

East Lawrence Neighborhood Association

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RE: Work Session Item F1 Receive the budget
To the City Commission

The East Lawrence Neighborhood Association has been invited to participate in a Lawrence “rebranding” project by a city staff member that has the job title “Brand Manager” working in the City Manager’s Office. We noticed the City has also contracted with a marketing consultant to come up with a new “Brand” that represents Lawrence. And, the City is holding multiple meetings that will require a lot of valuable staff time. All of this will add up to a Project that will cost an “unmistakably” large amount of public money!

We also noticed that the City is involved in a budget process in which major cuts to services are being proposed that will impact many residents of the City. Unsurprisingly, as with the USD 497 budget process, the harshest impacts of the cuts fall on residents of several east-side neighborhoods. We have sent a separate letter detailing our position on those matters.

We suggest that the first thing that should be cut is the City’s Re-branding Project. This re-branding effort should not be funded by public dollars, especially in a year where tough decisions on vital City Services are being made.

Thank you for your the opportunity to provide comment and for your consideration.

Sincerely,

The Board of the East Lawrence Neighborhood Association