

most were whimsy and quirkiness for our character. These words came up more than any other survey they have ever done.

She read the narrative:

We are Tryon, NC. You may think you know us but you don't. We aren't just another Mountain Town. We aren't a high brow city. We aren't just a horse community. Above all, we are like no other place you've ever been or lived, and you have to experience us to appreciate us. In fact, we learn something new about ourselves every day, and want to share Tryon's story with you. Tryon was founded as a retreat, where the foothills and the favorable climate drew people from all over the world who wanted a place to untack and unwind, a town to escape the troubles of the world, where you can sit back, relax and enjoy. Tryon attracts people who live differently, and all who have been here have brought the best of themselves. Tryon has had renown authors, musicians, actors, and leaders, all drawn to the community because of its sophisticated, yet humble nature. Each has left their imprint on this most unique community. We are a quaint small town but have an abundance of riches more common to cosmopolitan places. Our fine arts are second to none, from the performances and visual arts at the Fine Arts Center to the movies screened at our International Film Festival. We are horse country. We've trained triple crown winners, Olympic athletes, and have world-class competition at our International Equestrian Center. The landscape around us is dotted with rolling pastures, stables and farms, as well as unrivaled natural experiences, waterfalls, and trails. All of this comes together in our vibrant downtown, filled with great food, galleries, theatres, and activity. We are a place of makers and creators, where 9 out of 10 of our people do something with their hands. Whether wood carving, painting, sculpting, forging, or throwing clay on the wheel, Tryon inspires creativity, and creativity is ingrained in our ethos. In fact, Tryon attracts craftspeople from around the globe to learn from us how to get better with their hands and perfect their craft. It begins at our historic Arts and Crafts schools, but this creativity can also be seen in our architecture, our galleries, our music and our people. Often quirky, sometimes whimsical, but always magical. While all this makes us truly unique, perhaps our best asset is our people. We live in Melrose and Eastside, Hunting Country and the Valley. While our people come from a variety of places and backgrounds, the one unifier is our love of place, love of community, and love of each other. Our population has remained consistent over the years, but we are constantly regenerating ourselves with new ideas and energy. While our people may change, our values have stayed true to those on which we were founded. It doesn't matter if you've grown up here and moved on, raised your family here, or come to Tryon to retire, ALL of us look to our Tryon years as the best years of our life. We are Tryon....

As you are hearing this, hopefully you picture it in your mind, the story of what we are and what we have to offer. The thing that came up a lot in this is, you can't shortly explain to someone out in the world what Tryon is like, because there is so much to tell. This is not meant to go out on every pamphlet. This is something we have on our home page of our website, maybe the home page of explore Tryon website, so if someone told you to check out Tryon and you read this, you will have a better understanding of what Tryon is and has to offer. It is very long, but it explains what all is going on.

Tryon, the best life. In stride. This is meant to be our tag line which is interchangeable. The best life at Harmon Field. The best life on Trade. The beer life on Depot. It's meant to be a funny little thing that

can be interchanged to make it work however you want it to work. She has received questions about the tag line, so she reached out to Aaron and Sean today. He is going to create a simple survey that talks about the tag line. Their goal is for it to be a platform. They believe it should be expandable. Their interest is getting these three questions from you.

1. Do you feel that the proposed tag line adequately provides a platform to tell Tryon's story?
2. What are your thoughts and comments about the proposed tag line?
3. Do you have ideas on other tag lines that could be used?

They are going to work on pulling that together by end of tomorrow and they will get a draft to her and an email out to all of you. They are trying to get your initial thought on this. It is important to her that you all feel you have an input in this. The email will probably go out in the next couple of days, if you all could be looking for that, to be sure they get your thoughts on it.

In the next slides you will see the different colors that we could use. All of these are in our color palette. There were examples of keeping Morris within the brand, along with Pearson Falls, Nina mural (done by an amazing artist), Hunting Country (our mountains in the background), Downtown logo (incorporation of the clock tower and Morris). It's not the same as the Town of Tryon logo. Originally, on the mosaic of Morris, one feedback that was received was to recognize Morris right away. She and Zach like the O being so interchangeable as you can see in the presentation.

Organizational Extension-she presented the new town seal. It looks a little cleaner and professional with the new typeface. This is more like the Morris that is standing downtown now. The TDDA rendition can also be interchangeable with colors also. Wanda May likes the colors. Henderson replied these are the Main Street colors. This is pretty much what they use all the time. As we continue to grow to be a Main Street community, this is a good idea.

Next is ExploreTryon. We've had a lot of questions from Tourism and discussion of eco-tourism. Examples were included in the packet of the colors and the interchangeable O.

Marketing-discussed using a passport for downtown. Huge opportunity at the horse shows at Harmon Field. They will be looking for signage downtown. Banners were shown with examples of colors and the interchangeable O. Police cars and Public Works vehicles could all be wrapped with the new logo. That's obviously open for interpretation. We could incorporate it in our chairs downtown. The Eastside sign has just been put up recently and we could incorporate it on the sign. We love the look of the new sign. She would love to get some updated wayfinding signs. She hears a lot from our visitors, they don't know where everything is at. They have identified this as a major need. Actually, didn't they say we are not currently meeting the compliance with DOT with our signs. Ollis replied yes, they did. Henderson replied, we need to work on that.

Advertising-during the pandemic we were contacted by companies offering grants or opportunities to get in magazines as a promotion to help towns. The ad looks like something you would see in Our State magazine. A picture of the mountains, along with a portion of our narrative statement. These would be wonderful to get out.

Comments:

1. This is supposed to be a picture of what we are about. She finds it interesting on how they used the O.

2. The O being used as a window to Tryon, showing the different facets of Tryon, a powerful device for us to use.
3. The mosaic horse was discussed and how it is hard to see Morris in it.

It was asked if you are offering this to any business to use. Ollis replied they will walk you through this process. He will get all three fonts and people can download it. The logo will be an interchangeable piece. Say, for instance, the Arts & Crafts for their annual barbeque want to change it out, they can, but we may want to be very protective of it also. It is a community thing. ArnettMuldrow met with a lot of people, different neighborhoods, and met with kids from the high school that live in Tryon. If we can roll it out properly, it can be utilized by all who want to be involved with it. Henderson replied it will be uniform. Crowell likes the idea. Armbrust replied the work is incredible. He has made no secret that we aren't there yet with the tag line. He hopes much more effort can go towards refining whatever it is. He feels they can do a better job than the suggested tag line. Henderson asked him to include that in his survey answers.

Other comments received:

1. Likes what they are doing with the circle, but you need to be careful with portraying outside the circle, because it doesn't say TRYON. With the font that is used, it becomes a little more distracting with the O and N. We want people to know without a doubt, we are TRYON.
2. The one with Morris the Horse sticking out, he wouldn't change a thing, he loves it.
3. She does advertising, and just feels that someone on the outside would not see TRYON.

Henderson responded she understands that, but those were meant to be used locally. For the others we have the other typeface that can be used. Ollis explained when they spoke with Sean who did all of this, he had a board of ideas, we can easily go back and change that. He loves the dogwood flower, but it doesn't necessarily scream Eastside or Nina. It only correlates if you know what the mural looks like. There are many ways to use this bag of tricks. Tracey Daniels loves the bag of tricks, and maybe we could use the Morris inside the O on the front page and when you get further into the website, we could use the one where Morris pops out. She agrees when you are here and see the different ways to use TRYON, that is good, but when you are advertising, she agrees you need to tuck Morris back in a little. Henderson replied there is some fine tuning that needs to be done and she appreciates everyone's comments. She asked for everyone to respond to the survey, especially on the tag line. We need to be clear about what this actually says, when advertising. They had actually worked for Staunton, Virginia. If you live there, you pronounce it Stanton, but there is a U in it. They worked with the community and ended up highlighting the U. Once you are there and hear people pronouncing it, you understand what they did with the U. That was their idea, it wasn't their intention to confuse the word TRYON.

Crowell asked if the top two were the primary marketing used for advertising. Henderson responded it depends on you. Obviously if you were FENCE, you would want to use the design with the horse. If it was TDDA wanting to advertise, we would use the one with the clock tower. There's as much room to be flexible with this as we want. They have been very clear about that. It's ours, we will own it. It was asked what are your thoughts on the roll out at this point. Henderson responded we had hoped to have something done for our Christmas parade on December 8. There are some that think that is too early. What do you all think? She wants to strike while the iron is hot. One comment was made that people will have their minds elsewhere. Feels it needs to be a big event, maybe in January or February. Armbrust would like to release the new town seal at this point. Crowell is good with that.

Henderson responded we had talked about Tryon Midnight. The crowd seemed more comfortable with this, giving them more time.

Ollis asked everyone's opinion on the logo. Al C. doesn't like it. The collage thing doesn't mean anything to him.

Henderson showed them the profile of Morris in the mosaic one. We have to represent the entire community. Armbrust suggested removing a couple of the lines and that would help make Morris to be more identifiable. Background needs to be solid behind the mosaic Morris. People had problems identifying Morris in the mosaic one. Ollis responded the first one they presented was harder to get. The steering committee wanted it to be more visible on first glance, but not to ridiculously easy. This is the middle of the road for what they were looking for. This is a group project and we need feedback from the steering committee and all of the boards. To him it is a unique way to approach multiple portions of our community. The main piece is the logo, the tag line can be changed at any time. Tracy loves the main logo, she loves the mosaic, it could be a lot of different things. She is not crazy about the brick color. Looks too brown, too terracotta. Needs more red.

Another comment was the tourism one looks like the coast and asked if it could be more specific. Wanda May likes the microphone. Zach had requested that one. Ollis replied the resolution is not coming in very well, but if you zoom in on the screw that holds the microphone, it is Morris' eye. They put a lot of effort into the drawings. Henderson feels they wanted to do us right, because they are our neighbors and spend a lot of time here. She also wanted to thank everyone who has worked on this, especially the steering committee, who has put countless hours into this. She appreciates all for being here this evening to get us to this point. Wanda May appreciates you for getting all the mixed layers down and for sharing this. She likes the whole concept.

Tracey asked about the font. Ollis replied, Sean took the basic font that we are using and began working with it. He created the R and N himself. To him it was boring and he thought Tryon would want more. Henderson responded Sean started drawing free hand what he thought the logo would be and working on the R and N. They have done a great job on the imagery of Tryon and are really nice guys to work with.

One comment received was the brick needs more red. Pearson Falls green looks like his grandmother's refrigerator.

Henderson replied a more vibrant touch on the colors is what I am hearing from you all. Crowell a little less pastel, but he is comfortable with what is there. Ollis responded the colors do grow on you. When he first sat through this, he was the same way, but one evening when leaving the Depot after the steering committee meeting, he was standing at the clock tower steps, he saw the color palette throughout downtown. A comment made is the locals need to experience the colors.

Armbrust reported the light blue he finds interesting. It was drawn from the one awning that we have been trying to get rid of for years. It's the only thing that causes those two buildings not to be in the historic district. Ollis responded he couldn't create this, but if people are comfortable with some variations of this, then we go with it. If the responses we get back go down south, then we need to

revisit it. He is happy with it, but maybe he is different, he feels this represents the diversity and challenges of Tryon.

Crowell asked at Tryon Midnight are you thinking a banner at the clock tower or use the mosaic. Ollis feels use the mosaic and use show the other ideas. This represents a lot of things. Armbrust would be happier with it, if you used three colors instead of five. In the interest of transparency, could someone state how much this project has cost. Henderson responded they were quoted \$15,000. The people in Boone quoted us \$80,000.

Armbrust stated all were good except the one with the dogwood flower. Crowell replied you could move over the Y, just minor adjustments, but overall, it's a fabulous job.

Henderson thanked everyone for being here this evening.

J. Alan Peoples, Mayor

Attest:

Susan B. Bell, Town Clerk