

CITY OF LEBANON
CITY COUNCIL WORK SESSION MINUTES
MAY 11, 2026

BE IT REMEMBERED that the City Council of the City of Lebanon, Missouri, met in Work Session on May 11, 2026 at 6:00 PM in the Council Chambers at City Hall located at 401 South Jefferson.

Call to Order, Roll Call, and Declaration of Quorum

Upon roll call, the following Officers were present: Jaret Scharnhorst, Mike Evans, Joe Berkich, Dan Mizell, Jeff Mutchler, Randy Wall, Chuck Jordan, Bob Garner, and Mayor Jared Carr.
Absent: None.

A quorum was declared.

Staff members and others in attendance: City Administrator Troy Schulte, Police Chief Jerry Harrison, Fire Chief Sam Schneider, Human Resource Director Kathy Milliken, Assistant Public Works Director Mike Moore, Assistant Public Works Director Tammy Young, Environmental Superintendent Eric Mork, Code Administrator Christina Wagner, Budget Analyst Emily Lester, Communications Specialist Camryn Cary, Communications Manager Derek Gean, City Clerk Lacey Brackett, and City Counselor Chris Allen.

Discussions and Presentations

Rebranding Presentation- Chandlerthinks

Communications Manager Derek Gean introduced Steve Chandler of ChandlerThinks, who presented an update on the comprehensive community branding process. Chandler shared that over 600 community members took part in a research phase, which identified Lebanon's identity as anchored by three defining elements: Bennett Spring State Park, Route 66 heritage, and a strong boat manufacturing legacy. Chandler discussed that Lebanon's prominence as an industrial base is driven by its strong work ethic, entrepreneurial spirit, and collaborative community support, and that the community is experiencing a renewed sense of optimism. Chandler shared that the brand strategy positions Lebanon as a place where forward-thinking industry, scenic outdoor beauty and recreation, and hometown pride create an environment where journeys naturally begin, are nurtured, and thrive, with a proposed brand tagline of "Build Your Journey Here." Chandler showed an example of a potential City logo featuring a circle representing the community's close-knit character with the letter "L" extending slightly beyond it to reflect forward momentum, and shared potential messaging examples, logo usage guidelines, approved fonts, and a recommended color palette. Chandler then discussed recommended steps for incorporating a new brand across all City touchpoints.

Round Table Discussion

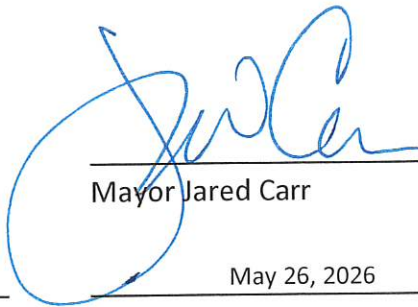
None.

Adjournment

Mayor Carr declared the meeting adjourned at 6:31 p.m.

ATTEST:


City Clerk Lacey Brackett



Mayor Jared Carr

May 26, 2026

Minutes Approved