



PUBLIC NEWSLETTER FOR THE CITY OF SEDALIA

IN THIS ISSUE

Community Branding Campaign Update

At its annual strategic planning session Jan. 9, City Council heard a presentation from Callis, a local marketing firm, on a Sedalia community branding campaign. Last May, the city selected Callis to facilitate the campaign, which included **research, strategy, creative and planning phases**, all with the goal to capitalize on our city’s growth and momentum.

The Callis team has worked on the project with a city team that included Mayor Kehde, Kelvin Shaw, John Simmons and Councilmen Andrew Dawson and Jeff Leeman.

The end result of the plan is to have a visual identity, key messages and other strategies to enhance community pride, recruit new businesses and residents and attract visitors.

Research - Digging and Discovering
Callis conducted 16 one-on-one interviews with a variety of people who are inside and outside our community and included newcomers, business and neighborhood leaders and long-time residents. Three focus groups and a

brand workshop were also hosted and nearly 80 people attended those events. In addition, about 240 people responded to an online survey that was created and distributed via email, the newspaper and social media. Callis also conducted two meetings with city employees and created an online survey for department directors to gather information about website needs.

Strategy - What It All Means
Using the research, Callis developed key takeaways and insights that helped produce the brand strategy, key audiences, messaging and recommendations that could be used to roll out a new brand. The most important part of this phase was ensuring that the brand be authentic and accurately represent our community’s values and personality.

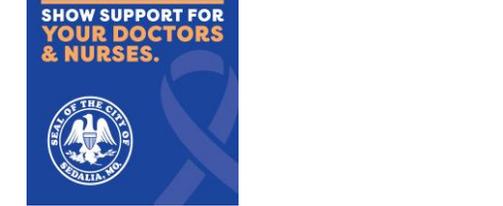
Creative - Making Words Visual
The Callis team then went to work creating logo mark and tagline options for the city team to consider. The final logo mark selected is shown above.

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VISION STATEMENT
Dynamic life and
Comfortable living in
Greater Missouri

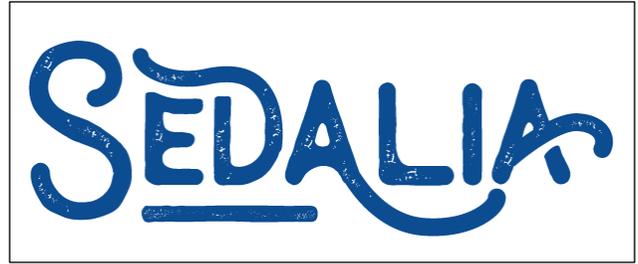
MISSION
The City of Sedalia is committed to meeting the needs of our community through professional leadership and operational excellence.

We deliver efficient, quality municipal services, create opportunities for growth and protect the quality of life that makes our community a desirable place to live.

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The logo mark personifies warmth, grittiness and comfort. It also has movement that represents nods to our rail, trail and musical history.

The City continues to work with Callis to finalize a tagline to go along with the new City logo (in business, a tagline is a phrase that helps define and highlight a brand's mission or purpose).



Plan - What's Next

Among the many recommendations for how to roll out the brand, the city team chose three areas for the first year: a new website, signage and a marketing/media plan. Specific projects and budget estimates were shared with the full Council to prioritize among other general and capital initiatives.

While there are many types of audiences and people to communicate with about a new community brand, the initial target group will be area residents in order to build brand awareness and excitement internally and then move to audiences outside of the community.

More details will be shared as the 2021-2022 budget is developed; however, we are well on our way to having a strong community brand that can unite our current residents around a common identity; the kind of identity we are proud to share with all we meet!



City Continues Storm Debris Pick-up

City crews continue working to remove tree limbs and branches from public property and rights-of-way resulting from the recent storm and high winds to ensure roadways and sidewalks are clear. To assist residents in cleaning up the balance of tree limbs and branches from their private property, residents may take tree debris and vegetation to the City's Materials Management Site. The City's Materials Management Site is located at 27882 Highway U and is open from 7:00 a.m. to 5:30 p.m. The Materials Management Site is open daily, Monday through Sunday, with the exception of City holidays. The next City Holiday is Martin Luther King Jr. Day on Jan. 18, 2021 when the site will be closed.

The City encourages residents to work safely in clearing their yards of tree debris. Residents should ensure that no downed power or cable lines run through the debris before beginning work. Residents should also use caution in areas where broken branches continue to hang in trees above tree debris on the ground.

Residents, who cannot transport the tree debris to the Materials Management Site, will need to move their tree limbs and vegetative debris to the area between the sidewalk and curb or roadway (not out in the street) in front of their homes for pick-up by City crews over the next couple of weeks. Residents east of Ohio will have their pick-up on Tues., Jan 19, 2021. Residents west of Ohio will have their pick-up on Monday, Jan. 25, 2021. City crews will be picking up materials at the curb and along the rights-of-way between the hours of 6:00 a.m. and 3:30 p.m.

If you have questions about the storm debris pick-up, please feel free to contact the Public Works Department at (660) 827-3000 ext. 1166.

Playin' at the Park

Pound

Mondays February 1- March 8 5:30-6:15pm or
Thursdays February 4-March 11 6:30-7:15p.m.
\$30 per session

Register by January 28

Sit & Fit

Thursdays February 4-25
9:00-10:00a.m.
\$15

Register by February 1

Belly Dancing

Wednesdays February 3-24
6:30-7:30p.m.
\$28

Register by February 1

Biddy Basketball

Ages 3 & 4
Mondays March 1-22
or
Wednesdays March 3-24
5:30-6:15pm

\$25 per person

Register by February 8

Little Hoopsters

Ages 5 & 6
Mondays March 1-22
6:30-7:15pm

\$25 per person

Register by February 8

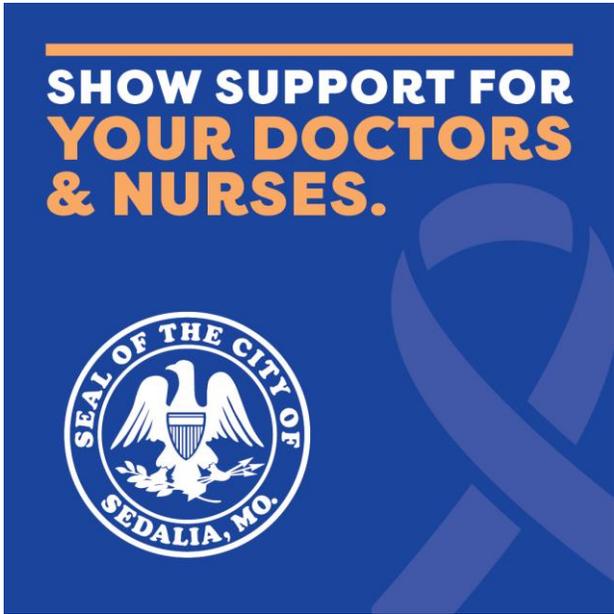
City of Sedalia to Observe Martin Luther King, Jr. Day

The City of Sedalia will be closed on Monday, January 18, 2021 in observance of Martin Luther King, Jr. Day.

Weekly trash pickup for the week of January 18, 2021 will follow the normal collection schedule. The Materials Management Site at 27882 Highway "U" will be closed on Monday, January 18, 2021.

City offices including the Materials Management Site will re-open for normal business hours on Tuesday, January 19, 2021.

We invite you to show your support by displaying white ribbons in your windows, on your trees and on social media. Our area doctors and nurses are working tirelessly to care for you, your family and friends and our community during the COVID-19 pandemic. Show your appreciation by displaying white ribbons!



🐾 IT'S TIME FOR PET TAGS! 🐾

When are pet licenses due?

Pet licenses are due at the beginning of each calendar year. 2021 licenses are due as of January 1, 2021.

What is required to get a license?

- *Payment of license fee:
 - \$5 for altered pet
 - \$25 for unaltered pet
- *Proof of rabies vaccination by a licensed veterinarian
- *Proof of alteration by a licensed veterinarian

Where do I apply for a pet license?

Pet licenses may be obtained through the City's Finance Office within the Municipal Building, 200 S. Osage Avenue, Sedalia, Missouri.

City of Sedalia
200 S. Osage Avenue
Sedalia, Missouri 65301
www.cityofsedalia.com