

**Redmond City Council
Special Meeting Minutes**

January 7, 2025

Council Chambers & Remote Video Conferencing
<https://www.redmondoregon.gov/government/city-council>

CALL TO ORDER

Mayor Fitch called the meeting to order at 6:00 pm.

Present: Clifford Evelyn, Ed Fitch, John Nielsen, Kathryn Osborne, Jay Patrick, Shannon Wedding, Cat Zwicker

Excused: None

Staff Present: City Manager Keith Witcosky, City Recorder Kelly Morse, City Attorney Keith Leitz, Deputy City Manager Steve Ashworth, Communications Director Heather Cassaro, Police Chief Devin Lewis, Finance Director James Wood, Chief Financial Officer/Deputy City Manager Jason Neff, Planning Director Kyle Roberts, Public Works Director/City Engineer Jessica MacClanahan

Media Present: None

Mayor Fitch called the meeting to order at 6:00 p.m.

OATH OF OFFICE FOR NEWLY ELECTED OFFICIALS

A. Mayor

City Attorney Keith Leitz administered the Oath of Office to Mayor Fitch.

B. Councilors

Mr. Leitz administered the Oath of Office to Councilors Patrick, Evelyn, and Wedding.

ESTABLISH A QUORUM

A quorum was established.

ELECTION OF COUNCIL PRESIDENT

Mayor Fitch nominated Councilor Wedding for Council President. Councilor Zwicker seconded the nomination.

Councilor Wedding was elected Council president with a vote of 6 to 0 to 1 with Councilor Wedding abstaining.

PRESENTATIONS

A. Redmond Destination Marketing Services Mid-Year Update - Watson Creative

Communications Director Heather Cassaro presented an overview of the Tourism and Lodging Advisory Committee (TLC) and a brief outline of their work with Watson Creative to develop a compelling destination brand for Redmond. The TLC sought the Council's feedback on the foundational elements of the brand campaign.

Watson Creative Vice President of Strategy Greg Needham and, Digital Specialist Tatianna Caraballo provided a presentation on the creative direction and growth strategy of the campaign. Key highlights included discovery work, Redmond campaign messaging and manifesto as Oregon's Basecamp, and the Phase One media strategy and forecast.

Key comments from the Council included liking Watson Creative's work and that the beacon logo has grown and will grow on people. The messaging and color palette were well received, and the messaging resonates and helps with the logo. Several Councilors did not care for "RDMND" as an abbreviation for Redmond.

Visit Central Oregon Director of Business Development and TLC Chair JoAnna Eisler, SCP Hotel General Manager and TLC Member Tobias Colvin, and Deschutes County Fair & Expo Executive Director and TLC Member Geoff Hinds spoke to the Committee's work with Watson Creative and staff; the importance of investing in the brand identity and destination marketing.

Mayor Fitch called for public comment.

Redmond resident Julie Wilson asked that the Maple Avenue/5th Street intersection be made safer, citing two children hit, in separate incidents, during Christmas week. She noted the intersection was not designed for the current level of traffic or large trucks. Other residents in attendance who lived near the intersection stood up to signify they supported her request.

Mayor Fitch noted concerns about the intersection were under discussion and that the police had investigated the incidents mentioned.

ADJOURNMENT

The meeting adjourned at 7:07 pm.

Prepared by ABC Transcription Services, Inc.
Reviewed by Kelly Morse, City Recorder

APPROVED by the City Council and SIGNED by the Mayor this 25th day of February 2025.

/s/ Ed Fitch
Ed Fitch, Mayor

ATTEST:

/s/ Kayla Duddy
Kayla Duddy, Deputy City Recorder