



To: Mayor and Council

Agenda Item #: V. B.

From: Jordan Gilgenbach, Communications Coordinator

Action

Date: May 19, 2015

Discussion

Subject: "Speak Up, Edina" Report

Information

Action Requested:

Receive report on April 2015 "Speak Up, Edina" discussion about City taglines.

Information / Background:

Since June 2012, the City of Edina has used the online engagement website, www.SpeakUpEdina.org, to collect ideas and opinions from residents. One of the City Council's six strategic priorities for 2014-2015 is Communication and Engagement: "To clearly understand community needs, expectations and opinions, the City will consistently seek the input of a broad range of stakeholders in meaningful and interactive communication." A goal of that is to host a monthly discussion on www.SpeakUpEdina.org.

In April 2015, the discussion topic centered on city taglines. In this discussion, the City posed the following questions:

- The City doesn't currently have an official tagline. Should Edina have one? Why or why not?
- Do you have an idea or suggestion for a tagline?
- What sort of community characteristics should be incorporated if one were to be created?

The discussion was open for comments between April 1 and May 1. During that time, 18 comments were made. Additionally, 675 users visited the site 881 times, garnering 3,698 page views. Note, during this same period, a discussion on the Redevelopment of the Former Public Works Site was also active. All commenters in this discussion were from Edina.

Attached are the comments for the discussion.

City Tagline

Closed May 01, 2015 · Discussion · 14 Participants · 3 Topics · 18 Answers · 2 Replies · 5 Votes

14

PARTICIPANTS

3

TOPICS

18

ANSWERS

2

REPLIES

5

VOTES

SUMMARY OF TOPICS

IS A TAGLINE NEEDED?

10 Answers · 2 Replies

The City doesn't currently have an official tagline. Should Edina have one? Why or why not?

Joel Stegner · Citizen · (Postal Code: 55435) · Apr 03, 2015 9:19 pm

0 Votes

A tagline is helpful if its memorable and says something distinctive about the city. For example, City of Lakes works wonderfully because it is memorable, distinctive, positive and accurate. The number of lakes in Minneapolis and their great beauty help create a healthy, wholesome image of a city with lots to take people outside, despite the weather.

One reason I choose to live in Edina in 1985, as a Democrat in what was then a Republican place, was the emphasis on achievement and not settling for second best. I knew that my children would have an excellent education and would develop their potential, being surrounded by people who lived with mission and purpose.

While the city has turned over, I think its achievement oriented has persisted. Today, I think that the idea of the best life possible for everyone who lives here is really what our city wants to achieve. There is plenty of debate about what that looks like, but our level of career, civic and volunteer engagement is extraordinary.

Tom Brewitz · Citizen · (Postal Code: unknown) · Apr 15, 2015 2:14 pm

2 Votes

Taglines are useful as are slogans. As a consultant for Cornermark I offer some rules.

Two words are superb, three are great, four is OK and more may get too busy.

I suggest shortening it to something like, "Live, Learn, Grow"

Brainstorming other ideas could be easily done, making a list of possibilities and never really getting settled on one until a selection of ideas are put together. Keep in mind, there are no bad ideas initially. It is best to include all of them regardless as even marginal ones may lead to another spinoff to a better one.

"Live, Work, Play"

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"Community for family & commerce.
"Empower, Excel, Reside - Edina"

This is just a start. I hope some of you might add to these!

Response:

· Citizen · (Postal Code: unknown) · Apr 15, 2015 2:24 pm

Tom, thank you for your guidance. I really like your ideas--concise and precise!

David Frenkel · Citizen · (Postal Code: 55424) · Apr 15, 2015 5:44 pm

👍 2 Votes

I would like to know who is behind this besides the 'the city is interested'. The city has been adding staff the past few years, is this the work we pay the new people to do? Looking at the priorities of the city this shouldn't be on the radar. Neither Bloomington or Richfield have tag lines and the tag lines of Minnetonka and Plymouth have to do with quality of life. Just leave it and move on and let the 'interested people' at the City of Edina find more important things to do.

Response:

Marilyn Listvan · Citizen · (Postal Code: 55436) · Apr 15, 2015 9:04 pm

I agree with David -- try focusing on the deteriorating 50th street bridge or preserving/creating affordable housing instead of McMansions, rather than taglines.

· Citizen · (Postal Code: unknown) · Apr 15, 2015 6:14 pm

👍 0 Votes

As a (retired) photojournalist and person interested in promoting arts and culture in Edina, I know that tag lines can be valuable in the competitive world of drawing people to events and places. We need to be forward thinking and encourage people to live, shop, enjoy art and our great community assets. I agree with Tom's suggestion that three or four words are the maximum for tag line effectiveness. Live, Work, Enjoy

David Frenkel · Citizen · (Postal Code: 55424) · Apr 15, 2015 9:12 pm

👍 1 Votes

If you want to attract people to Edina for events I would suggest the city hire a social media person to keep the city of Edina web site up to date and content fresh. The web site is dated and is seldom updated. For example the Braemar Ice Arena hosted a regional figure skating event this winter that drew hundreds of participants yet there was nothing on any city web site about it. It was probably the biggest event Edina will host this year. Logos are great but if you don't have social media to back it up a logo is worthless.

Chip Jones · Citizen · (Postal Code: 55436) · Apr 15, 2015 11:10 pm

👍 0 Votes

Tag lines always seem contrived to me. They might have importance in today's fast paced lifestyle, but I really agree with David. Edina really misses the mark on

City Tagline

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announcing and mentioning things going on around the City via social media, etc. Instead of devoting time to creating a catchy tag line, the city should be more focused on getting the word out about things going on around the City. This would do far more good from a branding perspective than a catchy tagline.

Cindy Perusse · Citizen · (Postal Code: 55436) · Apr 16, 2015 1:49 am

 0 Votes

Tag lines are part of how a city brands itself. I think we can throw some ideas around without expending a whole lot of time or money. I like that the city offers this forum for easy community input. The rule of three seems to work best and I agree with Tom. What I have learned about Edina in the 11 years that I have lived here is the population has generations of Edinans. I have friends who were raised here, went away to college, came back and raised their own families here and sometimes bought the house they grew up in. Doesn't happen like that in many other communities. The draw is education, low crime, close to downtown Mpls and lovely neighborhoods. Can't think of a catch phrase at the moment that would encompass these aspects.

· Citizen · (Postal Code: unknown) · May 01, 2015 8:43 pm

 0 Votes

I don't see the need for a tagline. Most civic taglines sound roughly the same, and quickly become dated. Too often, they sound like a setup for a joke. Also, as others have pointed out, using any resources at all for this seems misguided. Not only does it cost money to come up with a tagline, its costs even more to add it to signs, stationery, etc.

TAGLINE SUGGESTIONS

 6 Answers · 0 Replies

Do you have an idea or suggestion for a tagline?

Joel Stegner · Citizen · (Postal Code: 55435) · Apr 03, 2015 9:28 pm

 0 Votes

First suggestion -a place to excel together. Second suggestion - buzzing with energy. Third suggestion - every day I need achievement.

Jon DeMars Victorsen · Citizen · (Postal Code: 55435) · Apr 06, 2015 3:05 am

 0 Votes

Edina - money well spent
Edina - 1st bling suburb
Edina - epic urbane living

Jon DeMars Victorsen · Citizen · (Postal Code: 55435) · Apr 13, 2015 1:19 am

 0 Votes

Edina - the greens are greener on this side of the fence!

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· Citizen · (Postal Code: unknown) · Apr 15, 2015 4:40 pm

👍 0 Votes

Now think about it :-) ...

"...No, it's Edina."

Donna Callender · Citizen · (Postal Code: 55436) · Apr 15, 2015 5:40 pm

👍 0 Votes

There's extra money lying around and it's being used for this?? Seriously? No wonder people think we're shallow idiots.

· Citizen · (Postal Code: unknown) · Apr 15, 2015 11:14 pm

👍 0 Votes

Why live anywhere else?

CHARACTERISTICS

🗨️ 2 Answers · 0 Replies

What sort of community characteristics should be incorporated if one were to be created?

Joel Stegner · Citizen · (Postal Code: 55435) · Apr 03, 2015 9:23 pm

👍 0 Votes

Following up my last answer, I think that people who live here set high goals and work hard to achieve them. So, what a thing of is Edina, a place to excel together. In other words, if you live, study or work here, you enhance your ability to do your best, with the help of everyone else who lives here. You don't need to win by having someone else lose, but by taking advantage of the collective energy of the community.

· Citizen · (Postal Code: unknown) · Apr 16, 2015 5:44 pm

👍 0 Votes

It should definitely include an aspect of annual special assessments and how everyone votes to pass it making others pay for what they want.