

# INSIDE GARDNER

## City of Gardner “blazing new trails” with brand change

The implementation of the city’s new brand is underway after a new logo and tagline were approved by City Council this past December.

The Governing Body determined that promoting economic development was the highest priority for Gardner, which would in turn improve the quality of life for Gardner citizens. In response, the city has worked diligently on its economic development efforts to make Gardner more attractive to businesses and site developers. The city pursued a new brand identity to reflect its dedication and commitment to growth and to visually demonstrate the city’s improved business practices.

The branding committee was guided through an extensive branding process by the number one ranked regional economic development agency in the nation – the Kansas City Area Development Council (KCADC), a private, non-profit organization dedicated to representing the economic interests of both Kansas and Missouri. This branding process included seven months and nearly 200 hours of research and

production dedicated to the development of Gardner’s new brand identity.

The new brand consists of a modern look, featuring a bold uppercase letter “G” highlighted in shades of blue and gold. The tips of the uppercase “G” extend to three pixelated points that represent speed and forward movement as well as the city’s goal to conform to a growing digitalized, technological world. The city name and state also accompany the letter “G.” In addition, the Gardner brand incorporates an official tagline: “Blazing New Trails.” Together, the logo and tagline symbolize both the city’s historic trails and its vision for continued business growth and development.

Gardner is currently transitioning from the old logo of 18 years to the new one on various city items, including city-owned trucks, downtown banners and flags, building signs, social media outlets and more. The city anticipates most of the changes will be completed by late February/early March.

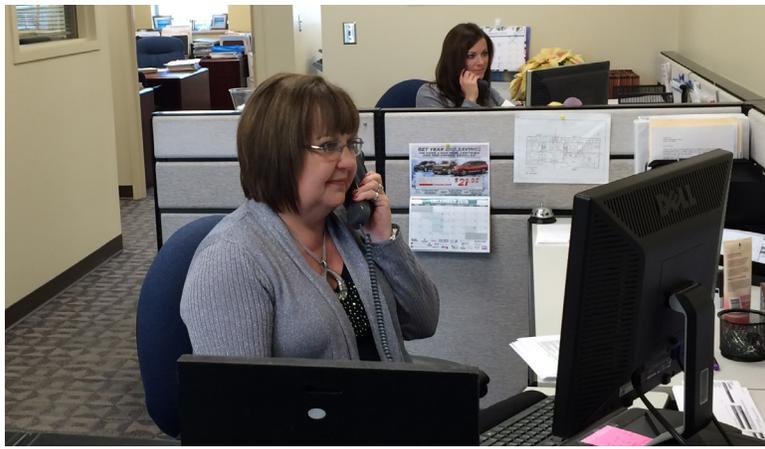


## Growth Management Strategy pushes economic development efforts



City Council approved Gardner’s Growth Management Strategy at a recent City Council meeting. The Strategy will provide guidance for future economic development through identification of growth areas, preliminary cost estimates, revenue projections and determination of the best course of action for growth. Possible growth areas were characterized as having short-term, mid-term or long-term growth potential. Other items given consideration include improving infrastructure, buffering existing neighborhoods and improving traffic flow through the city.

The Strategy finds that identifying and developing properties in Gardner will lead to growth for the community. Its purpose is to attract private developers to include Gardner in their plans, thus leading to economic development and an improved quality of life for residents. The document can be viewed at [www.gardnerkansas.gov/growth\\_management\\_strategy](http://www.gardnerkansas.gov/growth_management_strategy).



## City's new interactive voice response system aims to improve customer service

Gardner recently switched to a new interactive voice response phone system to improve customer service. With high call volumes, specifically for the Utility Billing division, the city sought to implement this system to enhance the customer experience.

Now, when customers call in, a voice recording provides them with options on how they would like their call directed versus having to be placed on hold until a representative is available to take their call. With the majority of calls coming in regarding utility payments, customers can now be guided through a secure automated payment system, a convenient and preferred method by many of Gardner's utility customers that's available 24/7.

"While we are the Utility Billing division, we are also the city's customer service team, which means we receive a large volume of the calls and are responsible for directing these calls to the appropriate department or staff member. Now that we have switched over to the new system, we rarely have to put people on hold and we can give even more quality attention to our walk-in customers who have questions or would like to pay their utility bill in person," Customer Service Manager Amy Foster said.

Customers still have the option to speak with a live person should they wish to bypass the automated system.

"That's one of the great benefits of using this interactive voice response system – customers who want the convenience of going straight to their call destination have that option, and those who are more comfortable talking to a live person have that option as well, by simply pressing a button," Foster said. "The city's goal is to provide our customers with a great experience when they conduct business, and we believe the implementation of this new system is another step in the right direction."

## *A message from* **MAYOR CHRIS MORROW**

Greetings fellow citizens,

I hope you all had a happy holiday, and thank you for your generosity toward our community throughout this season. The year 2015 was an eventful year in the City of Gardner. We ensured success by involving our citizens like never before, and now, with the New Year underway, I'll personally proclaim 2016 as "the year of engagement in Gardner."

Last year, multiple opportunities were created for residents and other city stakeholders to get involved with the City. This year, civic engagement will be in full swing. The year 2015 saw our inaugural citizens academy, Gardner You!, go from being a new opportunity to a great success. This interactive public program focused on educating residents and business owners about Gardner's governmental process.

Its graduating ranks also yielded new local leaders, including one elected representative – Council Member Lee Moore – and four new committee members. Gardner You! will resume again this year.



Speaking of committees, 2015 saw the formation of five new city committees focusing on streets, sidewalks, and stormwater; economic development; communications between the community and police; parks and recreation; and the needs of our disabled community members. With six citizen members per committee, that resulted in 30 new engaged local volunteers.

I invite those of you who are interested to find a citizen engagement opportunity. It's easy to interact with your city government; you can attend city meetings, volunteer for committees, or volunteer and/or attend city-sponsored events. You can also participate through social media on one of the three city-sponsored Facebook pages, sign up for city email blasts or contact your elected representatives by email, mail or phone.

In 2016, our success as a community will be assured by the enthusiasm of our engaged citizens. At City Hall, we will continue to do all we can to provide our citizens opportunities to be involved. We depend on you for input! We will continue to lead a group effort of our engaged residents, local businesses, city staff and elected officials to realize that continued success.

Best regards,

# Citizens invited to attend next Gardner You! Citizens Academy

Do you want to learn how decisions are made, how city funds are allocated and how departments operate in city government? If you answered yes, then Gardner You! Citizens Academy is for you.



Starting Jan. 28, 2016, the City of Gardner will host its second Citizens Academy program, Gardner You! Gardner You! is a free seven-week interactive civic and public information program that focuses on educating residents and business owners about Gardner's governmental process. Participants will:

- Receive hands-on experience in city government operations
- Enjoy comprehensive overviews of departments, programs and services
- Learn about the current status and future plans for Gardner's development
- Expand their knowledge and become more informed on current issues and proposed projects within the City
- Participate in lively discussions and interactive activities

A citywide facilities tour will be on Mar. 25, and a graduation ceremony and

reception on Apr. 4 will conclude the academy program.

Gardner You! sessions will be held on Thursday evenings twice a month from 6:30-8:00 p.m.

at City Hall. The Academy is open to Gardner residents and business owners who are at least 18 years old. There are also five slots reserved for students at Gardner-Edgerton High School, provided a referral

from a teacher or other faculty member as to why the student should attend. Slots will be filled on a first-come, first-served basis.

Applications are available at City Hall (120 E. Main St.) or online at [www.gardnerkansas.gov](http://www.gardnerkansas.gov). All completed applications must be returned to the City Clerk's Office. Applications will be accepted through Fri., Jan. 15, 2016.

For more information, please contact City Clerk Jeanne Koontz at (913) 856-0945 or [jkoontz@gardnerkansas.gov](mailto:jkoontz@gardnerkansas.gov).

***“Gardner You! broadened my understanding of what it takes to make the City of Gardner thrive and excel into the future.”***

-Tim Miller, local business owner

## DID YOU KNOW?

It is the responsibility of a property owner or occupant to remove all snow and ice from the sidewalk of their property within 48 hours of a snow or ice storm. Removal of snow and ice is important because many people use the sidewalks during the winter, especially children walking to the bus stop or to school.



## CITY COUNCIL

**Chris Morrow, Mayor**  
913-269-8495 (Cell)  
[cmorrow@gardnerkansas.gov](mailto:cmorrow@gardnerkansas.gov)

**Steve Shute, Council President**  
913-938-6887 (Cell)  
[sshute@gardnerkansas.gov](mailto:sshute@gardnerkansas.gov)

**Dr. Todd Winters, Council Vice President**  
913-271-3587 (Cell)  
[twinters@gardnerkansas.gov](mailto:twinters@gardnerkansas.gov)

**Kristy Harrison, Council Member**  
913-884-2115 (Home)  
[kharrison@gardnerkansas.gov](mailto:kharrison@gardnerkansas.gov)

**Rich Melton, Council Member**  
913-207-7152 (Cell)  
[rmelton@gardnerkansas.gov](mailto:rmelton@gardnerkansas.gov)

**Lee Moore, Council Member**  
913-938-6686 (Cell)  
[lmoore@gardnerkansas.gov](mailto:lmoore@gardnerkansas.gov)

Messages may also be left for any Council Member or the Mayor at 913-856-0939

## CITY MANAGEMENT

**Cheryl Harrison-Lee, City Administrator**  
[charrison-lee@gardnerkansas.gov](mailto:charrison-lee@gardnerkansas.gov)  
913-856-0939

**Laura Gourley, Finance Director**  
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913-856-7535

**Larry Powell, Business and Economic Development Director**  
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**Jeff Stewart, Parks and Recreation Director**  
[jstewart@gardnerkansas.gov](mailto:jstewart@gardnerkansas.gov)  
913-856-0936

**James Pruetting, Police Chief**  
[jpruetting@gardnerkansas.gov](mailto:jpruetting@gardnerkansas.gov)  
913-856-7312

**Brian Faust, Public Works Director**  
[bfaust@gardnerkansas.gov](mailto:bfaust@gardnerkansas.gov)  
913-856-0914

**Gonzalo Garcia, Utilities Director**  
[ggarcia@gardnerkansas.gov](mailto:ggarcia@gardnerkansas.gov)  
913-856-7256

**POSTAL PATRON**  
**GARDNER, KS 66030**

**Mark your calendars**



**City Council Meetings:**

- Jan. 19 at 7 p.m.
- Feb. 1 at 7 p.m.
- Feb. 15 at 7 p.m.
- Mar. 7 at 7 p.m.

\*View more meeting dates at [www.gardner-kansas.gov](http://www.gardner-kansas.gov)

**Don't forget!**

**Daddy Daughter Ball**

Gardner Parks and Recreation is proud to present the Daddy Daughter Ball, "Candyland," taking place Sat., Feb. 20 from 6:30-8:30 p.m. at the Gardner-Edgerton High School Commons Area. Enjoy a sweet moment with your daughter filled with "Candyland" themed sweets and music and dancing, along with some appetizers. The price is \$35 per couple and \$15 for each additional daughter (daughters must be ages 3-10), and registration ends Feb. 12. Sign up at [www.gardnerkansas.gov/daddy\\_daughter\\_ball](http://www.gardnerkansas.gov/daddy_daughter_ball), and do so early because this event fills up quickly!



**2016 Summer Job Opportunities**

The Gardner Parks and Recreation Department is now accepting applications for seasonal positions for the spring and summer of 2016. Applications will be accepted through Feb. 1, 2016. Position openings and application forms can be found online at [www.gardnerkansas.gov/parks](http://www.gardnerkansas.gov/parks) or at Gardner City Hall. Return completed applications to City Hall, attn: Gardner Parks and Recreation Department.

**TextCaster Signup**

If you haven't signed up for our mass notification system TextCaster yet, get signed up today! Stay informed about road conditions, city news, emergency alerts and more – all via text and/or email. To sign up, visit [www.gardnerkansas.gov/get-connected](http://www.gardnerkansas.gov/get-connected).

**UPCOMING GARDNER PARKS AND RECREATION ACTIVITIES AND EVENTS**

	Date	Registration Deadline	Age/Grade	Costs
<b>Youth Programs</b>				
Tae Kwon Do & Karate for Kids	Jan. 30	Jan. 18	3-6	\$40
Scrapbooking	Jan. 29	Jan. 27	12 & Up	\$5
Babysitting Clinic	Feb. 15	Feb. 5	11-16	\$55
Daddy Daughter Ball	Feb. 20	Feb. 12	3-10	\$35/couple
Competitive Baseball	Mid April	Feb. 12	U9, U10, U12, U14	\$950
Machine Pitch Baseball	Late April	Feb. 12	U8	\$950
Spring Soccer	Apr. 2	Feb. 12	Age 4 & Grades K-8	\$70/\$55
Micro Soccer	Apr. 2	Feb. 19	2,3, & 4	\$60
Recreational Softball/Baseball/T-Ball	Mid April	Feb. 26	5-15	\$55-\$85
Kids Garage Sale	Mar. 19	Mar. 16	6-16	\$7
Player Development Soccer Program	Mar. 31	Mar. 27	5-12	\$65
<b>Adult/Family Programs</b>				
Square Dance	Jan. 5	N/A	14 & Older	\$25 or \$45
Co-Rec Volleyball	Jan. 17	Jan. 4	18 & Older	\$150/team
Women's Spring Volleyball	Apr. 5	Mar. 28	18 & Older	\$150/team
Adult Spring Softball	Early April	Mar. 11	18 & Older	\$450/team
Earth Day Celebration	Apr. 23	Apr. 15	All Ages	Free
Senior Prom	Apr. 30	Apr. 22	50 & Older	\$20/couple