



**CITY OF LEAWOOD
GOVERNING BODY
MEETING AGENDA**

Council Chamber
4800 Town Center Drive
Leawood, KS 66211

**GOVERNING BODY
WORK SESSION**

**Tuesday, September 6, 2022
6:00 P.M.**

Mayor Peggy Dunn

Councilmembers

Ward One

Debra Filla
Andrew Osman

Ward Two

Jim Rawlings
Mary Larson

Ward Three

Chuck Sipple
Lisa Harrison

Ward Four

Julie Cain
James Azeltine

Discuss 75th Anniversary Brand Strategy

The public is invited to attend, however no public comments will be entertained during this Work Session. The City Council meeting will begin at 7:30 p.m. in the Council Chambers at Leawood City Hall (4800 Town Center Drive, Leawood, KS 66211).

ADJOURN

(This agenda is subject to changes, additions or deletions at the discretion of the City Council)

Copies of the agenda are available at the Office of the City Clerk on the Friday prior to the meeting. Leawood operates under a Council/Mayor form of government, with a separately elected mayor and 8 council persons. Council members are elected on a non-partisan basis from 4 wards. The Council develops policies and provides direction for the professional city administration.

If you require any accommodation (i.e. qualified interpreter, hearing assistance, etc.) in order to attend this meeting, please notify this office at 913.339.6700 or at CityClerk@leawood.org no later than 96 hours prior to the scheduled commencement of the meeting.

Memo

To: Mayor Dunn and City Council Members
CC: Patrick Geschwind _ Interim City Administrator
From: Chris Claxton, Director
Date: September 6, 2022
Re: Work Session – RE: Presentation of Brand Identity Design – Willoughby Design

Willoughby Design, a local brand design agency, and O'Neill Events & Marketing were engaged to explore a brand identity evolution that will coincide with the City's 75th Anniversary celebration in 2023.

The team has taken a deep dive into understanding our city values, attributes, demographics and vision for the future. This learning process was the foundation for a recommended brand evolution created to both honor the City's past, and be representative of the forward-looking City that Leawood is today.

The Willoughby team will be taking us through the strategic process that the appointed task force has been meeting and working on over the last four months. As a reminder, the task force was comprised of Arts Council Chair Anne Blessing, Leawood Foundation Chair and Historic Commission member Alice Hawk, BZA Chair Bill Clawson, Planning Commission Chair Marc Elkins, Mayor Dunn as well as staff members Holly York and Chris Claxton, with the addition of City Clerk Stephen Powell following Ms. York's resignation

On September 6th, Willoughby will present the task force's recommended "new" visual identity including an evolved logo, colors, typography and sample applications for discussion.

Please let me know if you have questions prior to the meeting.