

**KENAI CITY COUNCIL WORK SESSION  
MARKETING EFFORTS FOR THE CITY  
JANUARY 15, 2020 – 5:00 P.M.  
KENAI CITY COUNCIL CHAMBERS  
210 FIDALGO AVE., KENAI, AK 99611  
MAYOR BRIAN GABRIEL, PRESIDING**

**NOTES**

Council present: H. Knackstedt, B. Molloy, R. Peterkin, J. Glendening, T. Navarre  
Others present: City Manager P. Ostrander, City Attorney, S. Bloom, City Clerk J. Heinz,  
Finance Director T. Eubank, Human Resources Director S. Brown,  
Assistant to City Manager C. Cunningham, Divining Point, LLC  
Representatives C. West and J. Taylor

**A. Call to Order**

Mayor Brian Gabriel called the work session to order at approximately 5:00 p.m. advising the work session was called for Council to receive an update on the marketing efforts for the City.

**B. Introduction – City Manager, Paul Ostrander**

City Manager, Paul Ostrander, provided an introduction of the firm the City was working with, an overview of what Council has asked for as far as marketing the City, and noted the staff working with the marketing firm.

**C. Marketing Presentation – Divining Point, LLC**

Divining Point, LLC, Representative, Coy West, noted Kenai was uniquely situated to have everything it needed. Divining Point, LLC, Representative Jon Taylor, introduced himself and Coy and discussed branding and the brand promise of abundant opportunity. The team discussed the identified goals of supporting a thriving community, fostering economic development, and promoting sustainable growth. They discussed the research they conducted noting the dichotomy residents experienced; also discussed campaigns and taglines noting unique features about Kenai, its wide open spaces, best place to raise a family, a place to start a new life, a place to start or run a business, and the best place for adventure. The concept of Alaska as a verb and he tag line, “The Best Place to Alaska,” was introduced.

The team also presented a salmon as the identity for the marketing effort, explaining the City’s similarities to salmon’s characteristics, noting the need for abstraction in a logo, and presented a salmon logo.

Finally, the team noted the plan to validate the claim that Kenai is “The Best Place to Alaska,” before rolling out the marketing campaign.

**D. Council Discussion**

It was noted Kenai had an airport to arrive to Alaska and from there, Alaska could be experienced.

Clarification was provided that promoting the beach was definitely a part of the marketing plan. Clarification was also provided that the videos being produced would be asking the viewer how they Alaska and show what Kenai has to offer year round; videos would be played as a commercial or at the movie theater.

It was noted the use of a salmon was an important feature.

Appreciation was expressed for the logo and font.

It was suggested the tag line would set the City apart from the "playground" that others have deemed the Kenai Peninsula.

**E. Public Comment** (limited to 3 minutes per individual; 20 minutes aggregate)

None.

**F. Adjournment**

The work session adjourned at approximately 5:55 p.m.

Notes were prepared by:

  
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Jamie Heinz, CMC  
City Clerk

