



Holly Springs Town Council

Special Meeting
Wednesday, Feb. 11, 2015

MINUTES

The Holly Springs Town Council met in a duly-called special meeting for a branding study workshop with the Holly Springs brand citizens advisory committee Wednesday, Feb. 11, 2015 in the Holleman Room of Holly Springs Town Hall, 128 S. Main Street. Mayor Dick Sears presided at the meeting, calling the meeting to order at 5:30 p.m. A quorum was established as the mayor and three Council members were present.

Saturday Board Members Present: Mayor Sears, Councilman Jimmy Cobb and Councilwomen Linda Hunt Williams and Cheri Lee. Councilmen Hank Dickson and Tim Sack were absent.

Others Present: Several staff members, members of the Holly Springs brand citizens advisory committee and representatives of the Town's brand consulting firm, Streetsense.

The purpose of the meeting was to wrap up a six-month long brand identity study for the Town of Holly Springs and present final design and catch phrase/tagline options for consideration of the committee and Council.

The Town retained the consulting firm of Streetsense of Bethesda, MD to conduct the study and to provide to us not only a logo, but – if possible – a family of logos that could be used in all of our different applications like the television channel, stormwater program, farmers market, business community, etc.

The Streetsense team travelled to Holly Springs where they became steeped in the community, its history and its people. They met with town officials and members of a citizens advisory task force on the brand. The branding process was described in greater detail during the meeting, but in the end, the Streetsense firm embraced staff's idea to celebrate the name of Holly Springs, providing two design options and supporting a staff-generated option:

- Option 1: a holly motif with the tagline, "Branching out. Growing strong."



- Option 2: a water/springs motif with the tagline, "The Source of Opportunity."



➤ Option 3: a holly and springs motif with the tagline, “the Source.” [The image below represents modifications made to the art and the tagline to read, “Discover the Source.”]

Option 3



CONFIDENTIAL

streetsense.

streetsense.com

During discussion, the committee and Council members compared all three designs and leaned toward the holly and springs motif, which happened to be the staff-generated design and theme. The committee members offered input for refining the art and text to make them better:

- Add holly berries, if it would look appropriate.
 - green berries were added, and they look great
- Make the green of the holly leaves brighter.
 - done
- The tagline, “the Source.” is too mysterious and artsy.
 - Mr. Simmons suggested “Discover the Source.” The phrase captures the essence of what our citizens see in Holly Springs today and what is historically significant, too. (**see attached Brand Story**)
- There needs to be a brand story that explains why we like this image
 - Done. **See attached.**
- The committee and Council liked the versatility of “the Source” as a family of taglines for the Town’s programs and facilities. Instead of a family of logo images that are related and shared, we would have a family of tagline phrases: *Discover the source of farm fresh goodness at the Holly Springs Farmers Market; Discover serenity at Bass Lake Park; Grow Your Business at the Speed of LightSource (fiber optic;)* *Get the Facts... Go to the Source for the Town’s Web site.*
- They liked the motion of the water and the positioning of the holly leaf and how it seems to indicate progress
- There was a concern about Cary’s use of a similar color scheme in its way-finding signs
 - The green/blue scheme is uniquely suited to us with our name, Holly Springs.
- There was a request to show all three options to the Council in one side-by-side comparison at the Council’s winter retreat Feb. 20-21.
 - There was little or no apparent support for the first two design options, but they were included in the Council retreat materials for discussion and consideration.

After much discussion, there were some less than enthusiastic remarks from some; however, most were supportive of the holly and springs motif and Discover the Source tagline. There was clear consensus that the committee recommended their endorsement by the Town Council at the upcoming retreat.

Adjournment: There being no further business for the evening, the Feb. 11, 2015 special meeting of the Holly Springs Town Council was adjourned.

day March 17, 2015,



Lori Powell
Town Clerk



The Holly Springs Brand Story

Imagine colonial settlers, tired and thirsty from making their way through the thick forest lands of North Carolina. They sought what we all seek – a place to live where they could survive and their children could thrive.

And, here, near where the high school is today, a group of them discovered a cool, clear, refreshing source of water... a source of life. They discovered this wonderful resource just a few feet away from a road in a time when roads were not that common. And *this* road! This road would take them all the way to Avent's Ferry where they could cross or go along the Cape Fear River!

Yes. This was a wonderful place to settle down. Beneath the shade of two enormous wild holly trees, they had discovered a source of water, so necessary for sustaining the life of a community, and a major transportation artery, so necessary for making sure they had access to everything else they would need.

Holly Springs is grounded in a heritage of colonial land grants, agriculture and early enterprise like tailors, turpentine stills, grist mills and a railroad. At the same time, Holly Springs is very progressive, pursuing 21st century development like bio-technology, forward-thinking health care expansion and a creative sports and leisure economy. Young creative minds are attracted here, but they share little in common with those who have lived here all their lives. There is no common history, no common shared experiences, no common culture or heritage.

Like the two holly trees in the beginning of her story, Holly Springs has two histories – a “far history” when not much changed from one decade to the next spanning from that first colonial settlement, through the Revolutionary War, the Civil War, two World Wars and into the late 20th century; and a “near history” that represents the most progressive time in Holly Springs’ life, spanning just the past 25 years since about 1990 when the population rose dramatically from 900 to nearly 30,000 today.

The key when developing Holly Springs’ community brand was to recognize what it is that connects together those who associate themselves with the town’s “far history” and those of her “near history.” It’s the one thing we all have in common: It’s our name... our wonderful, pretty name.

Holly Springs’ brand is to celebrate a name that brings to mind clear, refreshing water and dark green leaves that provided comfort, beauty and shade. Just as the early settlers found the holly-covered springs to be a source of life-giving water, today’s residents find Holly Springs to be a source of many good things that improve the quality and completeness of their lives: our premier park system, our abundant housing choices, our thriving business community, and our shared “near history.”

Discover the Source of all the things that make Holly Springs what it has wanted to be for two centuries: your hometown.

A Picture to Tell Our Story

With its lively, swirling electric blue water in motion and its modern stylized holly springing forth from the source, the Holly Springs Discover the Source image says in one glance, “Holly” and “Springs.” But this appealing image also says: *new growth, progress, going forward together, growing in the right direction, sustainable, cool, refreshing, beautiful, in action, fresh, life, clean, energy, new, exciting.* The water represents the kinetic energy from which all we have in our community is created. It is the Source. The holly tells our human story. Look at the bright green new-growth leaf alone. Does it not appear “excited and happy” and “so glad to be here?” The old growth leaf seems to be the stronger, greener branch on which the new growth relies, and it welcomes the new growth leaf as a part of itself. It is the mature growth that bears the fruit of the plant, but the mature leaf seems to know that the new growth will make it better and stronger. The new growth is growing in a different direction than the mature leaf. Yet, it completes the circle, and the two sprigs remain connected as a branch. This brand image depicts our “far history” tradition and our “near history” new growth coming together as a single community. It’s our story.

