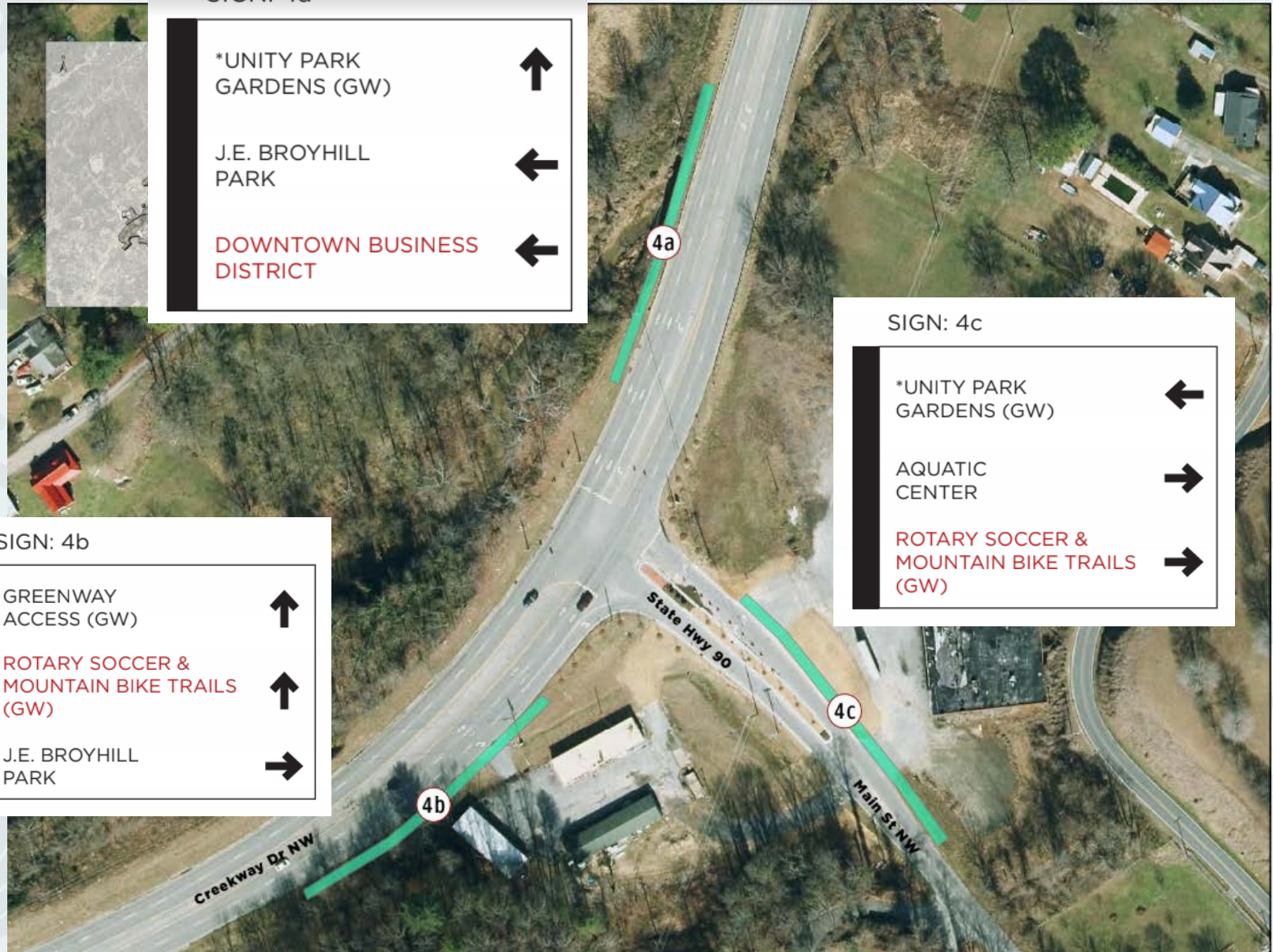
*UNITY PARK
GARDENS (GW)



AQUATIC
CENTER



ROTARY SOCCER &
MOUNTAIN BIKE TRAILS
(GW)



SIGN: 5a

DOWNTOWN BUSINESS
DISTRICT



FREEDMAN CULTURAL
CENTER



MARTIN LUTHER
KING JR. CENTER



SIGN: 5b

FREEDMAN CULTURAL
CENTER



MARTIN LUTHER
KING JR. CENTER



AQUATIC
CENTER



SIGN: 5c

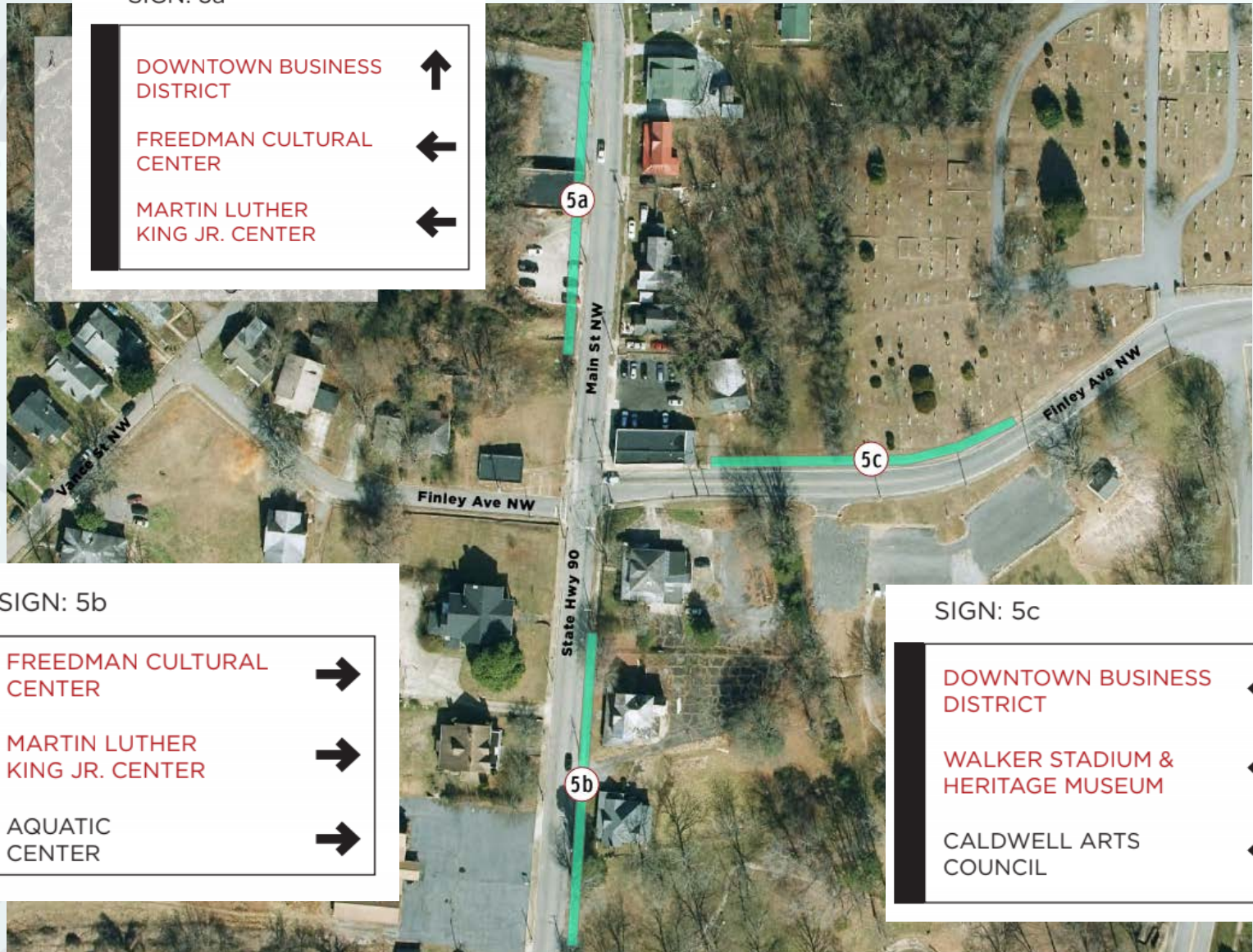
DOWNTOWN BUSINESS
DISTRICT



WALKER STADIUM &
HERITAGE MUSEUM



CALDWELL ARTS
COUNCIL





SIGN: 7a

WALKER STADIUM &
HERITAGE MUSEUM



*LHS THEATER



CALDWELL ARTS
COUNCIL



SIGN: 7d

CALDWELL ARTS
COUNCIL



*LHS THEATER



**UNITY PARK
GARDENS (GW)



SIGN: 7b

CALDWELL ARTS
COUNCIL



HOSPITAL



WALKER STADIUM &
HERITAGE MUSEUM



SIGN: 7c

DOWNTOWN BUSINESS
DISTRICT



HOSPITAL



POST OFFICE

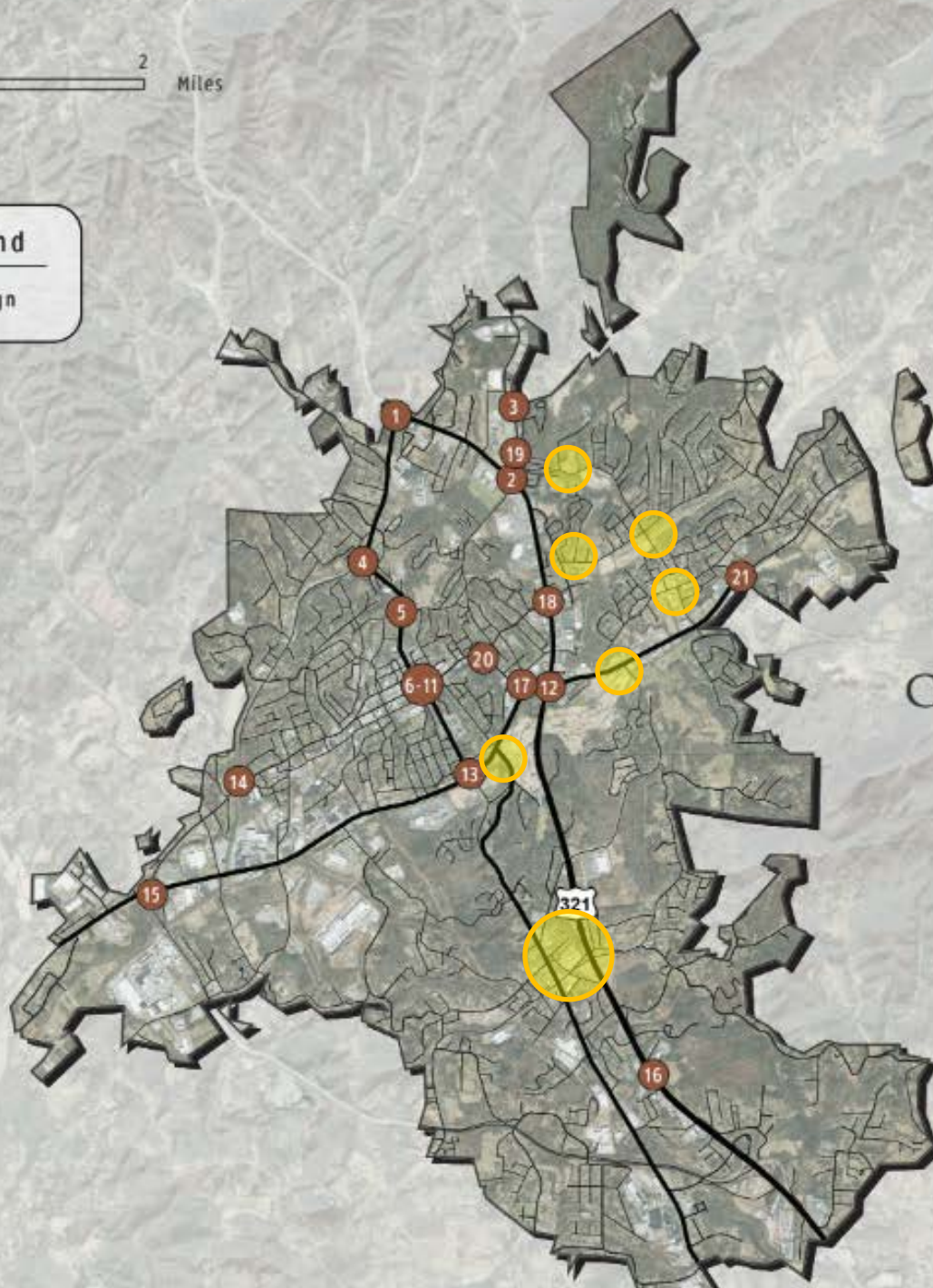




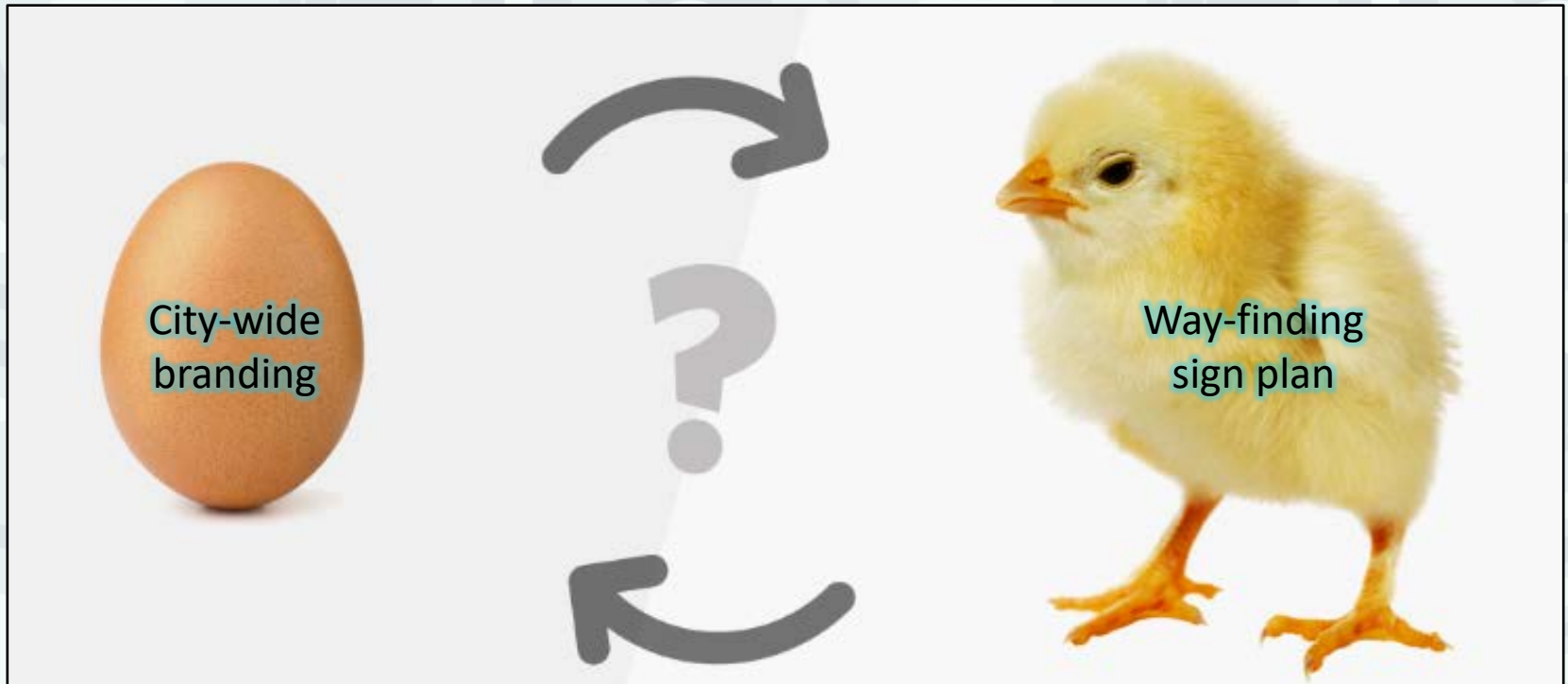
0 48 1 2 Miles

Legend

Sign



CITY OF LENOIR



CITY OF **LENOIR**
NC ★ CREATE WITH US



Lenoir Greenway Sunset



Lenoir Greenway Sculptures

CREATE WITH US

healthy lifestyles



NC Gravity Games



NC Blackberry Festival

CREATE WITH US

your community



Google Data Center



Blue Ridge Energy

CREATE WITH US

a Vibrant Economy



Ground Breaking Ceremony



Wall Raising Ceremony

CREATE WITH US

New Opportunities

CREATE WITH US *a great team*

Before we even get started...

Many THANKS to the 100's of hands that got us here:

City of Lenoir Branding Team / Wayfinding Sign Design - Allesia Audrey, Terese Alquist, Brenda Floyd, Grey Sheer, Jimmie Griffith, Glenda Wilson, Kyle Case, Jenny Wheelock, Joshua Harris, Matthew Anthony, Jesse Plaster, Joe Biggley, Mark Transou, Hannah Williams, Jared Wright

City of Lenoir TDA –Dana Clark, Matt Underwood, Rose Noakes, Pam Pusteoska, Angela Johnson, Donna Bean , Glenda Wilson, Brenda Floyd

Destination by Design Team

Matt Powell, Alex Gotherman, Matt Wagnor, Eric Woolrich

Designers and Vendors – Sara Wert Designs, Peggy Thompson Apparel Authority, Barney Drum HPG, Lenoir Printing Staff, Symbol Arts, I-Promo Staff, Shirley Cannon, Nina Horn, John Tye

Hundreds of folks who took the survey!



City of Lenoir Place Branding and Wayfinding Sign Design and Location Plan Project Background

- In the 3rd Quarter of 2019, the Lenoir Tourism Development Authority granted funding to secure Destination by Design , a placemaking design firm in Boone, NC
- A Branding Team was established to collaborate with DbD and work began on developing a brand, logo and tagline for the City
- Simultaneously, DbD began work on a Wayfinding Sign Design and Sign Location Plan with the COL Planning Department and Team members
- Stakeholder and public surveys were completed and designs were further developed over several weeks while wayfinding plans continued to evolve
- With a brand and tagline designed, wayfinding sign designs were created with input from community stakeholders and the Branding Team. Also, the sign location plan was completed
- Various SWAG items, apparel, paper goods produced by City Staff

Survey Overview

19 questions - 668 responses overall

General Public - 386 responses

Community College Students - 155 responses

Community Partners - 51 responses

City of Lenoir Employees - 50 responses

LBAB/LTDA/Council/Dept. Heads - 20 responses

Branding Team - 6 responses

City of Lenoir

Branding: Survey Results & Early Concepts

JANUARY 22, 2020

Matt Powell and Magnolia Sloboda

 **DESTINATION BY DESIGN**

Q04 What concept should a new Lenoir brand most evoke?

#1 Community

#2 Commerce

#3 Creativity

#4 Trails/Outdoor Recreation/Greenways

#5 Heritage/Tradition

Q18 What do you hope this campaign will achieve?

29% Encourage entrepreneurs and creatives to start up here

29% Communicate progress and revitalization

20% Investments of new businesses

10% Bring people together

6% Other

6% Educate locals about our assets

Q03 What should be the goal of a new branding campaign for the City of Lenoir?

40% Revitalization/Redevelopment

29% Business Development/Industry Recruitment

11% Citizen Engagement

10% Attract Residents

6% Tourism

5% Other

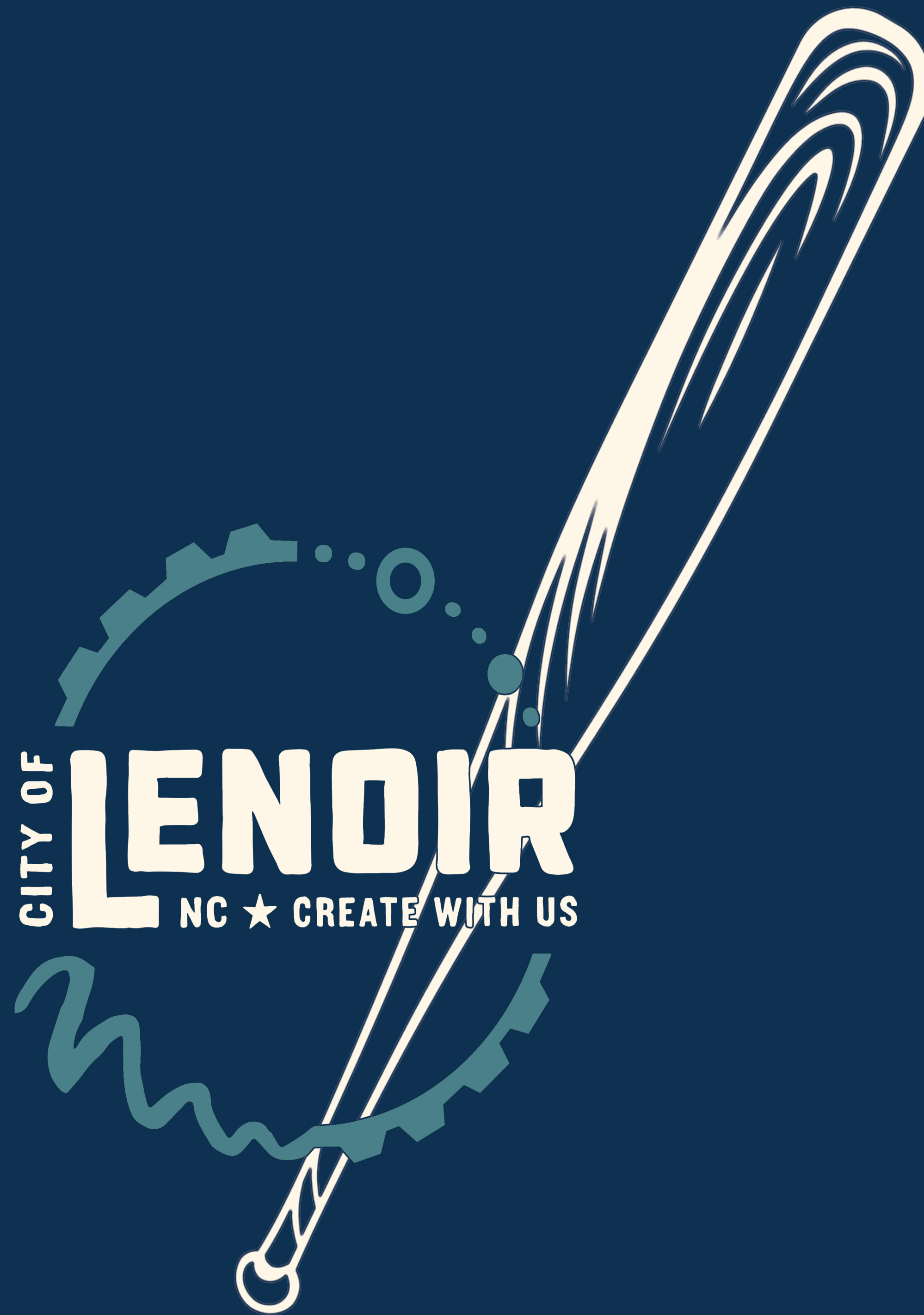
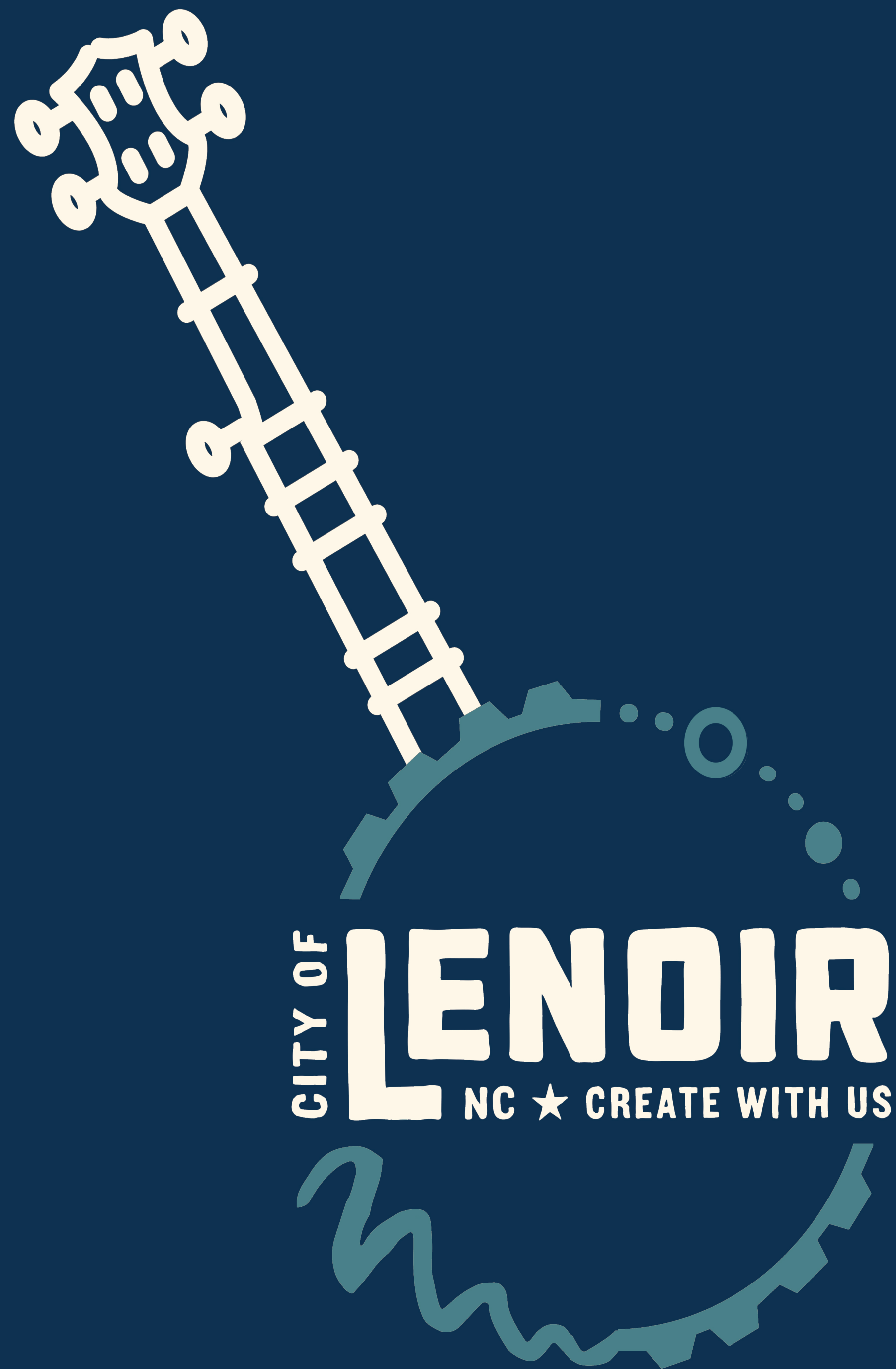
CITY OF
LENOIR
NC ★ CREATE WITH US

BRAND SYSTEM

PRIMARY LOGO WITH TAGLINE

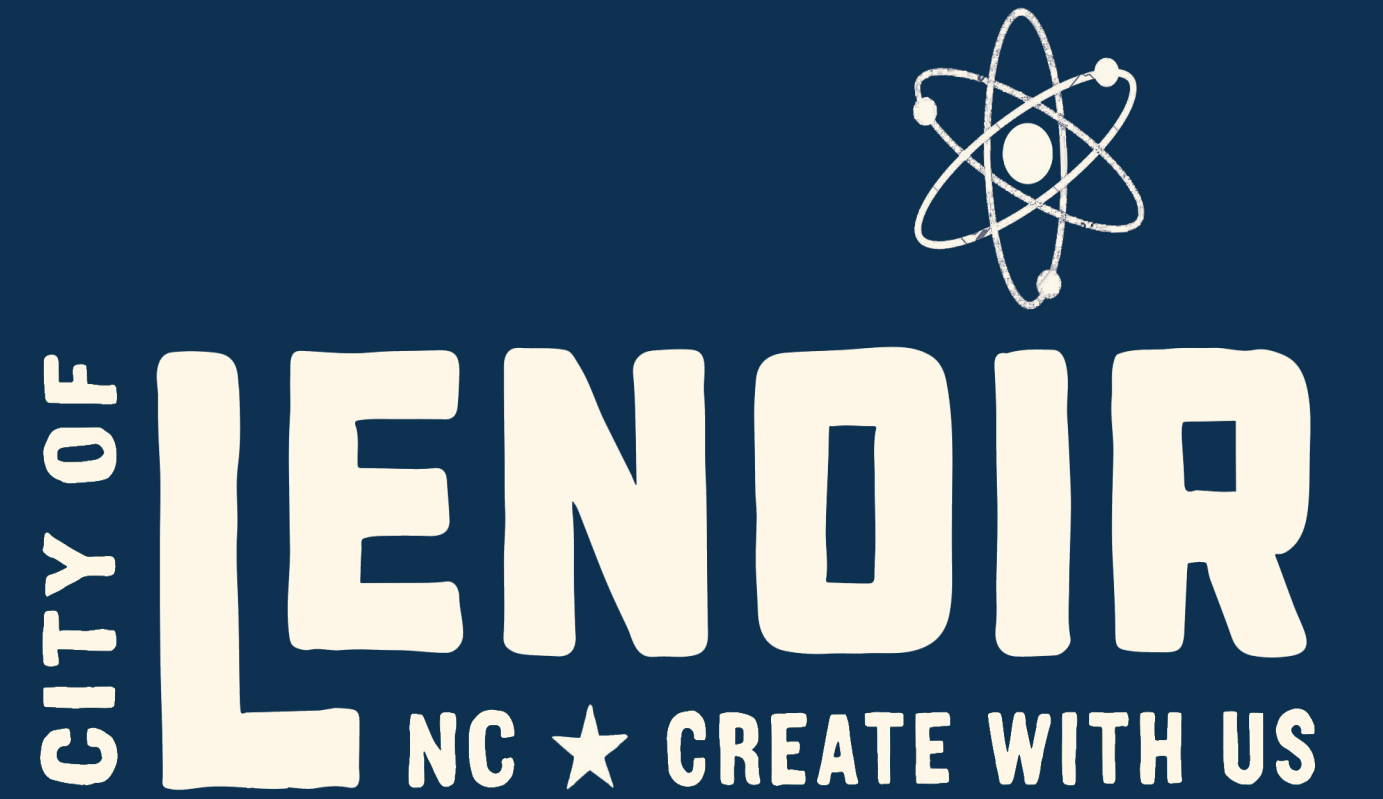






HORIZONTAL LOGO WITH TAGLINE





CIRCULAR LOGO

WORDMARK

ICON (WAYFINDING ASSET)

FULL COLOR



NAVY



TEAL



BLACK



TEAL BACKGROUND



NAVY BACKGROUND



WHITE



CIRCULAR LOGO WITH TAGLINE

WORDMARK

ICON

FULL COLOR



NAVY



TEAL



BLACK



TEAL BACKGROUND



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**CREATE
WITH US**

NAVY BACKGROUND



CITY OF **LENOIR**
NC ★ CREATE WITH US

**CREATE
WITH US**

WHITE



CITY OF **LENOIR**
NC ★ CREATE WITH US

**CREATE
WITH US**

LOGO USAGE

CORRECT LOGO USAGE

Use the full color primary logo whenever possible. The full color logo should only be on white backgrounds so utilize the white tag when necessary. When the logo gets small enough that the “North Carolina” tagline cannot be read, then please use the LNR icon (see page 6 under “Icon Wayfinding Asset”).

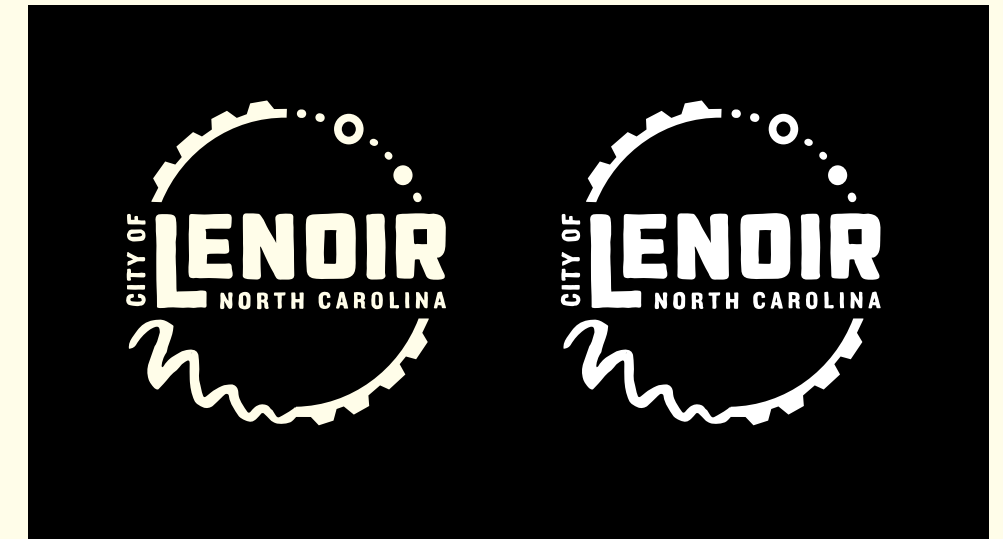
Use the appropriate full-color variation when the background color is navy, as well as when the background color is teal. Do not use these variations on any other background color(s).

Generally use the white logo for photo backgrounds (if you cannot utilize the white tag) or when the background color is not a primary brand color. Being thorough about color and logo usage will create more brand consistency and thus a professional and trusted brand image.

Please keep in mind, these guidelines also apply to logos with the City’s tagline, “Create With Us.”



Use the full color primary logo whenever possible—only on white backgrounds.



Use the one-color, brand white or true white logo on black backgrounds.



Use a one-color, true white logo when on non-brand, dark background colors.



Use a one-color, navy logo when on non-brand, light background colors.



This logo’s colors are specifically for use on navy backgrounds.

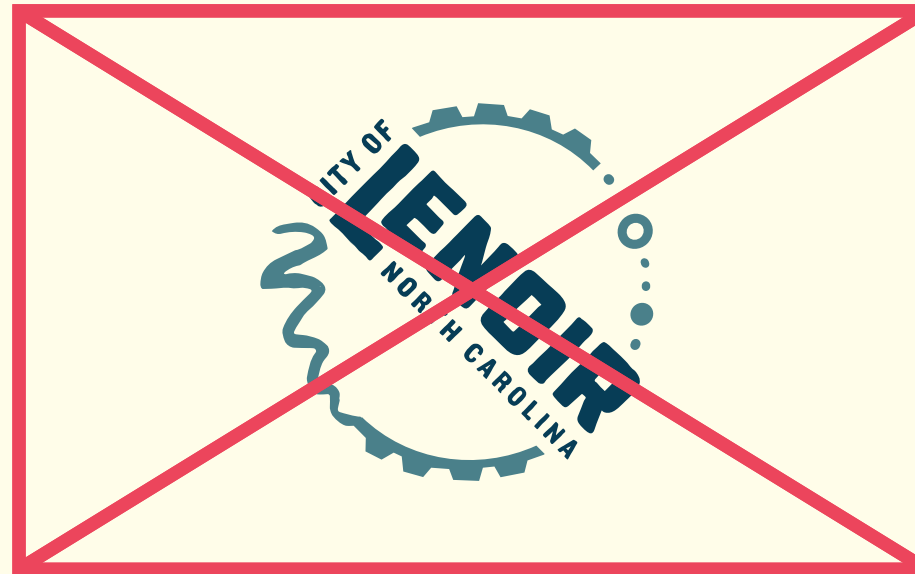


This logo’s colors are specifically for use on teal backgrounds.

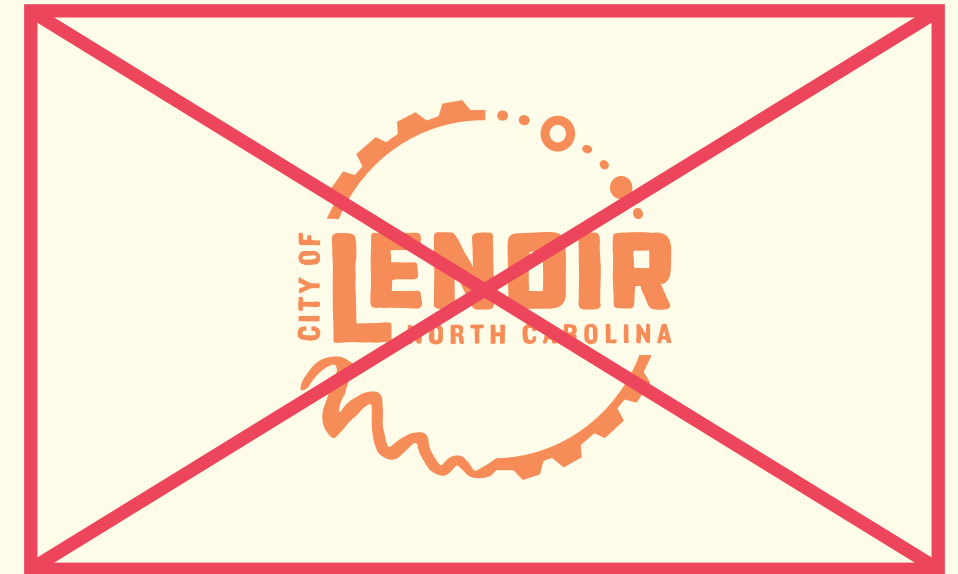
INCORRECT LOGO USAGE

When using the City of Lenoir logo these rules should be followed at all times.

Not following these rules will lead to inconsistencies in the brand and create a less professional and credible impression of the brand. Please keep in mind, these guidelines also apply to logos with the City's tagline, "Create With Us."



DON'T rotate the logo



DON'T make the logo any color than the specified brand colors



DON'T use transparency over images of full color



DON'T place logo on colors not specified



DON'T alter the gear or change the proximity of it to the word mark.



DON'T use shadows, bevels, or other effects on the logo



DON'T use gradients on the logo



DON'T stretch or compress the logo

COLORS & FONTS

PRIMARY CITY OF LENOIR BRAND COLORS

These are the primary brand colors for the City of Lenoir. These colors are used the most when designing for the City’s print and digital collateral. They are a key part of the brand identity and play an integral role in maintaining the consistency of the brand.



Navy

RGB: 7, 61, 86
CMYK: 98, 71, 44, 34
PANTONE: 3035 C
092f45



Dark Teal

RGB: 74, 128, 138
CMYK: 74, 37, 40, 6
PANTONE: 2221 C
3b6e77



Medium Teal

RGB: 116, 160, 166
CMYK: 57, 26, 32, 0
PANTONE: 2232 C
648f95

When using the Lenoir color palette, this is a general guideline for the percent of each color that you will see. Navy, dark teal, and white will account for most of the color on Lenoir collateral with about 10% being medium teal.



SECONDARY CITY OF LENOIR BRAND COLORS

These are the secondary brand colors for the City of Lenoir. These colors are to be used when presenting the brand with other colors is necessary; i.e., when a red is needed, use the specific red outlined in this guide.



PMS 2035C
CMYK: 16 / 100 / 100 / 7
RGB: 193 / 27 / 37
c11b25



PMS 1685C
CMYK: 31 / 82 / 95 / 32
RGB: 134 / 58 / 32
863a20



PMS 158C
CMYK: 3 / 66 / 99 / 0
RGB: 238 / 118 / 35
ee7623



PMS 7409C
CMYK: 3/32/98/0
RGB: 244/178/35
f4b223



PMS 7492C
CMYK: 22/ 15/ 85/ 9
RGB: 188/ 180/ 70
bcb446

FONT USAGE

TITLE	FONT NAME & PT SIZE	CREATING THE ADVENTURE
	DDC HARDWARE	
	50pt, 48pt	
HEADLINE	KNOCKOUT 51	10 BEST FAMILY ACTIVITIES TO DO IN THE CITY OF LENOIR
	23pt, 30pt	
SUBTITLE	KNOCKOUT 51	PLACEHOLDER SUBHEADER 40PX
	14pt	
BODY COPY	UBUNTU	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper Lorem ipsum dolor sit amet, consectetur adipis elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna
	REGULAR	
	10pt, 18pt	
LIST HEADER	KNOCKOUT 51	BULLET LIST
	BOLD	
	18pt, 22pt	
LIST BULLETS	UBUNTU	- Dolor sit amet, consectetur adipiscing elit - Ut wisi enim ad minim veniam - Lorem ipsum dolor sit amet - Tincidunt ut laoreet dolore magna
	REGULAR	
	10pt, 18pt	

TITLE	FONT NAME & PT SIZE	CREATING THE ADVENTURE
	DDC HARDWARE	
	50pt, 48pt	
HEADLINE	KNOCKOUT 51	10 BEST FAMILY ACTIVITIES TO DO IN THE CITY OF LENOIR
	23pt, 30pt	
SUBTITLE	KNOCKOUT 51	PLACEHOLDER SUBHEADER 40PX
	14pt	
BODY COPY	UBUNTU	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper Lorem ipsum dolor sit amet, consectetur adipis elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna
	BOLD	
	10pt, 18pt	
LIST HEADER	KNOCKOUT 51	BULLET LIST
	BOLD	
	18pt, 22pt	
LIST BULLETS	UBUNTU	- Dolor sit amet, consectetur adipiscing elit - Ut wisi enim ad minim veniam - Lorem ipsum dolor sit amet - Tincidunt ut laoreet dolore magna
	BOLD	
	10pt, 18pt	

PATTERN USAGE

CORRECT PATTERN USAGE

When you are creating print and digital collateral for the City of Lenoir, please keep the following guidelines in mind.

The navy and teal patterns are intended to emphasize and draw attention to the City brand; these patterns are best applied to marketing materials such as t-shirts, tote bags, street banners, billboards, wayfinding signage, etc.

When placing text on top of the patterns, maintain the standards for font selection and size as outlined previously in this guide.



Use the brand-white color for text on top of the navy pattern.



Use the brand-white logo on top of the navy pattern; place a solid color block behind the text to separate it from the pattern.



Use the brand-white color for text on top of the teal pattern.



Use the brand-white logo on top of the teal pattern; place a solid color block behind the text to separate it from the pattern.

CITY OF **LENOIR**
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CITY OF **LENOIR**
NC ★ CREATE WITH US





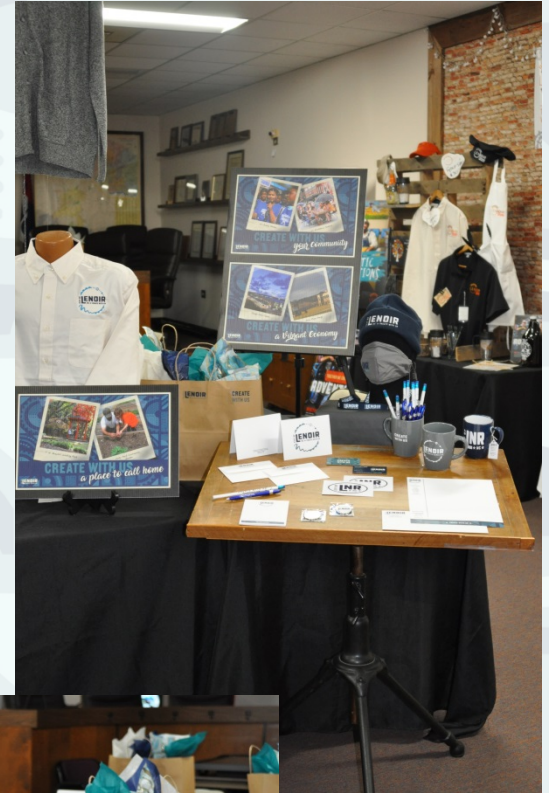
CITY OF **LENOIR**
NC ★ CREATE WITH US



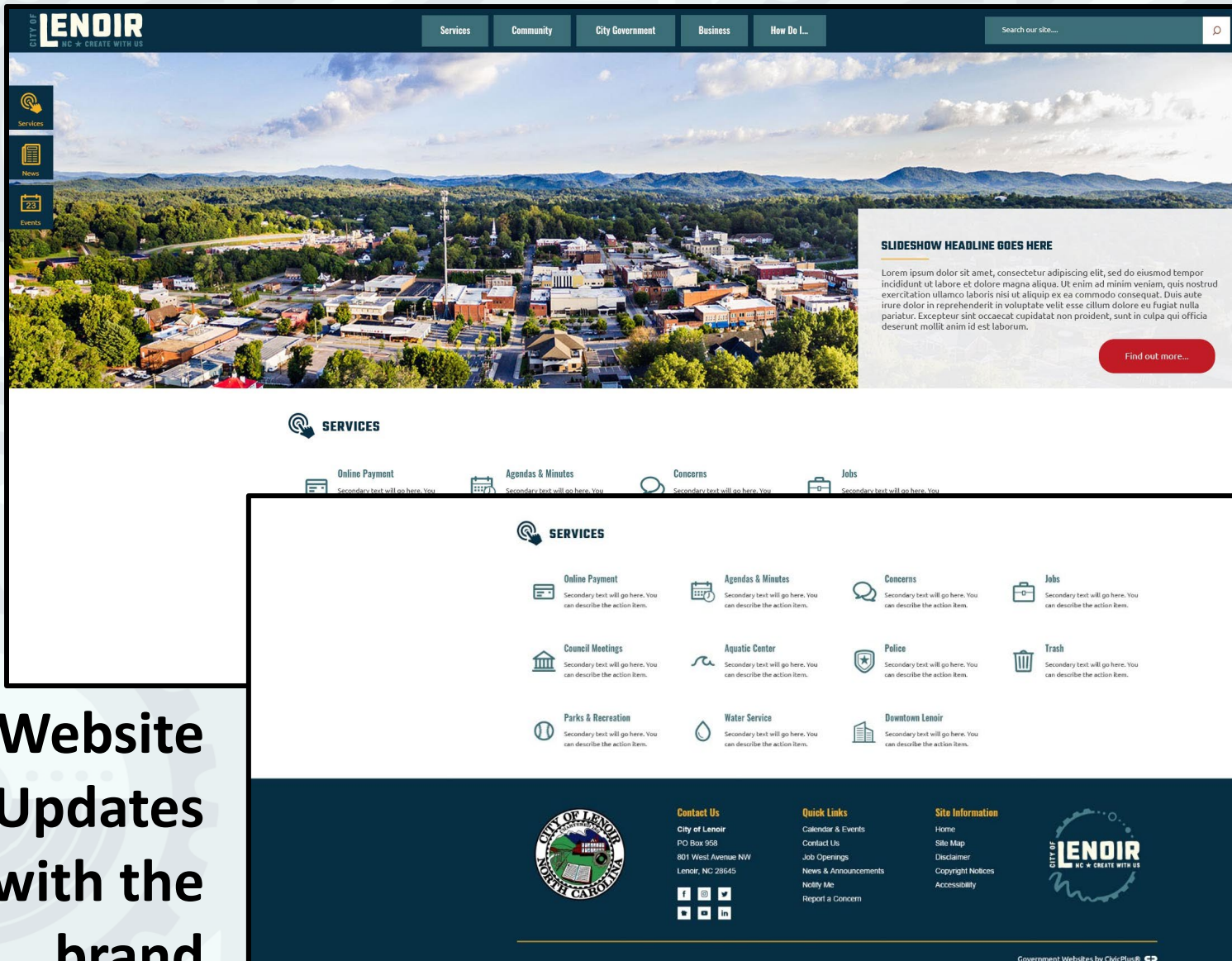
Apparel and Paper Products Produced



Apparel and Paper Products Produced



Coming Soon!!



Website Updates with the brand



Coming Soon!!

The City of Lenoir Customer Service Team
has some great plans and
fun projects in store for us all!

**SNEAK
PREVIEW!**

*But not too
much of
one!*



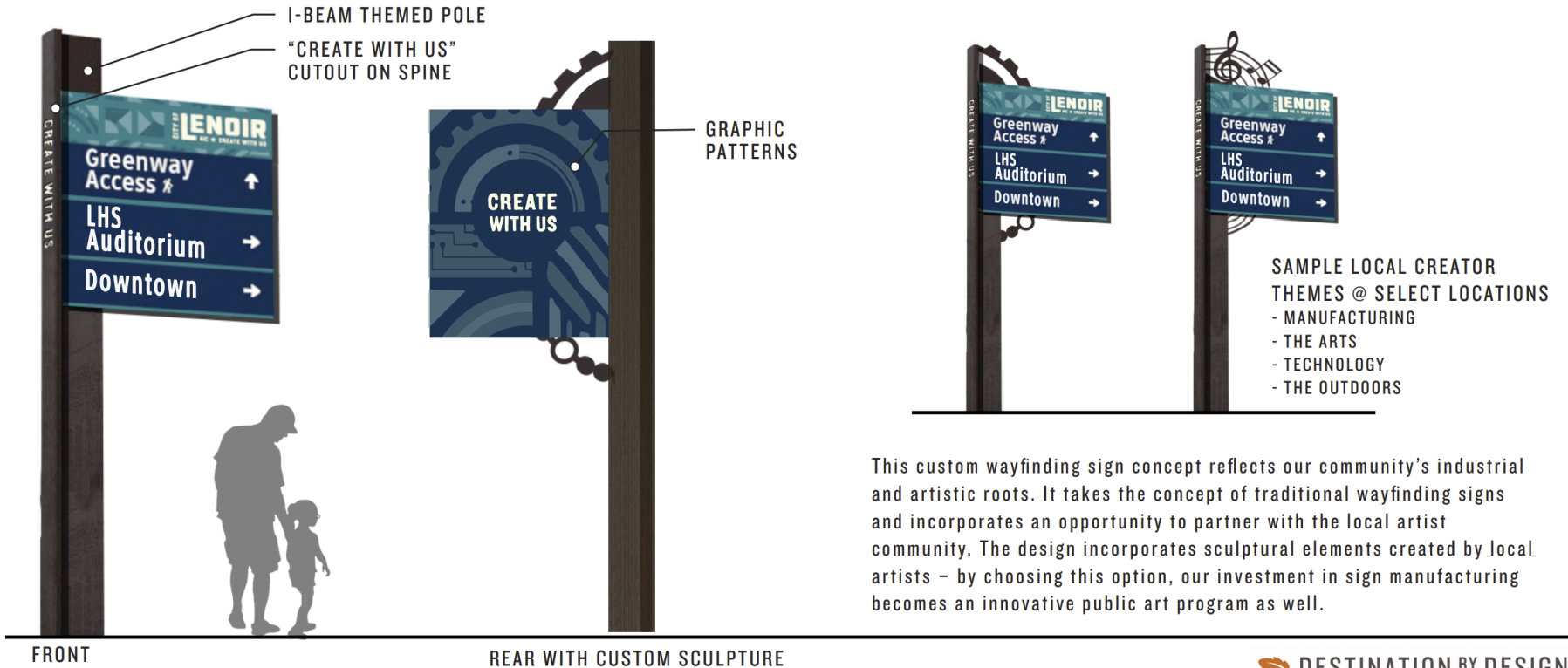


Wayfinding Sign Plan

Jenny Wheelock

On the Horizon!

ARTISTIC/ INDUSTRIAL-THEMED WAYFINDING





Fourth of July



Walker Stadium

CREATE WITH US

memorable days



T. H. Brayhill Walking Park



Unity Park Community Garden

CREATE WITH US

a place to call home