PORTERVILLE CITY COUNCIL AGENDA  
COUNCIL CHAMBERS, CITY HALL  
291 NORTH MAIN STREET, PORTERVILLE  
ADJOURNED MEETING – FEBRUARY 26, 2008, 6:00 P.M.

Call to Order
Roll Call: Council

Pledge of Allegiance led by Council Member Pete V. McCracken
Invocation

**ORAL COMMUNICATIONS**
This is the opportunity to address the Council on any matter of interest, whether on the agenda or not.

**SCHEDULED MATTERS**
1. Study Session Regarding the Porterville Branding Initiative  
   Re: Presentation of a report by the Branding Stewardship Committee and a discussion of the goals and strategies for the program.

**ORAL COMMUNICATIONS**

**OTHER MATTERS**

**ADJOURNMENT** to the Council Meeting of March 4, 2008.

In compliance with the Americans with Disabilities Act and the California Ralph M. Brown Act, if you need special assistance to participate in this meeting, or to be able to access this agenda and documents in the agenda packet, please contact the Chief Deputy City Clerk at (559) 782-7442. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting and/or provision of an appropriate alternative format of the agenda and documents in the agenda packet.
SUBJECT: STUDY SESSION REGARDING THE PORTERVILLE BRANDING INITIATIVE

SOURCE: COMMUNITY DEVELOPMENT DEPARTMENT

SUBJECT: The Branding Stewardship Committee of Porterville has requested this opportunity to provide an update to the City Council regarding the Porterville Branding process.

In late 2006, the Chamber, along with a number of investors, engaged the firm of Shook Kelley to explore the City’s branding potential. The information provided from Shook Kelley’s report has been received by the Branding Stewardship Committee and subcommittees have been formed to continue moving the branding process forward. The subcommittees are as follows:

- Cultivate Community
- Cultivate Tradition
- Cultivate Small Town Charm
- Cultivate Youth

Representatives from the Branding Stewardship Committee and the subcommittees are prepared to present to the Council their goals, strategies, and tagline ideas.

RECOMMENDATION: For informational and discussion purposes only.