



City of Camden
South Carolina

CAMDEN CITY COUNCIL
WORK SESSION MINUTES

Tuesday, December 10, 2013

4:00 P.M.

Council Chambers-City Hall

PRESENT

Mayor Anthony P. Scully

Mayor Pro-Tem X. Willard Polk

Councilmember Walter M. Long

Councilmember Alfred Mae Drakeford

Councilmember Laurel M. Parks

City Manager Mel Pearson

City Clerk Brenda Davis

Chronicle-Independent Editor Martin Cahn
and interested Citizens

CALL TO ORDER

Mayor Anthony P. Scully called the Camden City Council Work Session to order at 4:00 p.m.

WELCOME – City Manager Mel Pearson welcomed Council to the December 10, 2013 Camden City Council Work Session and reminded Council of the cancellation of the Council Work Session and Council meeting on Tuesday, December 24, 2013 due to the Christmas Holidays.

ARNETT MULDROW DRAFT PRESENTATION-Tripp Muldrow and Dr. Bob Brookover.

A lengthy presentation by the Arnett Muldrow firm was presented to Council on their preliminary tourism marketing plan recommendations. The main topics discussed during the presentation were: branding and marketing, product development, organization and funding, and data collection and analysis. Multiple uses of the new brand “Camden: Classically Carolina” and ideas for billboards were also among the topics of discussion. During this lengthy presentation, Mr. Muldrow and Dr. Brookover noted several strategies for launching the brand locally within the state instead of marking the brand through a national or international audience. After the lengthy presentation, there was general discussion and concerns from Council regarding this matter.

OTHER BUSINESS

There was no other business from Council.

ADJOURNMENT

There being no further business, Council on motion by Councilmember Drakeford, seconded by Councilmember Parks, voted unanimously to adjourn the Work Session at 6:15 p.m.

Attest:

Brenda Davis, City Clerk

Mayor Anthony P. Scully