

Speaker 1 (00:05):

Thank you to those of you that are here tonight for the Carmel Neighborhood Association Network meeting. This is the third quarter meeting. Happy that you're here. I also want to mention thank you to the Carmel Fire Department and this venue is called two 10 Midtown. It is a beautiful space. They do a great job and we're really proud that they let us be here tonight. This is exciting for us. I want to also mention that, don't forget about the signup sheet over here in the corner. That's a way for you to get city news and information, and you'll get emails about future CN meetings as well as city news and city releases. There's also cookies and coffee provided just by just love Coffee Cafe. So thank you to them. And then in the cooler there, there's some water bottle, so this is very low key.

(01:01):

Please feel free to get up and get what you need. Thank you also to Division Chief of Community Relations, John Moriarty for the table setup out front. Thank you. We really appreciate you are Mr. CFD community guy and we love how busy you are and how you take care of the community. So thank you for that. And if you weren't able to visit the booth on your way in, make sure you do on your way out because he's got a lot of good stuff out there. Just a few Carmel utilities notes as you get settled. Rain on main barrels, that is our painted barrel water efficiency program. We do it once a year. We have 20 barrels that will be set out on Main Street and that's tomorrow morning. And as of noon, you can start voting on your people's choice barrels and on the online auction rain on main.com.

(02:06):

I do have some flyers in the back if you're interested in more information. And again, as I said, rain on main.com can give you more info. So if you were here at the June meeting, well not here, but if you were present at the CNN June meeting at the Fire Police Department, we had a pretty heavy agenda and I got some really positive feedback. So I'd like to thank those HOM members that reached back out to me. They appreciated the information, but they really liked the networking. So we kept the agenda a little bit light tonight so you have a chance to chat with other HOAs, see what you're doing in your neighborhood and see if that can help your neighbors. So with that, our light agenda includes City News and our City of Conwell rebranding program. And I'm happy to bring to the stage our City of Carmel Director of marketing, Kelly Douglas, who will take it from here.

Speaker 2 (03:17):

Good evening. Actually, I'm going to pull this off. I kind of feel weird standing behind the podium. Well thank you again so much to the fire department for allowing us to be here. This is such an amazing venue. I don't know if any of you have been here before. I've been here one time. They only let me on the second floor that time and wow, they've got a really nice patio out there and a nice little kitchen and I kind of wanted to hang out there for lunch. So I am the marketing director for the City of Carmel. The mayor would normally be speaking today, but she is away actually on another city having another meeting. So I was lucky enough to come talk to you instead and I'm absolutely thrilled to be able to do that because one of the things that I'm excited to talk about is rebranding.

(04:07):

I was brought into the city of Carmel. Actually, I'll tell you this really quick. So I have lived in the city of Carmel since 2011. I've worked in the city of Carmel since 2005 and I've always just adored the city. I think it's absolutely fabulous. So when we were trying to look for our house back in 2011, we wrote out our list of everything that we wanted and we looked all over the city, including actually in Bloomington and Nashville because we weren't quite sure where we needed to end up. And we ended up in Carmel just because it fit everything that we needed. And I am absolutely thrilled that we did because we just absolutely love it here and I am sure that the rest of you also feel the same way. Okay, so I don't think we have any council members. Nope. This evening or at least not yet. And I would love to have, let's see, I

guess we don't, do we do an introduction? I'm new to this meeting. Can you tell? I don't know. Do we do a meeting like a, if you'd like to stand and say which HOA you're from and with your

Speaker 3 ([05:14](#)):

Name I can go check Ky with clays. Dave, what's your name with Clay Springs as well.

Speaker 1 ([05:25](#)):

I'm sorry. I'm told by the camera man. I'm not doing my micro right. Oh, hi everyone, I'm Miriam Lanhorn and I'm with the water Wood of Carmel, HOA, I'm so sorry.

Speaker 4 ([05:40](#)):

Greg Stevens with Water Wood of Carmel, Barbara Eden, also water wood, and I'll join them. Joel Walinski, water Wood of Carmel.

Speaker 1 ([05:50](#)):

Thank you. I'm sorry, can you state your names again sir?

Speaker 3 ([05:53](#)):

Thank you. Alright, now I'm going to sing karaoke check Karpinski with Clay Springs. Dave, I'm Dave Orchardring with Clay Springs.

Speaker 4 ([06:06](#)):

Linda Downer with Berkshire Pines.

Speaker 3 ([06:11](#)):

Vic Mueller with Kirkpatrick Management. We manage 40 plus associations in Carmel.

Speaker 5 ([06:19](#)):

Susan McClain, cool Creek Estates. Christie Bryan Cool Creek Estates.

Speaker 4 ([06:31](#)):

Becky Kingery, courtyards of Carmel, Debbie Staples, courtyards of Carmel.

Speaker 3 ([06:39](#)):

Greg McLaughlin. I'm with Westwood Estates, John Moty, division chief of Community Relations with the City of Carmel Fire Department, 42 years and I love the City of Carmel. Thank you very much. I also live in the village of Mount Carmel.

Speaker 6 ([06:56](#)):

Do you want me to do that? Hi, my name's David Habush. I'm the fire chief here and on behalf of all the people who work in the building, welcome to the Carmel Clay Community Building next Thursday. If you would help us spread the word, I think. Did you say those are on

Speaker 3 ([07:13](#)):

The table?

Speaker 6 (07:14):

Yeah, so we're having a grand opening of this building. So we've had lots of groups that wanted to come through and see what's in this building and we've tried to save it for one big day. And that one big day is taking place one week from this evening. So 6:00 PM I would encourage you to come a little early. We're shutting down the road out in front of this building. There'll be a big flag out there. There'll be a firetruck, there will be tours of the building. You'll be able to see the rooftop area above us. Obviously this floor, there'll be drinks and hor d'oeuvres that will be served. This is a big deal. And so it is a family friendly event. It is free on the second floor. There'll be tours of the fire headquarters first floor in this building. Most of you have seen the replica of the original building that was built in 1950.

(08:05):

That was on this lot prior to the reconstruction. That was the first home of the volunteers that built the building themselves. They raised the money, they built the building by themselves. And this is the location of the original fire headquarters in Carmel, Indiana. So this is pretty special place for the firefighters, the fire department. The last thing on the first floor is the Safe House, stay Alive Family Education Center. There's actually a two story house built inside this building on the first floor. So I don't want to give too much away. It's really high tech, it's very interactive and if you come, I promise you will not be disappointed. So next Thursday evening, 6:00 PM and hope to see you here. So thanks for the time. I do live in Carmel, Indiana. I love it. I live in Lake Forest, which is a hundred 16th and Hazeldale and thanks for volunteering your time. The last thing on this, I personally believe that if you're on an HOA Board, you're doing God's work. So on behalf of all the people who never say thank you in your community, thank you for taking an interest. So thank you very much.

Speaker 3 (09:15):

I forgot to mention this, we have a public safety day, two days after our grand opening. We have a public safety day that we do every year. We join with the police department and other agencies all over the state. They'll come in with helicopters, military vehicles, ambulances, fire trucks, police cars. It's all at a hundred 16th in Pennsylvania. Saturday the 17th of August. It goes from nine o'clock in the morning to one o'clock in the afternoon. There'll be free food. I think it's hot dogs and chips and water. And then there's all types of events going on. These are at all the tables, so you can look at this and read what's going on in more detail. So if you have any questions, I have it all right here. Thank you for your time.

Speaker 5 (10:01):

Thanks so much. Hi, I'm D Fox and I'm filling in for my HOA members who couldn't come tonight for Huntington Chase at a hundred 16th and Town Road.

Speaker 3 (10:19):

David Morton with Wick Place, HOA,

Speaker 1 (10:23):

Dave Mellon with Heather Noll.

Speaker 4 (10:29):

I made him come with me. So he's my husband. Chauffer. Yeah. Kathy Fulcher Wood Park, HOA. Hi, I am Cheryl Wessel. I live in Kingswood, which is off of Gray Road, just a little north of a hundred sixth. Jerry Shrewsbury, shady Rock, HOA 98th and Keystone.

Speaker 3 (10:58):

Kevin Burns, Bramble Wood, HOA on 96th Street. Thank you.

Speaker 5 (11:07):

We didn't get you did we? Thank you, sir. Thank you. I was the Wade Black Hall Park, HOA. That's second and third Avenue Northeast. Thank you.

Speaker 2 (11:18):

Wonderful. Thank you all so much for coming. I will say that I'm in the Eden Glen neighborhood and actually we don't have an HOA, which is very surprising. We've been grandfathered in luckily to another one. So we could still get the benefit of a pool. But definitely HOAs do bring a lot of structure and everything to a neighborhood. So thank you so much again for the work that you're doing. Well with that, I will also just bring up one more item to remind you that there is going to be Meet me on Maine this weekend. So that will be happening in the Carmel and Design District. That's something we do every second Saturday of every month. So I hope you come out and enjoy that. And then one other thing before I go into the rebranding, I'm not sure if anybody has heard about our 3 1 1 system that we're going to be putting together.

(12:12):

It's now going to be called Carmel Compass, and it's going to be helping to direct people and give them the right direction of where to go on our website as well as on your phone system. So you could call 3 1 1 or you can download our app and it's going to be called Carmel Compass. It has not been released yet, so don't hop onto your phone looking for it. It will be released later on this fall. And we have two different release dates. We have an initial release date, and then we have a second release date, I'm sorry, October 30th will be the first release date. And we'll have a good portion of the functionality put in place there. But it's where you could go to find out where your utilities, where your lines are buried. You could access this, you could go to, something happened, there's a city tree that needs something done to it.

(13:04):

These are all city related issues that you could go and have your questions answered. But that will be basically a virtual assistant that will have all your FAQs that you could go and have answered. We're really looking forward to having this functionality onto our website here shortly. With that, I will go into rebranding. So I have to ask how many of you know that we are rebranding? Oh good. Well, there we go. We're getting the word out now. How many of you have participated in any of our rebranding dialogues or exercises or surveys? Okay, we've got a good number. All right, that's good. Alright, well we'll start here with the first slide. And I think a lot of people are wondering why. So a lot of what I hear from people is why are you rebranding what you can't be? We have to be more family friendly.

(14:01):

No, we're good. What? We need to have more beautiful streets. No, they're really good. What we are doing is we're uncovering the DNA of our city and we are just trying to distill it into a look and feel and a tagline that makes sense so that when anybody is talking about the city, they're talking about it in the same way. It's just unifying this information. And actually if you look in the very bottom corner, you'll see a little logo of our caramel logo. Is that our caramel logo? Is that the one that you're used to seeing? Maybe not. I'm sure actually on maybe some of these materials, there might be another logo that you see. We have several different logos that are floating around right now being used in various ways. All of them are correct at this point in time, but we are looking to create one unified logo that will be on everything. It will be on the street team, it will be on all of our event staff so that everybody knows it's all the same city of Carmel.

(15:07):

Next slide. So economic development. So another thing with this is if you have consistent messaging, so you're saying the same thing all the time, people understand what your city represents. That's very helpful. From an economic perspective, a lot of the times we are looking at different companies or headquarters that they are someplace else, but they'd like to relocate to Carmel. When we go and talk about our city to these other businesses or just even to our internal business that are here in the city, we're speaking with one unified voice talking about what our city means to us, what it means to our residents and what it could mean to a future headquarters coming to our city. And it very much helps our bottom line by having a healthy, robust business core as well as having a healthy, robust residential core community involvement. So we haven't been doing this in a bubble. Yes. Can I just ask, were we getting feedback that it was confusing before? Was the feedback that we got confusing was the

Speaker 4 (16:22):

Feedback that the city got that our current branding is confusing?

Speaker 2 (16:28):

Yes, and I think the other thing along with that is that the communication that we have been giving the community has been confusing and the fact that we've had too many avenues of communication and that people don't know where to go to get that information from. And I think that's a very valid point. That's one of the things that we're looking at. We have several different, we have one website, but we have different avenues of how to get there and we repeat information. We also have several different social media pages. Some of the information is repetitive. We are also distilling that down into an experience Carmel, where we're talking about the experiences and things to do events that are taking place, whether they're city events or partner events or just events within the city. And then we're also, we have a website that is, I'm sorry, a Facebook social media presence that is merely just about the city itself and the city function and the government. And in our community engagement survey, that is one of the feedback points that we got was that the communication that we're getting is confusing and we're not getting it.

(17:42):

But like I said, we were doing this, we're not doing it in a bubble. We are seeking out as much information as we possibly can. We did the community engagement survey, which we had 7,000 responses, which out of a community of 106,000 people, that includes kids. So we're looking at what, 70,000 people, 10% of them responded. That's awesome. That is a really well engaged group of people. And that is one thing that we've also discovered throughout this process is that the city of Carmel is super engaged. I mean, people show up and that's something that we are really proud of with our residents. It's actually one thing that our branding agency was very surprised about. They're like, we've never had anything like this. I'm like, yep, that's a Carmel resident for you. They're vocal, they're interested, they're passionate. They show up. We've done. Yes. So how do we measure the return on investment in all this? Well, the measurement of return on investment of the survey or of

Speaker 3 (18:44):

This rebranding

Speaker 2 (18:45):

The whole process. I think it'll become pretty clear as we're moving forward. And actually I can talk about that. I'm trying to think of what I have in my slides. I think actually this is a great example. So Swim City, how many of you have been hearing about Swim City right now? All of you're nodding your heads. And it is a very concise message. It had a targeted message, it was concise and it had a point. And the point was, we have Olympians that are here from Carmel. And then we went and branded that from our street signs to our midtown activities to our press releases. And it basically was just repeating the

exact same message. This is the excellence that we have in Carmel. This is our swim program that we have in Carmel. We grow swimmers. We keep saying it in different ways, but it's the same message at the end and that's what we're going to be doing with our branding.

(19:46):

So in that, there's different softwares that you can do that kind of pull all the information that you have done in terms of earned media. So when we do this, we're sending to all these different media outlets, swam Magazine to USA today. They pick up these stories and then they talk about our city. But it's all being talked about in the same way. And when you have a consistent message that people can latch onto, that builds your brand, that builds your city from the outside in. And it also builds in that community trust and excitement for your own community. And I can give you a dollar figure on our earned media just on Swim City, which is 4.1 million worth of realized, well, we didn't pay for it, but it's realized in terms of investment in what we have gotten for our ads. If we had placed ads to get that type of return, we would've spent \$4.1 million.

(20:47):

And we did not spend anywhere near that. So along with what we have done to involve ourselves with the community, we've done our internal interviews, which that is with the residents. We've done specific interviews that have been in a group orientation. We've also just interviewed some people individually. Some of you may have been in those interviews as well. We did some external interviews where we have talked to people outside of our city and some of those are community leaders in Indianapolis. Some of them are community leaders in other cities that are closer by. We also had some discussions in other cities, like in Cincinnati, just trying to get an idea of how do other cities look at our community? What is their perception of us? And then we've also done, so our branding popups, I don't know if any of you have gone to these, but they were kind of fun.

(21:44):

And Kelly has an example of what we were doing. We walked around and basically we created our own infogram with sticker dots. And some of these also were up within city hall, so when people came to different meetings at City Hall, they could participate in these. And it was basically what kind of car would Carmel be if it was a car, not what cars do you see? What car would we be if we were a car? Are we tech savvy? Are we comfortable? Are we just a really cute car? Actually, I thought it was interesting because we gave options and then we had somebody write a little post-it note with Tesla and I was like, well, we kind of missed that, didn't we? So I thought that was really interesting. And then I actually did pretty darn well. Then we also did kind of a comparison on the next one shows what we were doing with different cities comparing us against Westfield, fishers, Zionsville and ourselves. And it's a little biased.

(22:46):

This was done in Carmel, but we were trying to get a nice range as well. We did this at the Village of West Clay. We went down to the home place. We were over at Needler off of Gray Road. And we are also here centrally located. So we're just trying to get different participation and interest from our residents. And I think we have two more. Oh yeah. One, if Carmel was a color, and I got some great responses on this. Some of them were kind of funny. I think we had a lot of blue and yellow because of our school system. And then a couple of people said, oh, it's green for money. And I was like, really? Come on. Not for the trees.

(23:29):

And the last one we had is, oh, if caramel was a person. And I thought this one was really fun. And it was basically what kind of person would caramel be if it was a person? And a lot of people clearly thought creative or an entertainer. And I think that just goes to show just how much the city provides in terms of creativity and entertainment and supporting those arts within our community. And I think that's pretty much a direct correlation for that. All right. So key attributes. So this is some of the stuff that we've been

hearing from our different questionnaires and surveys is that we're vibrant, we're progressive, we're innovative. And I think some of that comes from, I know the roundabouts people have a love hate relationship, but that's an innovative approach. Our mixed use of buildings is an innovative approach of building a city that other people are jumping on.

(24:33):

We have a thriving arts and culture hub. We've got the Palladium, we have the Carmel Arts and Design District, which is a historical district. We're attractive to businesses and to residents alike. We provide a lot of opportunity for businesses and their employees to live here. There's a reason to live here. People love to live in Carmel. And we also have that blend of that historic charm and the contemporary sophistication. So when you can walk down on Carmel Arts and Design District and it has more of that old feeling of Carmel, of how it used to be. And then you can also go over to the Palladium and you've got an area of high tech architecture for sound and music and it's just amazing. And then we have also heard that we have a focus on sustainability, livability and quality of life. And I think that really speaks to how we live here in Carmel, where we can hop on the Monan and go from one part of town down to another part of town that we have a lot of bike trails as well. We have actually a huge number of charging stations for EV vehicles. So I think that's where that's really talking about that.

(25:52):

And then rebranding goals. So this kind of goes back to what you were saying earlier. One of the things that we're going to be looking at is just a new visual identity. This will be cleaning up where we have all these different logos that we have been using. There's the one with the circle with the city hall in the middle of it. There's this logo that popped up from some events a few years ago. And we'll just be cleaning that all up into one thing, which is very helpful. It makes it easier actually, just from getting t-shirts designed and done at different places. You have one setup charge. So we'll be doing that. And can you imagine the charge to get that current logo embroidered? You just can't even do it.

(26:36):

But beyond the little ticky tacky things, but we'll have a new visual identity that will also go into the photography that we do, the ads that we place, and how we talk about our city, which is basically the way that we're going to be talking about it, is the way that our residents have been talking to us about how they see the city. And it comes out of and is informed from all of the surveys and the interviews that we have been doing over the past couple of months. And a lot of that will also take into account, we have new signage that will be going up. We will have new stationary marketing materials, and then we'll be doing some more marketing campaigns. So looking in the future, our marketing campaigns that you see in the current about different events and things will look a little bit different than they have in the past. And hopefully they'll have a much more cohesive look and a much more cohesive way that we're talking about them. And then of course, training people on how to use these new materials moving forward. And hopefully this will be the last time you see this PowerPoint because this is probably a PowerPoint slide, that deck that you haven't seen before. But moving in the future, we will have a PowerPoint deck that everybody just pulls up and can use. So it's the little things and that's it. Yeah.

(27:53):

So any questions about rebranding?

Speaker 4 (28:00):

When do you anticipate to be completely done? I mean roll everything out.

Speaker 2 (28:07):

When do we think we'll get done? With the entire process of rebranding, we're getting very close. So we will be, we'll be getting and looking at some logos here in the next couple months and hopefully when we

have the state of city, we will be going and releasing our logo at that point in time. That will be one of the big things that the mayor will be doing. But as far as the rest of it, it's going to be an ongoing process, so it'll take a little bit of time. Sure. Do you have an idea what that logo's

Speaker 5 ([28:44](#)):

Going to look like? Oh, sorry. Do you have an IBO what that logo's going to look like?

Speaker 2 ([28:51](#)):

So we have our agency that we're working with, and we have an account manager that we work with at the agency. And I was like, Hey, Sam, so what are we looking at? Can you give me some idea? Because getting closer, the creative team is working on things and he's like, Nope. I was like, oh, come on, you've got something. He's like, they don't even tell me. And I was like, seriously? I don't know if I quite believe that. So I have nothing. I cannot share any ideas of colors, fonts, or anything at this point in time. What if people don't like it? That would be very unfortunate. But I do, I have a lot of faith in the agency that we're working with. This is something that they have done in the past. They work with cities. It's not an unfamiliar process for them. And I think that most of the people in our organization have enough background in design and branding to not come up with something horrible. Maybe I'll run it past you first. D any other questions or, I know it's kind of been a hot topic, so I know some people are very excited about it. Some people are a little leery, but I'm personally very excited about it.

Speaker 3 ([30:19](#)):

So how much was spent on all this activity? Is that public knowledge? Is that going to be

Speaker 2 ([30:24](#)):

Listed somewhere? Everything we do is public knowledge. So every expense that we do, you can look up. I know different parts of different costs, but I'm not sure about the exact total across the board. But I'm sure with our marriage, a big initiative of hers is transparency and I'm sure that will be released. How

Speaker 4 ([30:48](#)):

Does the car brand and done, how are those two being?

Speaker 2 ([30:59](#)):

That's a great question. How many of you know anything that's happening at Home Place? Okay, so you've seen the I Love Home Place and there's the little signs and stuff for it. And it's kind of the same way that you would think of Carmel Arts and Design District that has a logo, but we're not adjusting that. That's the Carmel Arts and Design District. That's a historic location. We're not adjusting that. This is the City of Carmel. Those other areas like the Home Place that falls under the umbrella of the city of Carmel. So we're not going to be changing that logo at all. And I know that that program is a long overarching program that has some time that they're working on it. And that's also to help revitalize and bring some more economic growth into that area. I'm not sure that really answered it, but we're not changing that logo. That's a separate item.

Speaker 4 ([31:59](#)):

You mean the little I love

Speaker 2 ([32:02](#)):

And I'm not really just done for the planning? Yeah, that's just for the planning. Part of it says that they're looking at future plans for home place and branding, and I think, I can't speak to that. I don't think that Home Place and what they're doing right now, I think they're still in that figuring out phase. I could be completely wrong, but I think that that is an item that they're still working on. And to that fact, I could imagine that, and this is me kind of guessing and maybe I shouldn't do that, but the Carmel Arts and Design District is a historic area. Home place is a historic area, and I'm pretty sure that would fall in that same sort of camp. Okay. Well, if there's anything else, I have a card. If you ever want to ask me a question or find out more information about it, I'd be more than willing to answer any questions. I love branding. I've done it for a long time, so I'm very excited about this. And I think that that's all that we have. I'm going to turn this back over to Kelly.

Speaker 1 ([33:14](#)):

Thank you, Kelly. Can we give her hand? She's worked so hard and tirelessly and what's really great is there were so many focus groups involved and their opinions were heard in the rebranding. So I feel like the rebranding is kind of a part of all of us and those opinions that people have shared in those focus groups. So that's good to hear that we had such positivity when we reached out to people and asked what they thought of it.