

Hiawatha branding initiative placed on hold

(KNZA)--A proposed branding initiative for the Hiawatha community has been placed on hold.

The steering committee for the branding initiative announced Tuesday the committee would be taking a pause in the process for an indefinite amount of time.

The proposed slogan for the initiative , “ Hiawatha, the most boring town you’ll ever love” has drawn strong criticism on social media and around town since it was presented at last week’s City Commission meeting.

It was developed based on an on-line survey conducted this past winter, with the word “ boring” being used the most by the 318 respondents to describe the community.

Rick Nobles, with Excellence K12, has been working with the city, USD 415, Hiawatha Foundation for Economic Development and Hiawatha Chamber and Visitor’s Bureau on the branding initiative since last year.

Nobles appeared at the USD 415 board meeting Monday evening to give a presentation on the initiative, which was not well received by some board members who called the idea offensive and depressing. Nobles clarified the message was intended to be “tongue and cheek humor” and not an attack on the town.

Two patrons also voiced their concerns about the proposed branding initiative during the public comment portion of the meeting.

The board took no action after Nobles presentation.

Nobles had also been scheduled to give presentations this week to the Chamber and HFED, but they were cancelled.