

MINUTES OF THE WORK SESSION
OF THE HOLBROOK CITY COUNCIL HELD ON
February 5, 2025

CALL TO ORDER: Mayor Smith called the Work Session to order at 6:00 p.m.

ROLL CALL: Mayor Kathleen Smith, Councilmembers Robert Black, Tamera Church, Karina Pack and Teri Tafoya. Vice Mayor Nilsson appeared telephonically for the beginning of the Work Session, but was disconnected prior to the end of the Work Session. Councilmember Pacheco was excused.

CITY STAFF: City Manager Sharon Jakubowski Wolz and City Clerk Lisa Hunt.


MARKETING STRATEGIC PLAN – MOUNTAIN MOJO GROUP: Sydney Bingham, Rand Jenkins and Mariah Zavala from Mountain Mojo appeared via Zoom.

Rand Jenkins shared a presentation on Mountain Mojo's proposed Marketing Strategy with the Council. The Marketing Strategy included Short-Term goals, Long-Term goals and Marketing Objectives. The Marketing Strategy targeted residents, tourists and businesses owners. Three campaigns were presented.

Sydney Bingham shared a presentation on Mountain Mojo's Logo Concepts with the Council. Two Logo Concepts were presented. The first concept had two variations. The second concept had 3 variations. Councilmembers shared their likes and dislikes with Sydney Bingham regarding the presented Logos.

Work Session was adjourned at 7:23 p.m.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Work Session of the Holbrook City Council held on February 5, 2025. I further certify that the meeting was duly called and held and that a quorum was present.



Lisa Hunt, CMC, City Clerk

PASSED, APPROVED AND ADOPTED this 12th day of February 2025.



Kathleen Smith, Mayor