

# NEWS in a NUTSHELL

THE NEWSLETTER FOR THE EMPLOYEES OF MARYVILLE



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## Rolling Out Downtown Maryville's New Brand

*Requesting Brand Advocates!*

If you've been downtown lately you've likely seen the first step of the roll out of the new Downtown branding efforts. The week of September 18th Engineering and Public Works began hanging banners along Broadway. The banner's design includes a sneak peek of the new logo and strapline (also known as a tag line). Soon, the businesses will be adding stickers and window clings to the front doors and windows, wearing tee shirts and caps sporting the brand, and introducing their customers to the brightly colored design. When that happens, we would love to have the City of Maryville employees help folks understand what went into the design and why it was chosen. The following information might be helpful if you find yourself in a conversation about the effort.

### The Process

Back in 2021 a committee made up of several volunteers from the community and City employees interviewed three of the twelve companies that answered a Request for Qualifications. After choosing NorthStar from Nashville, the work began. NorthStar invited the public to several public meetings, encouraged folks to take part in a survey, and presented their results to the branding committee. After all the research and surveys were complete, a DNA statement was developed that inspired the logo and strapline.

### Downtown Maryville Brand DNA Statement

- **Target Audience:** Initiators and collaborators who prefer the agility of something smaller
- **Frame of Reference:** Maryville's authentic downtown in the scenic foothills of the Smokies
- **Point-of-Difference:** Invites independent enterprises and experiences that celebrate personal interactions
- **Benefit:** So what you spend here (family time, money, tuition, time outdoors, investment, etc.) feels meaningful and purposeful



### The Logo Design:

- Is inspired by downtown's historic architecture
- The abstract forms suggest connections, collaborations, mountain vistas, and an embedded "M"
- The red apex shape conveys upward momentum
- The curved, green underline is a subtle nod to our extraordinary greenways

### About the Strapline

It is a playful twist on a familiar expression that says here in Downtown Maryville:

- All are welcome, and each person amplifies the experience
  - Something great is building in our downtown
  - We have more to offer than anywhere, with room for meaningful connections and growth
  - It conveys a charming, invitational tone
- It leverages and promotes Maryville's name in a memorable way that no other downtown can.

Downtown Maryville Brand Advocates will play an important roll in helping our citizens and business owners understand the new logo and what went into it's development. We are excited for this phase in the process and we hope you will join us in spreading that excitement in our community! Please display and share the stickers and window clings included with this newsletter. You can also check out a great video about the new logo on the employee page on the City of Maryville Website.

*Welcome to the team!*

At left: The identity logo on a hat. At right, a sample of an ad promoting the downtown area featuring Vienna Coffee owner, John Clark.



# People are the Key

## MPD August Employee of the Month

On August 5, 2023 Maryville officers responded to a residence for a call where the complainant indicated that her husband had locked himself in a room at the residence and stated she could find his suicide note on their home computer. She also advised the 911 operator that there was a firearm in the residence.

Upon arriving on the scene, Officer Zirges quickly gathered facts from the complainant and entered the residence to check her husband's wellbeing. Officer Zirges established communications with the complainant's husband, and for approximately the next 20 minutes they spoke through the door of the office where he had isolated himself.

Throughout his conversation with the individual in crisis, Officer Zirges displayed remarkable empathy and professionalism while effectively engaging in dialog with the individual. Officer Zirges actively listened to the distressed individual and provided him reassurance in a calm and understanding manner. Officer Zirges' ability to establish trust and rapport in this challenging situation is commendable and was instrumental in bringing this situation to a favorable conclusion. (MPD Facebook page)



Chief Crisp and Officer Nathan Zirges

## Home School Group Appreciates the Tour



Alex Steele, MFD, answers questions from a group of star struck kids during a tour of the Fire Department.

*The following is a note of thanks that Sarah Harris, MFD, received from Emily Brooks with the Blount Home Education Association (BHEA) after a tour of the MFD and MPD Departments on September 8, 2023.*

I wanted to thank you all for the gracious, welcoming, and informative visit our BHEA home schoolers experienced yesterday at our visit. We had an excellent time. I've included a few pictures that include your team in them if you'd like to pass them along with our gratitude.

Thank you again,  
Emily Armstrong Brooks

## UW Car & Truck Show was a Success



Left to right: Katie Pledge, Finance won 2nd place with her family's 1955 Chevy 210, John Wilson, Retired from Electric won 1st place with his 1968 Chevy Camaro, and David Graves, Admin took home 3rd place with his 1962 Chevy Corvette.

## David Morton Retires

The Finance department celebrated David Morton's retirement on Monday, September 18th with a surprise potluck party in their break room.

David started working for the City 36 years ago. He worked in the Finance department for the duration of his career and was our Purchasing Agent and Contract Manager at the time of his retirement. We wish you well in your retirement David! We'll miss you!





# Congrats to These Folks



New Employee  
**Lewis Amos**  
EPW  
Grounds Maintenance  
Worker



New Employee  
**Logan DeLara**  
EPW  
Street Construction Worker



New Employee  
**Joseph England**  
EPW  
Street Construction Worker



New Employee  
**Jonathan Headrick**  
EPW  
Grounds Maintenance  
Worker



New Employee  
**Nathian Hernandez**  
MFD  
Firefighter/EMT



New Employee  
**Jacob Humes**  
MFD  
Firefighter/EMT Trainee



Promotion  
**Jana Brown**  
EPW  
Stormwater Program  
Manager



Promotion  
**Leslie Crawford**  
HR  
Sr. Human Resources  
Manager



Promotion  
**Chuck Rowan**  
EPW  
City Engineer



Promotion  
**Brian Smith**  
W&S  
W&S Field Program  
Manager



Promotion  
**Chase Tilley**  
MFD  
Firefighter EMT/Engineer

## Changes in Human Resources

Almost every department in the City has seen a lot of long-term employees celebrate retirement. Those retirements and other openings have paved a path for new employees to join our family. Opportunities are also opening for seasoned employees to step into new leadership positions. The human resources team is dedicated to assisting departments and individuals prepare employees for a rewarding career at the City.

As we plan for the growth of these needs, we are excited to announce some changes to our team.

Leslie Crawford has been promoted to Senior Human Resources Manager. As Leslie continues leading the team's daily efforts, she will also provide focus and insight to long-term planning and strategy to help us stay ahead of the challenges facing our industry and workforce.

Patty Cox will remain your go-to for employee benefits and programs, and will continue to play a big role in the transition from GEMS to MUNIS. As you all know, the new software has changed a lot of processes, and Patty will be instrumental in maintaining those processes to keep the relevant databases up to date.

We will also be adding a new person to our team soon. Focused on recruiting and retaining City employees, this position will bring a new level of support and professionalism to the City's training, development, feedback, and recruiting programs.

HR is here to serve you so that you can best serve our community. If you have feedback, questions or concerns, please don't hesitate to contact us. We are grateful to each of you who are out there every day helping make the city of Maryville such a special place.

# But Wait, There's More

## October Birthdays

- 1 Jonathon Ellenburg, Electric
- 2 David Headrick, W&S  
Nate Robinson, MPD
- 3 Leslie Crawford, HR
- 4 Steven Wickert, MPD
- 5 Brian Gray, EPW  
James Costello, W&S
- 7 Keith Wilson, W&S
- 8 Chris Flores, MPD
  
- 9 William Murphy, Electric  
Kevin Bailey, IT
- 10 Tate Murphy, EPW  
Riley Ewing, MFD
- 11 Brent Robbins, W&S
- 13 Matthew Watson, MPD
- 14 Sandra Warwick, Finance
- 21 Riley Huff, W&S  
Jennifer Riffle, MPD
- 23 Jamie Hipps, EPW  
Bill Bain, MFD  
Don Myers, Electric
- 24 Lucus McCall, Electric
- 26 Mark Allgood, W&S
- 29 Joe Bogart, Finance  
Ricky Cummings, EPW
- 30 Jonathon Riggsbee, Admin.



## October Anniversaries

- Todd Burchett, W&S 38 years
- Ronnie Pryor, MPD 34 years
- Robert Large, Dev. Services 24 years
- Shaun O'Neal, MPD 23 years
- Kenneth Crowder, MPD 22 years
- Matthew Clark, EPW 22 years
- David Headrick, W&S 21 years
- Keith Brewer, EPW 20 years
- Steven Dotson, MPD 16 years
- Chance Hawkins, MFD 16 years
- Sarah Harris, MFD 16 years
- Kevin Stoltenberg, EPW 16 years
- Michael Alexander, EPW 13 years
- Jerry Hall, W&S 10 years
- Derik Hilbert, EPW 7 years
- Perla Garrett, Finance 7 years
- Tyler Kirkland, W&S 7 years
- Matt Gagnon, MFD 4 years
- Shawn Garnett, Finance Arnold 3 years
- Blackwell, Dev. Services Jillian 2 years
- Love, Dev. Services Travis 2 years
- Ryan, EPW 1 year

## Picnic Lunch October 19th

The Employee Appreciation Picnic will be held at the Op Center on Thursday, October 19, 2023. Drop in between 11:30 a.m. and 1:30 p.m. for a delicious lunch catered by Buddy's BBQ.



Menu:  
 Hickory-smoked Pulled Pork  
 Smoked Chicken Breasts, Thighs, and Legs  
 Baked Beans & Cole Slaw  
 Chips, Sweet Tea and Unsweetened Tea,  
 Brownies and Cookies

## Don't Forget Our Free Flu Shot Clinic

*For employees and spouses • No appointment is necessary*

Tuesday, October 17th | 8 a.m. – 10 a.m.

Maryville Municipal Center Gary Hensley Room

Wednesday, October 18th | 7:30 a.m. – 9:30 a.m.

Operation Center Auditorium

*Pneumonia and Shingles shots will also be offered at no cost!*

## Ronnie Irwin Retires

On September 15, 2003 Ronnie Irwin worked his first day at the City of Maryville. On September 15, 2023, he worked his last day. Ronnie retired 20 years to the day after he started his career. Ronnie and his wife are planning a cruise to Alaska to celebrate the beginning of their next chapter! Best wishes Ronnie! Shown here, Tim Green, Ronnie, and Tim Phillips celebrate his special day.

