

CITY OF NORTON SHORES  
CITY COUNCIL WORK SESSION  
June 28, 2022

A regular work session of the Norton Shores City Council was held at the Norton Branch Library Community Room, 705 Seminole Road, on Tuesday, June 28, 2022 at 5:30 p.m.

Present: Mayor Nelund, Council Members Flanders, Hylland, Jurkas, Kasher, Moulatsiotis, Sowa and Olson; also, Mark Meyers, Shelly Stibitz, Anthony Chandler, Jim Murphy, Chris Lyonnais, Joe Kinnucan, and Brandon Poel

City Administrator Mark Meyers distributed The Pike magazine to Council members directing them to a full-page City of Norton Shores advertisement that shows the new branding format. Mr. Meyers also stated that the magazine was purchased by a larger Grand Rapids, Michigan publisher, The Blue, and the City's ads will appear in that publication for the duration of the contract.


1. Branding Survey

Administrative Services Director, Anthony Chandler, reminded Council of the new branding rollout timeline and introduced Sarah Powers from Revel to share some post launch data collected and results of a recent survey. Ms. Powers complimented the Media Coordinator Don Vanderkooi on his creativity in video creation and shared that, of the 862 email addresses collected during the launch, 219 responded to the April 2022 survey with 155 completing the questionnaire and the rest submitting it partially completed. Nortonshoresliving.com is seeing the most activity in the Shopping/Dining category. Revel made some recommendations to freshen up the site and make it more user friendly such as adding information about the new Muskegon County Dune Harbor Park that is located in Norton Shores, creating a social "like" or "awareness" campaign, adding a new content calendar and, possibly, having an album of the professional photos on the branding site for sale. Council Member Hylland would like each of the City's media sites to have direct one-click links to the other sites for the reader's convenience. Council Member Flanders was concerned that the survey showed that 66% of those responding did not know about Black Lake Park and agreed with Ms. Powers' idea for a brand map to be on public display throughout the city to heighten awareness of Norton Shores' amenities and Council members Moulatsiotis and Sowa would like to add historical data to a map as well. Council Member Flanders proposed that "social media campaigners" be used to drive activity to City pages and Ms. Powers agreed that it would be a good option to help the Media Coordinator in circulating softer information and continue the City's social media momentum. As a final thought, Ms. Powers suggested that the City choose one of the branding icons as the City's main logo.

General Comments

Council Member Flanders said that he had a conversation with the contractor for the new overlook pavilion, Tom Grimm, about the project being changed to eliminate the overhang to cut costs. Mayor Nelund suggested looking into a lower cost solution such as sun shades on the overlook deck. Council members appreciated the branding update.

Meeting adjourned at 6:29 p.m.

  
Shelly Stibitz, City Clerk